

The Power of Artemis

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Figure 1. The *Artemis* sculpture in Louvre Museum

Mind mapping is a powerful method for systematically brainstorming ideas related to a given concept or keyword (Buzan, 1991). Visualizing thoughts through mind mapping helps build, explore, improve, evaluate, and motivate creators to generate various novel ideas and knowledge (Mento et al., 1999; Zubaidah et al., 2017). In the fashion design disciplines, recent literature such as Kim and Kim (2015) have shown that mind mapping is a dynamic strategy for finding inspiration for a given design concept.

The purpose of this design was to create a sustainable ensemble that reflects and embodies a key source of inspiration using the mind-mapping technique. The chosen source of inspiration was Artemis (Figure 1), the Greek goddess of the hunt, the moon, and nature (Artemis, 2014). As indicated in Reeves-DeArmond's (2013) study, mind mapping is a useful method for apparel and textile scholars.

The mind map was digitally created using the XMind™ software. The various functionalities of the XMind™ software enabled easy changes and adjustments to the map, and the organization of ideas in a unique way. The process began with a Google search for the history of Artemis in order to find the best representations of this deity. The three categories of Norman's (2004) emotional design model were applied in the mind-mapping process. These three categories, called levels of design, include *visceral*, which refers to the appearance, features, and impression of the design; *behavioral*, which refers to the human actions and experience that reflect on the function of the outfit; and *reflective*, which refers to the ability to express feelings through the story behind the design.

"Artemis" as a single word was typed in the center of a blank page and connected with three lines to the major categories that correlate to Norman's levels of design. Every idea the search generated was inputted as a single keyword under its appropriate category. After collecting enough words and ideas for each section tied to the central source of inspiration, ideas that represented a similar theme were grouped together. Each section in the map was assigned a different subtopic, color, and shape; according to Murley (2017), illustrated mind maps should contain various themes, shapes, and colors that ease comparisons and associations.

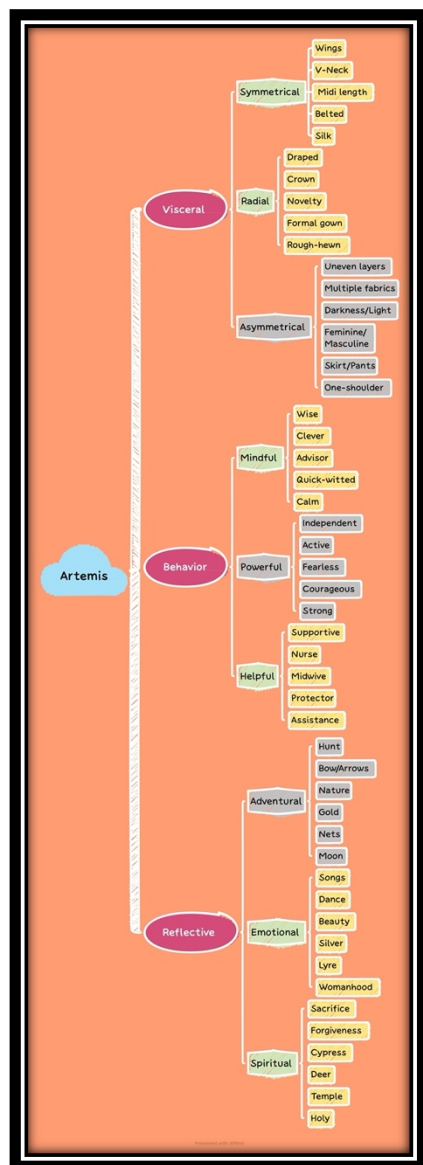


Figure 2. Mind mapping for “Artemis”

The next stage of this process was to select three terms that represented each dimension in the emotional design model. Each selected term was highlighted in gray with its descriptive attributes (Figure 2). The term “asymmetrical” was chosen for *visceral*, “powerful” was chosen for *behavioral*, and “adventurous” was chosen for *reflective*. These three terms were incorporated in the *Power of Artemis* design as follows: the look of the design was presented as asymmetrical viscera or balance through the Grecian style-line (one-shoulder) and through the contradictory elements of Artemis’s character (femininity and masculinity). The impression and feeling that the design’s silhouette invoked were based on Artemis’s powerful behavior, including courage and strength. The storytelling behind the design was presented as adventurous, reflecting Artemis’s personal narrative through the outfit’s various components: pearls as a symbol for the moon, suspenders for the hunt, and cotton-linen fabric for nature.

The sketches for the two wearable pieces using Adobe Illustrator™ were based on the descriptive terms under the chosen collections of words. Thus, the final asymmetrical design is a unique outfit for a woman with Artemis’s powerful attitude—in other words, a modern, strong, and independent woman with an adventurous and sustainable lifestyle. The asymmetrical shape was influenced by Artemis’s personality, and by Grecian elements of dress (Hollander, 1993). Artemis is often seen to embody both masculine and feminine qualities; the design thus represents

femininity in the one-shoulder top and half-ruffled skirt and represents masculinity in the trousers. The approach of utilizing binary elements in this design such as femininity–masculinity, western–eastern, darkness–light, was adopted from Shin's (2016, 2017) collection presented in ITAA catalogs. Finally, the details of this design reflect the adventurous side of Artemis’s history. For example, the pearl beads represent the moon, the black tulle represents the hunting net, and the diagonal suspenders and gold color represent a bow and arrow with a quiver.

The *Power of Artemis* consists of two pieces, which include a one-shoulder cropped top with short sleeves and trousers with a half-ruffled skirt. For an accurate fit, the measurements of the model were taken using a Size Stream™ body scanner. The measurements were used in the Optitex™ design software to draft the flat-pattern pieces of the cropped top and trousers. The half-ruffled skirt and sleeve were created via a draping technique on a size-two dress form. Then, a prototype of the design was made and tested. For constructing the actual piece, three types of materials were used. First, 100% cotton-linen fabric, with its soft texture and natural color, was

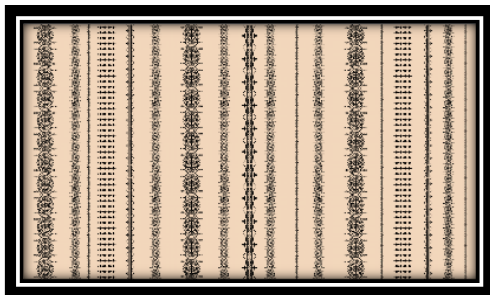


Figure 3. Digital Printing Pattern

used for the entire outfit to conjure ancient Greece. Second, gold, ivory, and black fabrics of material such as chiffon, silk, tulle, lame, and organza were used to make several ruffled strips in different sizes; these were placed as trims on the skirt and sleeve for aesthetic purposes. Third, the cotton piece was designed in Adobe Illustrator™ and digitally printed, inspired by various traditional Grecian motifs (Figure 3). This piece was cut into strips of the same size and ruffled as well. Utilizing technology in the apparel production process such as digital mind mapping, digital sketching, 3D body scanning, digital pattern making, and digital textile printing emphasized the expressive aspect of the design that supports sustainability concept.

For sewing, the base pieces of the cropped top and trousers were sewed first, and then the half-skirt and sleeve after gathering and stitching the strips onto them. Five matte black buttons were applied to secure both sides of the top. Two straps of one-inch-wide cotton black webbing with two buckles with a matte black finish created suspenders to provide more support for the heavy skirt. On the waist, the two-inch-wide long elastic strap was used for easy-fit elasticized waistband trousers. Also, two in-seam pockets were created, which provided increased convenience. For finishing the neckline, a 35-inch-long single-layer binding was used. The final touches included stitching the pearl beads randomly throughout, both as an aesthetic design aspect and to allude to Artemis's role as goddess of the moon.

Regarding the design's contribution and innovation, the creation of this garment expands on existing designs that use a mind-mapping approach, with a concentration on novelty and sustainability. Applying Norman's three levels of design as a guide for building the mind map incorporates an academic rationale into the design. Through this unique work, the designer emphasizes the importance of integrating creative thinking techniques to produce more effective and creative clothing that factors human emotions as well. The designer recommends improving the execution of the design through applying various of technological tools.

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