

Digital Course Portfolio

Designed by **Timosha Krivtsov**

Course Instructor: **Xia Gao**

Class: **ATD 332**

Semester: **Spring 2021**

Floral Repeatable Design

Full-drop Pattern Repeat

Concept

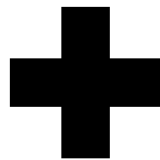
Floral Repeatable Design

Melting Flower is a full drop pattern that tells the story of nature's helplessness and gradual degradation in the face of climate change.





“Murakami Flower”
by *Takashi Murakami*



“Smiley”
by *Harvey Ball*

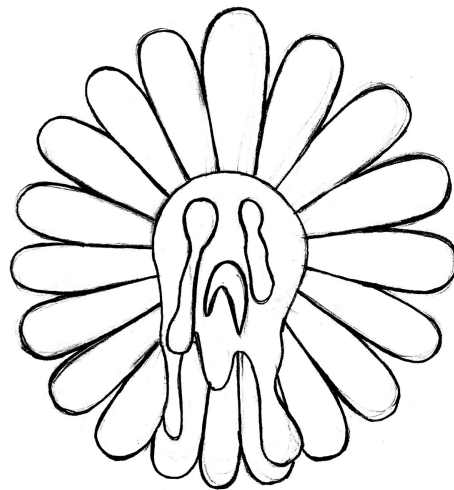
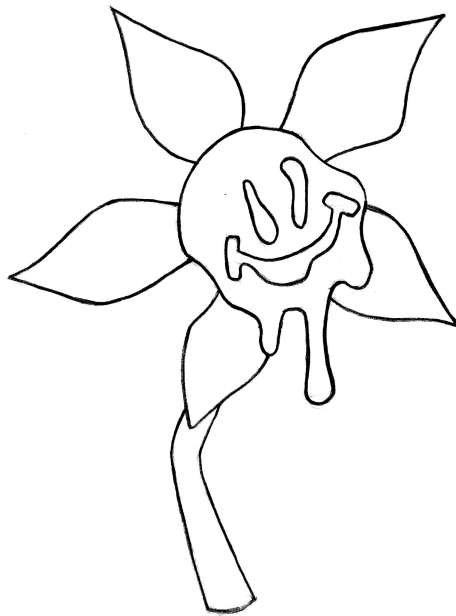
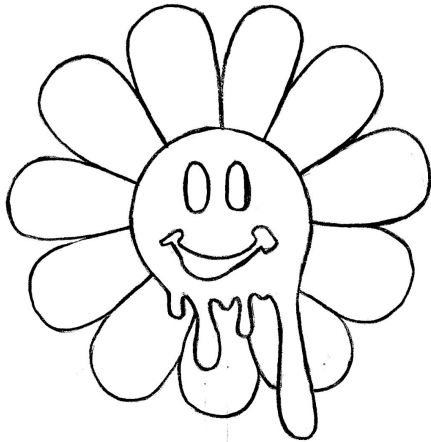
Design Inspiration | *Iconic Motifs in Pop Culture*

ATD 332

"FLORAL + FoLIage Repeat Designs"

FLORAL MOTIFS

color: 6-8 muted/broken Tone Palette



Design Development | *Original Sketches*



Title: *Foliage half-drop*

Size: 6" x 6"

Medium: *Hand Illustration,
Adobe Illustrator*

Date: 2021

Name: Timosha Krivtsov



Title: *Floral full-drop*
Size: 24" x 24"
Medium: *Hand Illustration,
Adobe Illustrator*
Date: 2021
Name: Timosha Krivtsov





Floral Surface Print | *Akers Hall Cafeteria, MSU*

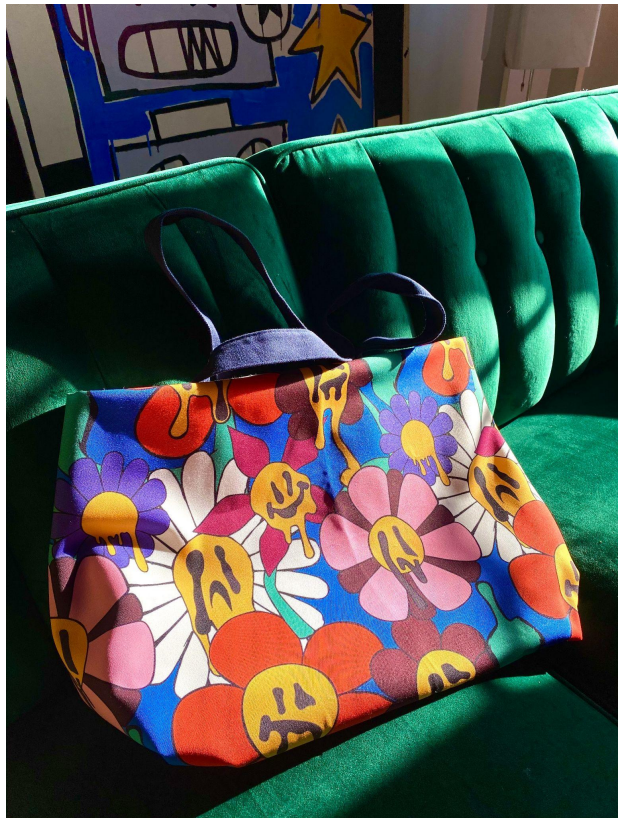
Image source: <https://www.fooddrink-magazine.com/sections/services-suppliers/2130-michigan-state-university-culinary-services>



Floral Fabric Print | Small Coffee Table



Floral Fabric Print | Small Pillow Cushion



Floral Fabric Print | Canvas Tote Bag

Foliage Repeatable Design

Half-drop Pattern Repeat

Concept

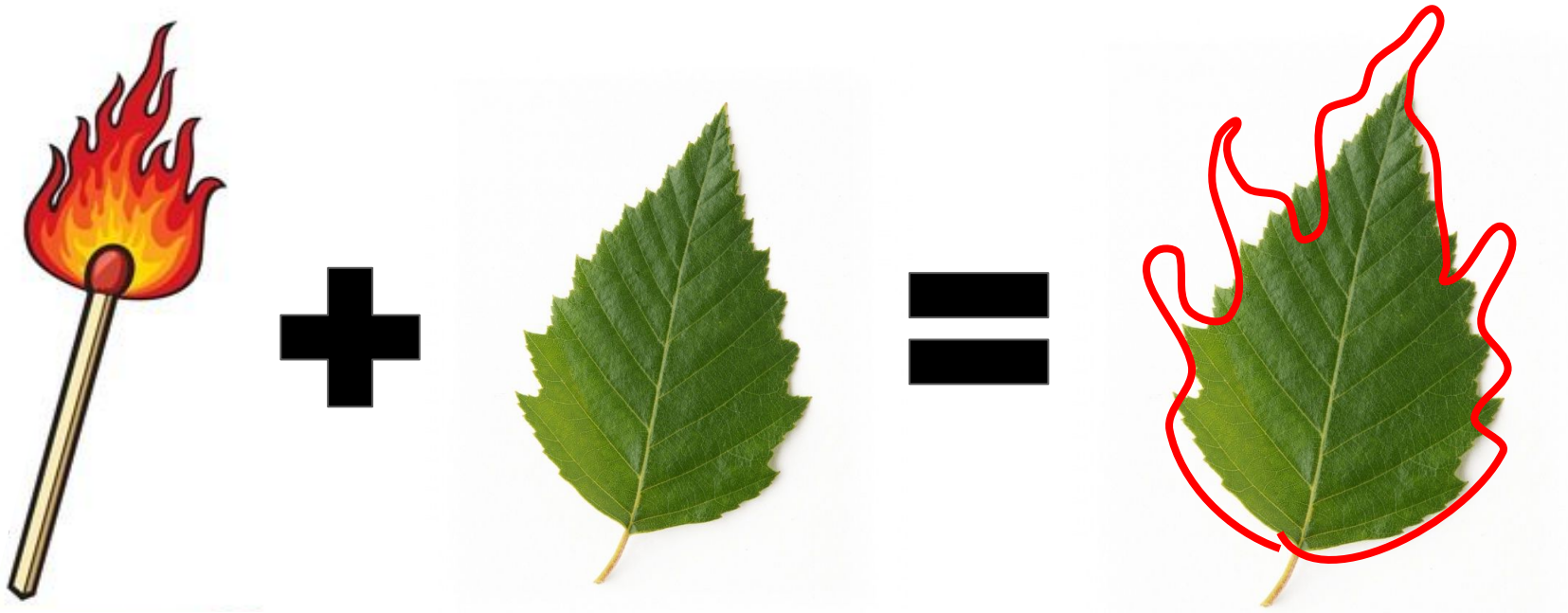
Floral Repeatable Design

This is a half-drop pattern that pays homage to the famous 'Smokey the Bear' campaigns:

"Only you can prevent forest fires."

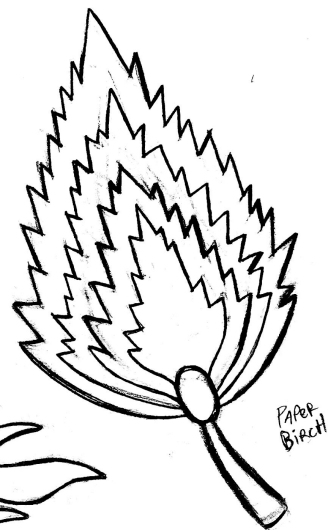
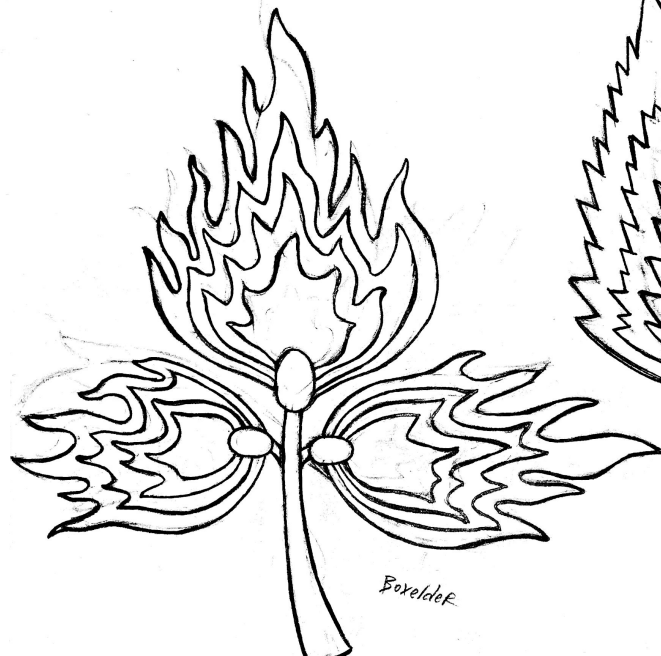
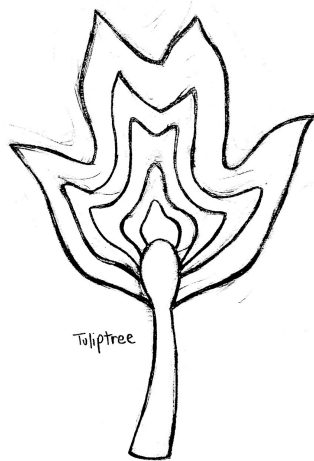
—Smokey The Bear





Design Inspiration | Motifs, *Pattern Recognition*

ATD 332
"Foliage Motif Repeat"
Foliage Types



Design Development | *Original Sketches*



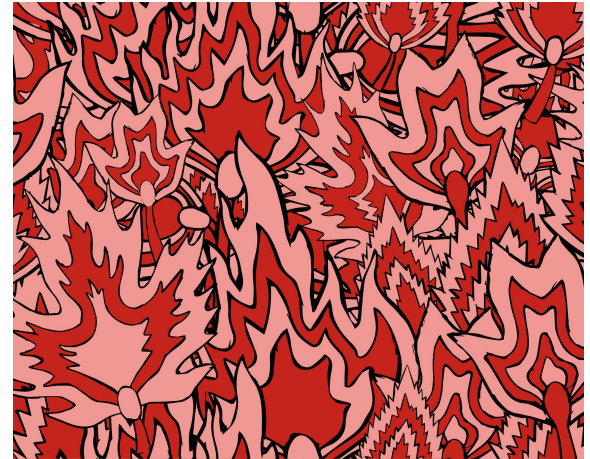
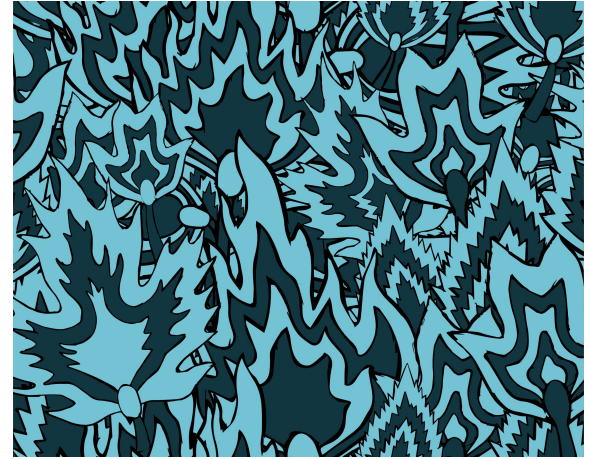
Title: *Foliage full-drop*

Size: 8" x 10"

Medium: *Hand Illustration,
Adobe Illustrator*

Date: 2021

Name: Timosha Krivtsov



Title: *Foliage half-drop*
Size: 27" x 27"
Medium: *Hand Illustration,
Adobe Illustrator*
Date: 2021
Name: Timosha Krivtsov





Foliage Surface Print | *Ski Lodge Comforter*

Image source: <https://www.banffiaspercollection.com/hotels/pocahontas-cabins/>

Geometric Repeatable Design

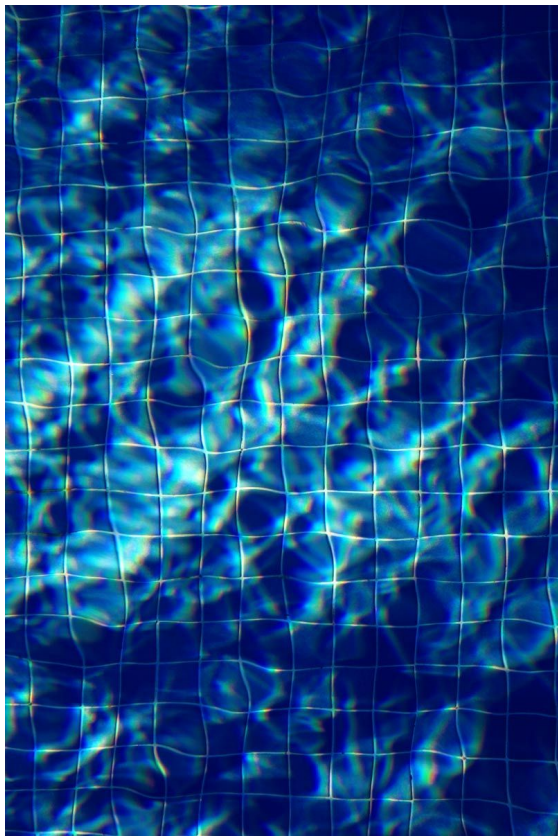
Full-drop Pattern Repeat

Concept

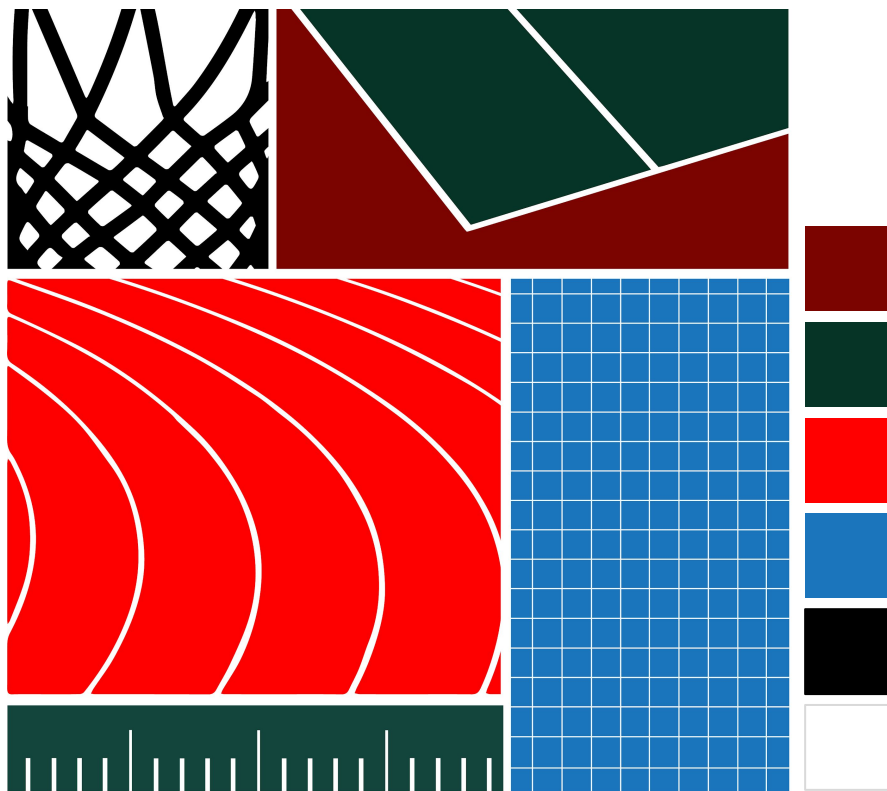
Geometric Repeatable Design

This full-drop repeat is a study of court lines found in sport.





Design Inspiration | *Case Studies*



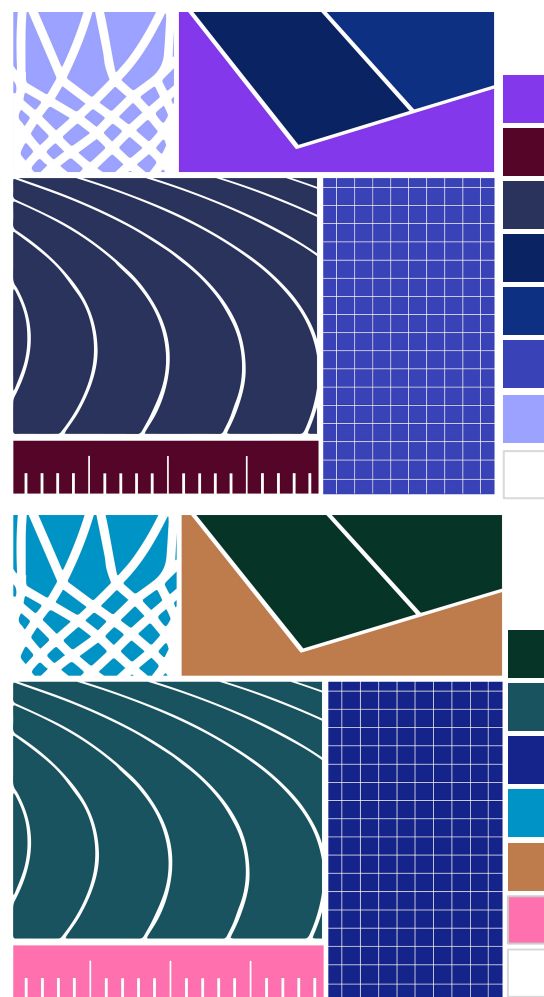
Title: *Foliage half-drop*

Size: 6" x 6"

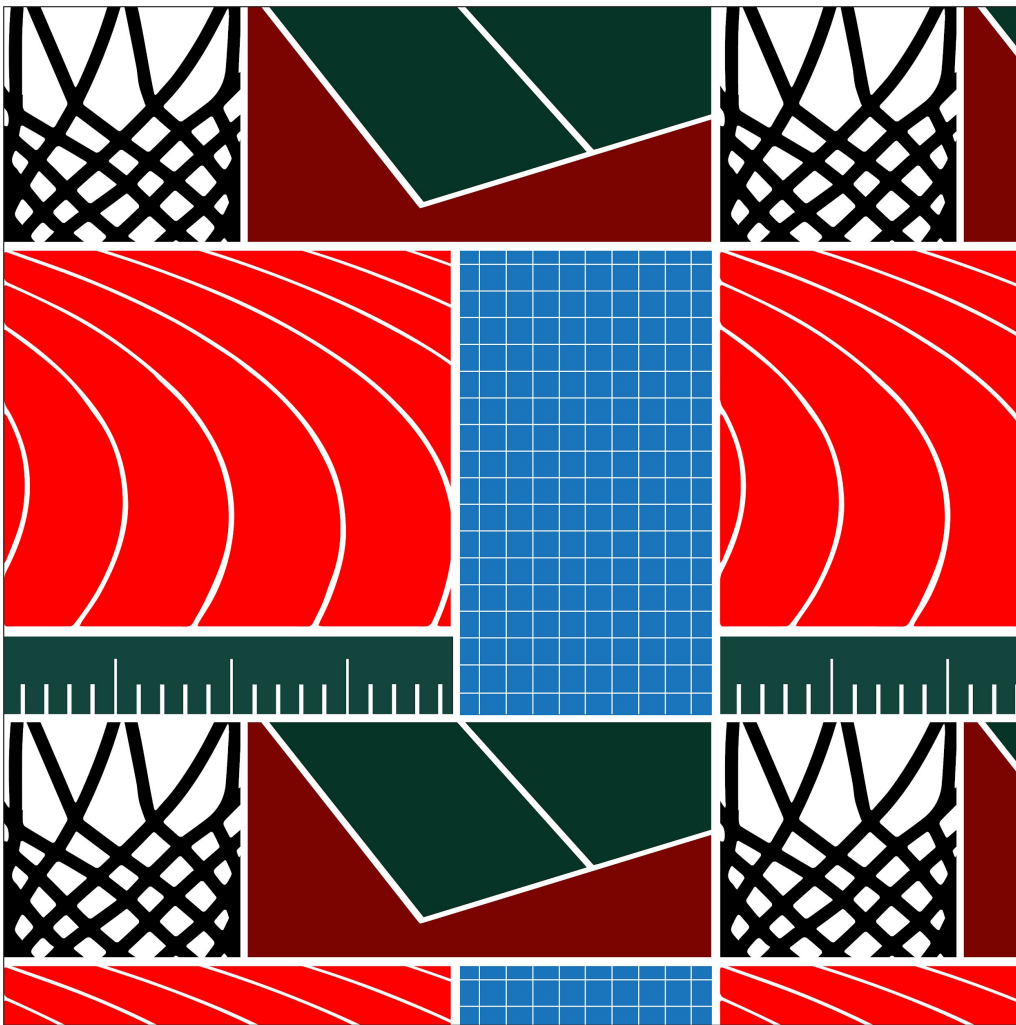
Medium: *Hand Illustration,
Adobe Illustrator*

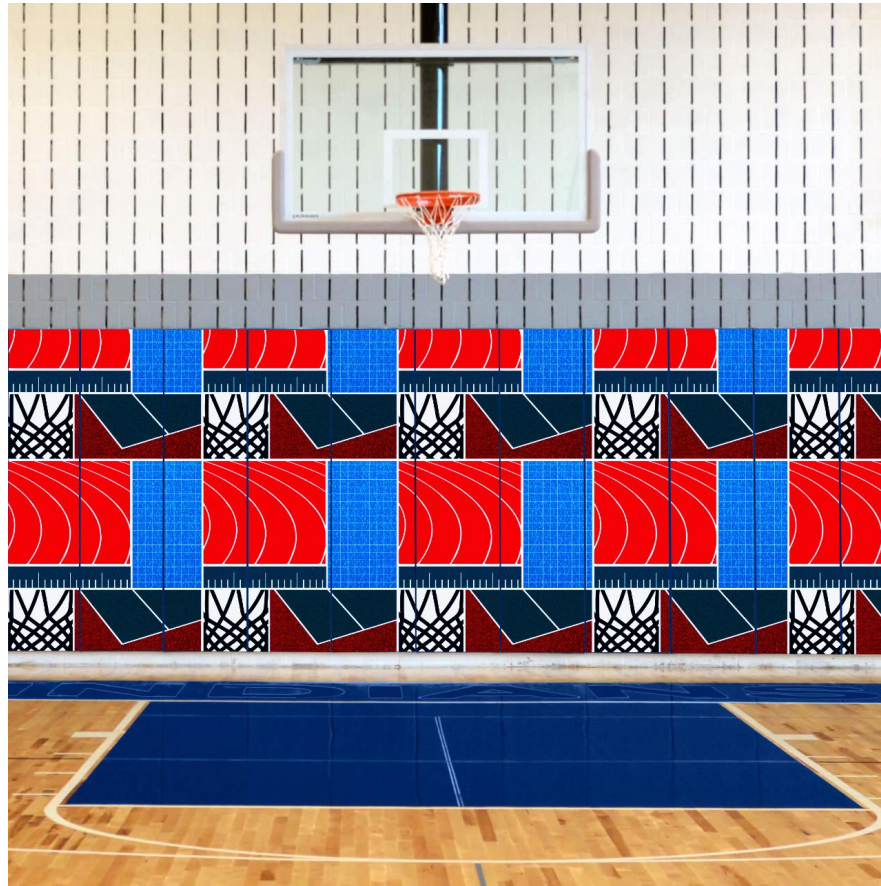
Date: 2021

Name: Timosha Krivtsov



Title: *Geometric full-drop*
Size:
Medium: *Hand Illustration,*
Adobe Illustrator
Date: 2021
Name: Timosha Krivtsov



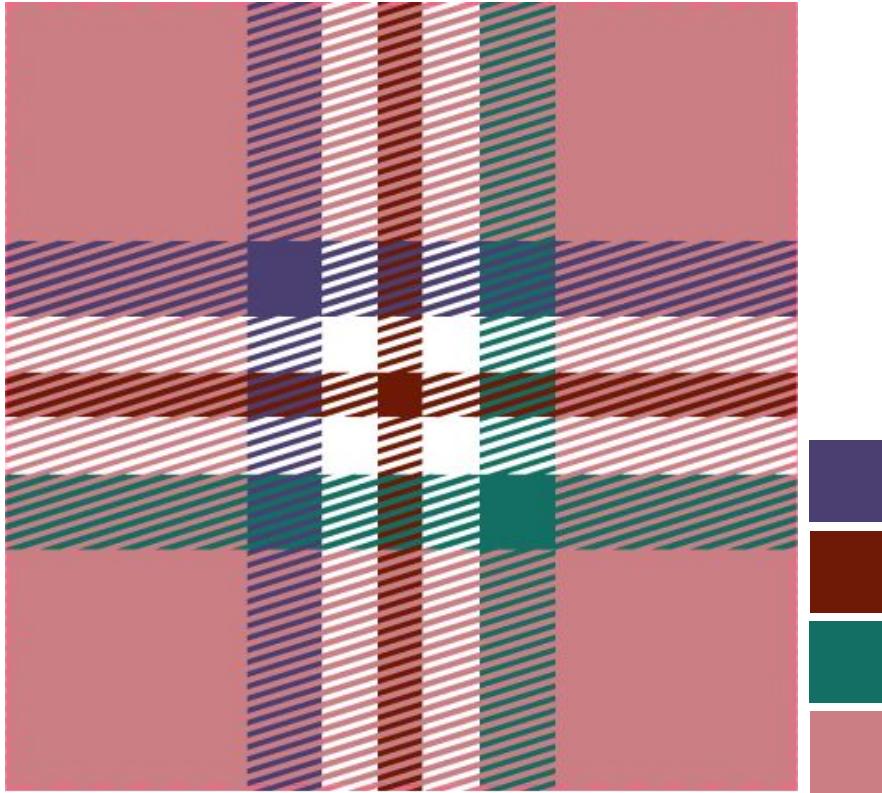


Geometric Surface Print | *Gym Wall Pads*

Image source: <https://www.allmodern.com/furniture/pdp/tia-80-sofa-a000641321.html>

Plaid Repeatable Design

Full-drop Pattern Repeats



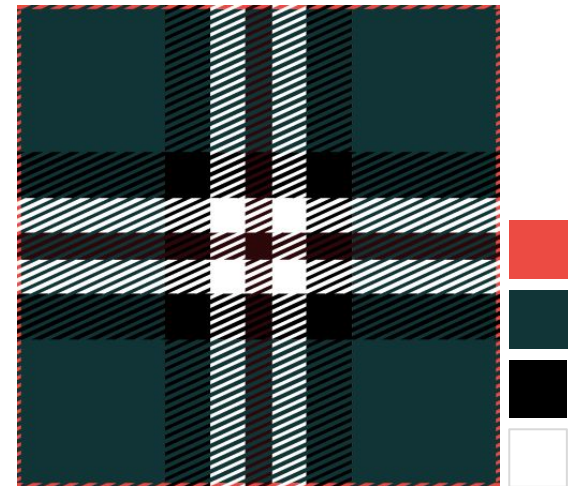
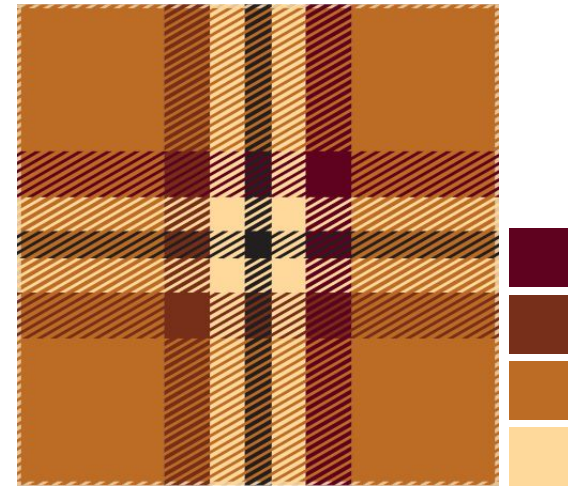
Title: Plaid Woven

Size: 6" x 6"

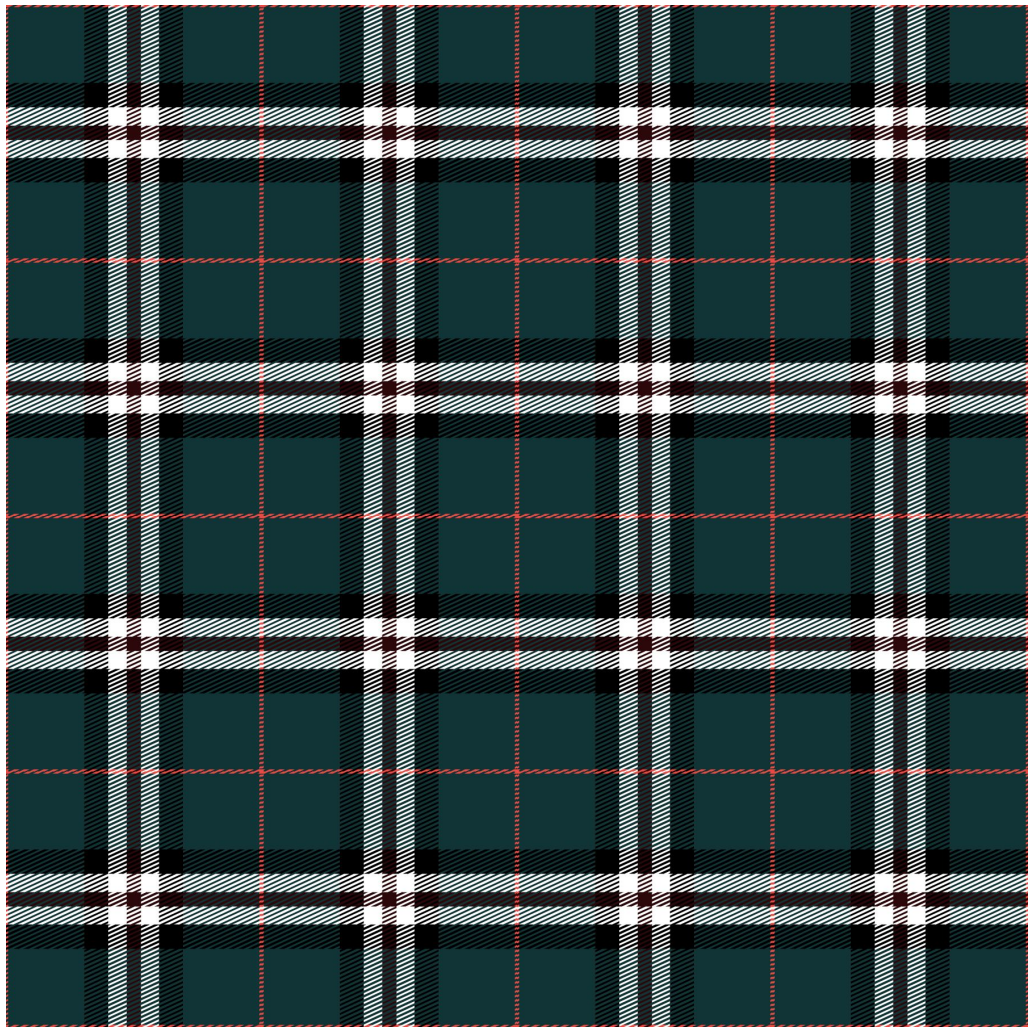
Medium: *Adobe Photoshop*

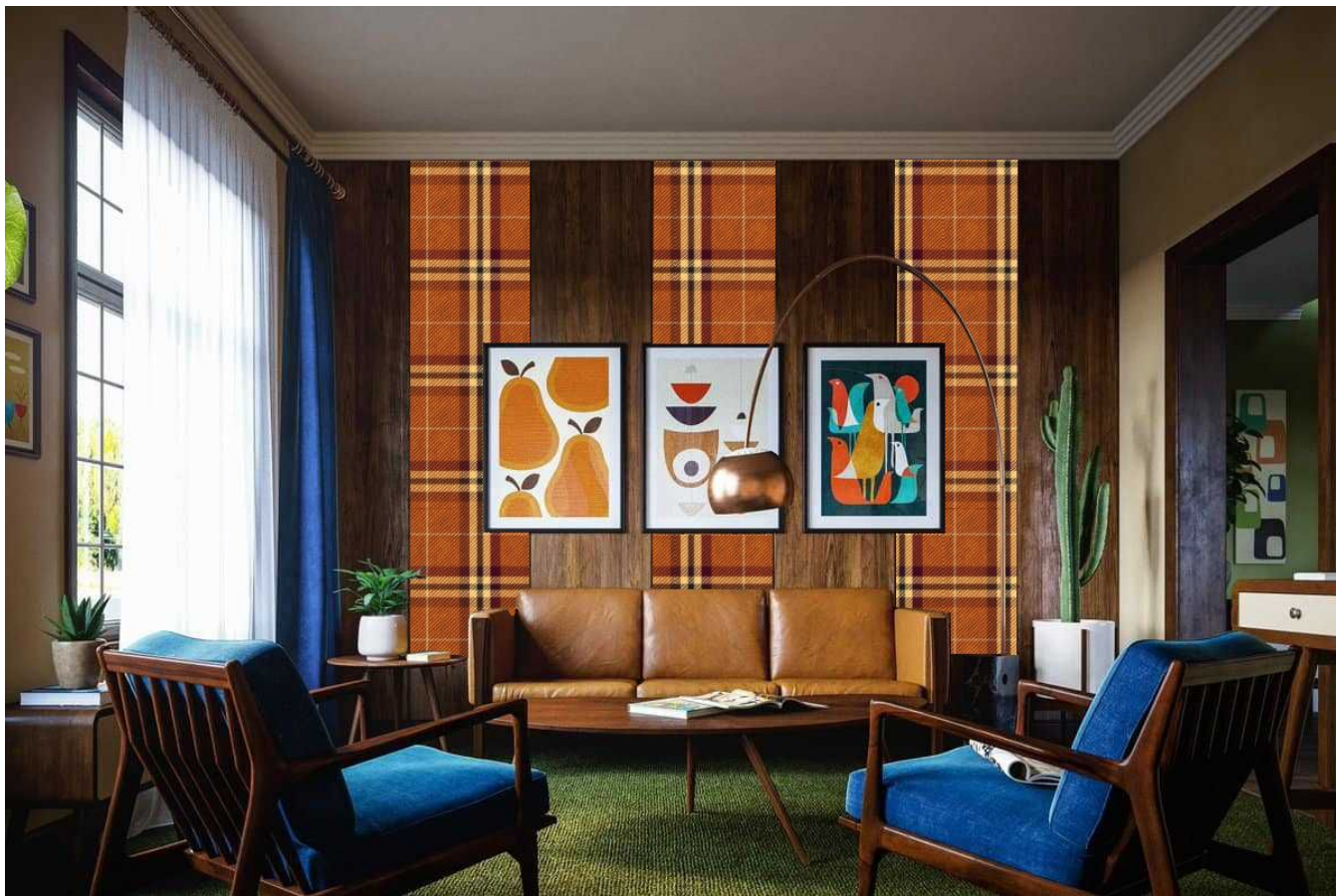
Date: 2021

Name: Timosha Krivtsov



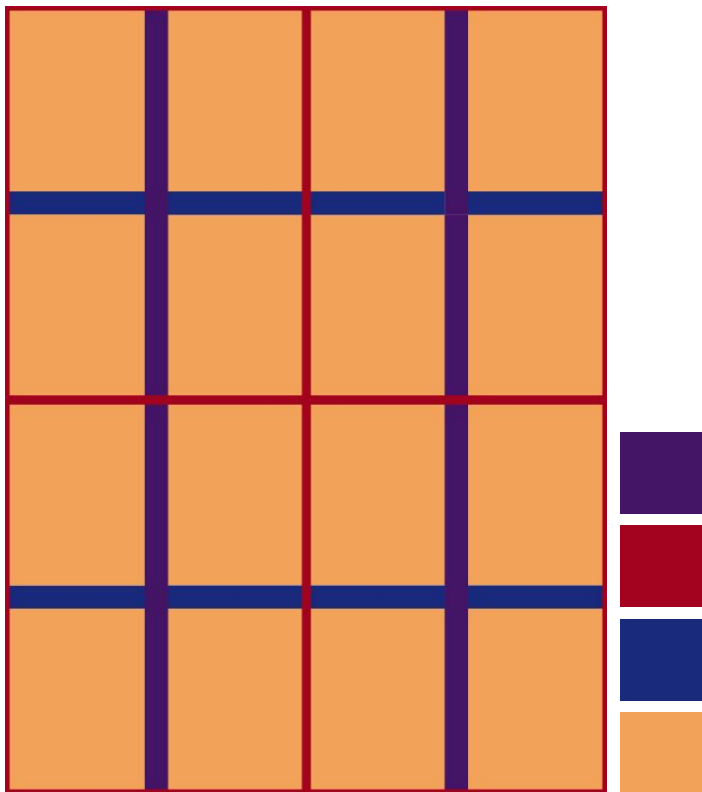
Title: Woven Plaid
Size: 24" x 24"
Medium: *Adobe Photoshop*
Date: 2021
Name: Timosha Krivtsov





Plaid Surface Print | *Living Room Wallpaper*

Image source: <https://www.banffiaspercollection.com/hotels/pocahontas-cabins/>



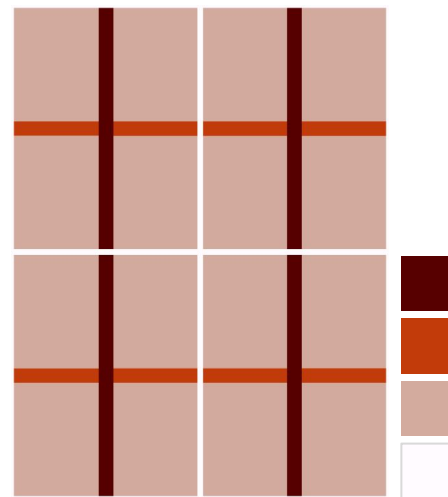
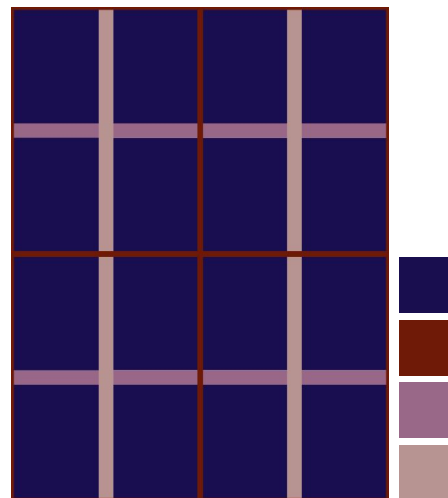
Title: *Print Plaid*

Size: 6" x 6"

Medium: *Adobe Photoshop*

Date: 2021

Name: Timosha Krivtsov



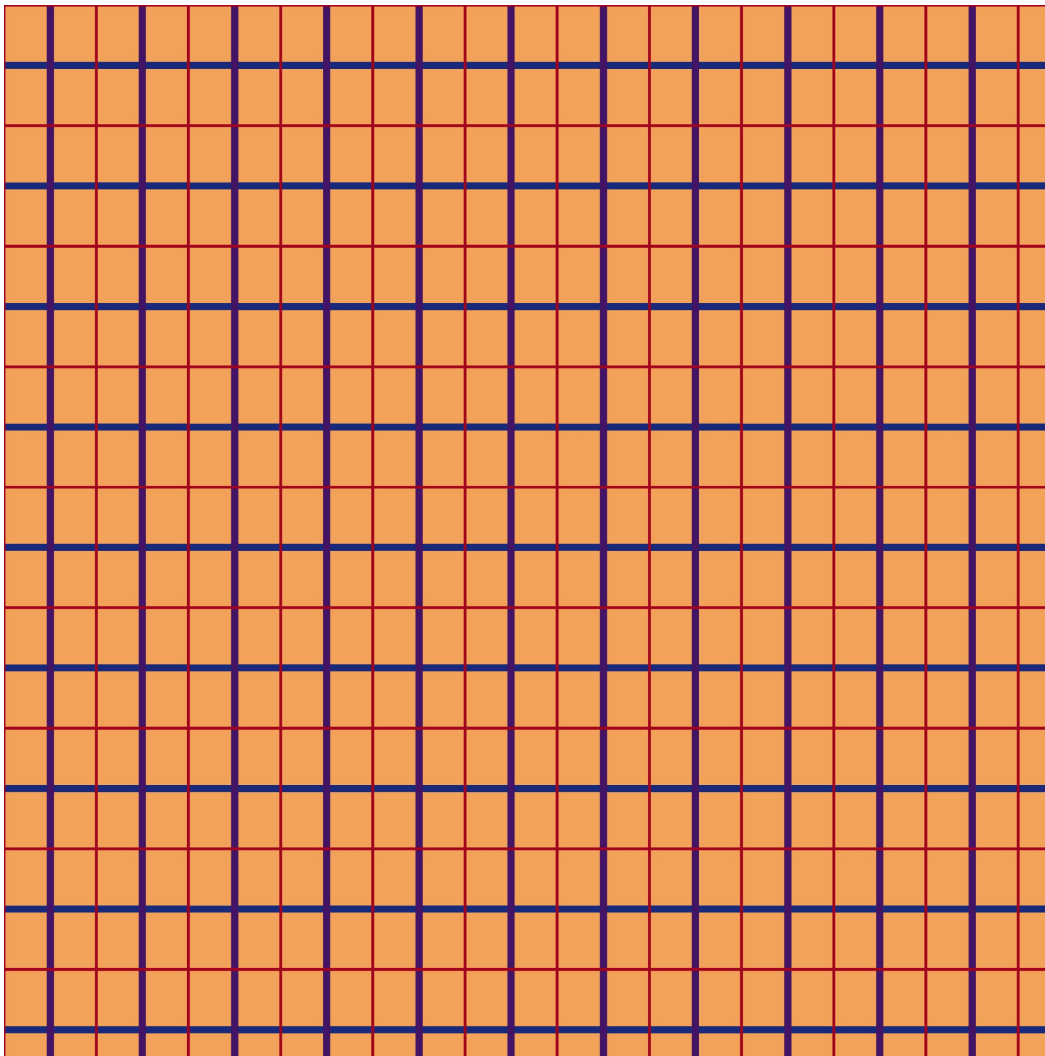
Title: Print Plaid

Size: 24" x 24"

Medium: *Adobe Photoshop*

Date: 2021

Name: Timosha Krivtsov

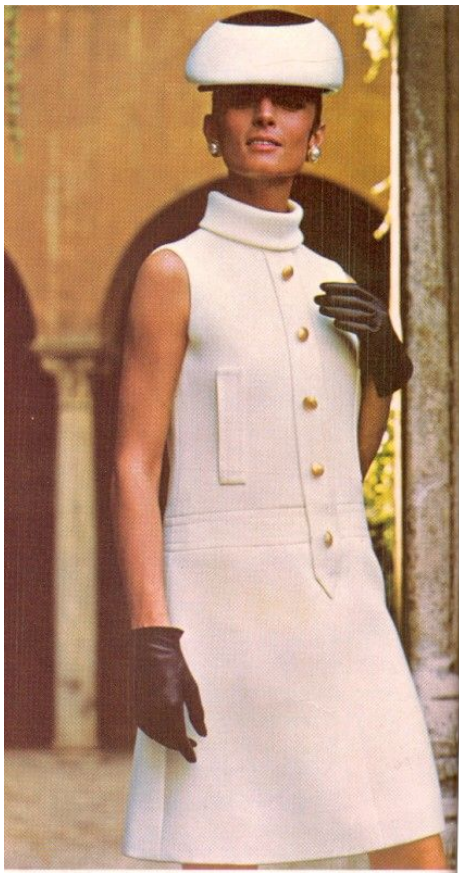




Plaid Surface Print | *Lounge Sofa Trim*

Image source: <https://www.allmodern.com/furniture/pdp/tia-80-sofa-a000641321.html>

C2C Design Competition



Design Inspiration | 1960's, "Mini-handbag" Trend, "Piece-wear"



Exhibit A

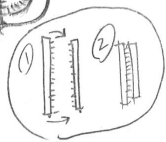
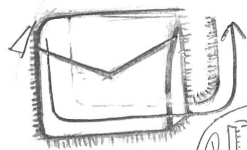
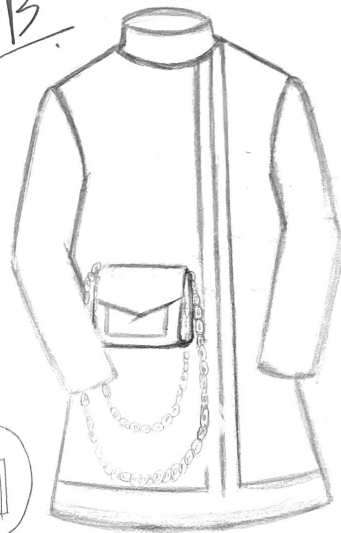
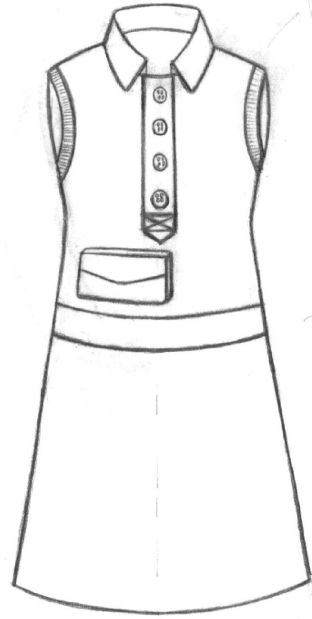


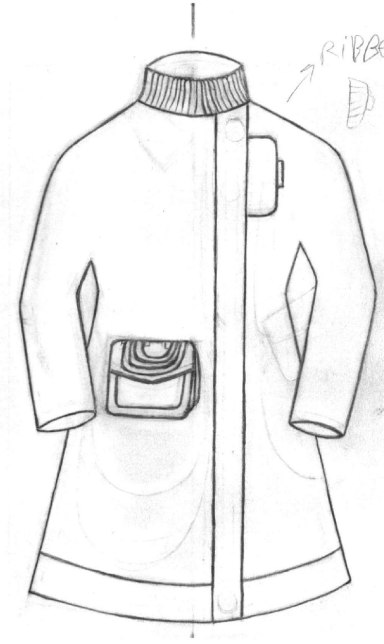
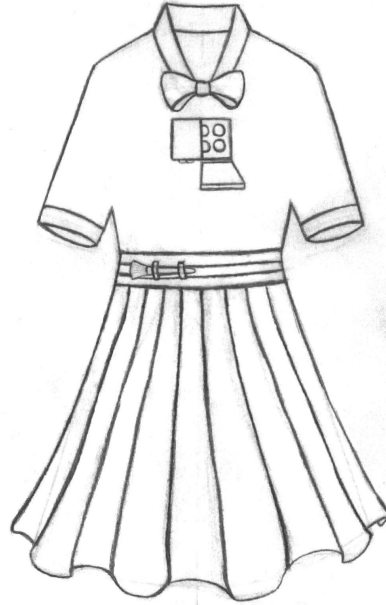
Exhibit B



Concept Renderings | *Concept Sketches*



→ RIPPED
ARMHOLE



→ RIPPED
ARMHOLE

Design Development | *Garment Flats*

Piece-wear™

ALA PIECE

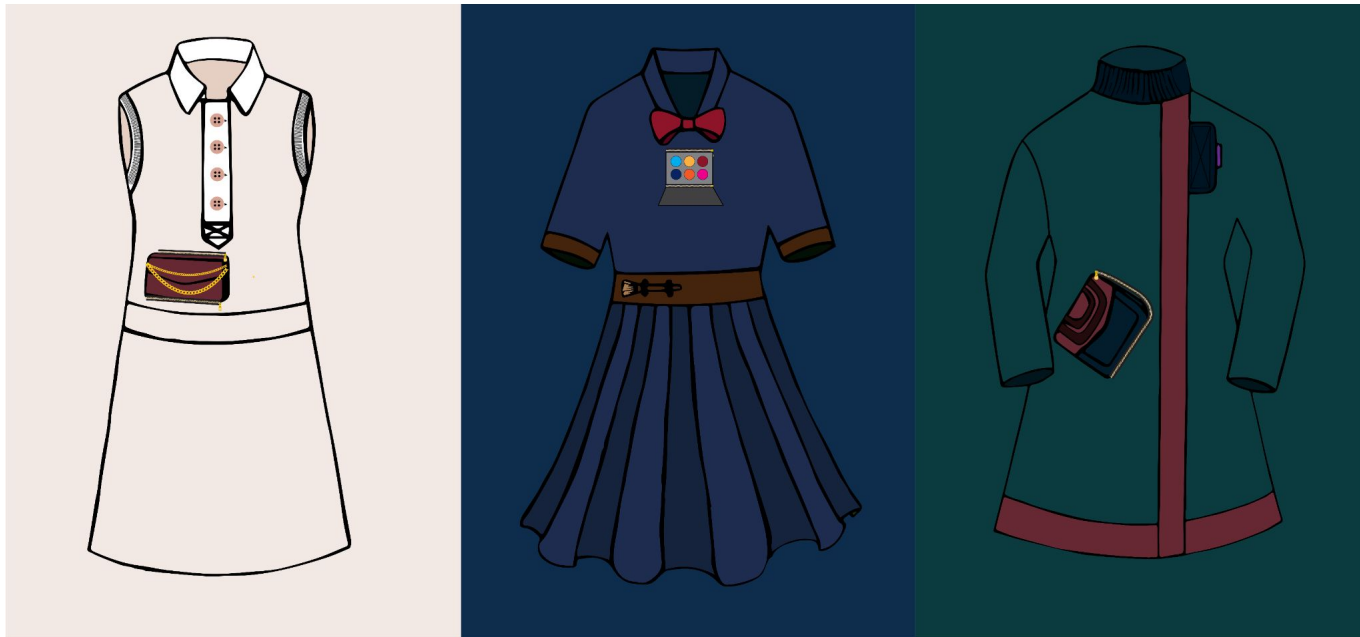
*Piece-wear is a company that specializes in a new category of clothing called **Modular Garment Architecture**.*

Customers can interchange various components of the garment to create their own unique garment combinations. As a byproduct of modular architecture, the garments are a highly-resource efficient alternative to buying additional clothing, extending the possibilities of a single garment, and using a fraction of the material with traditional methods.

ALA PIECE
Color Palette
Smart but elegant.



1940's



Modular Long Wallets

ALACARTE



Modular Eyeshadow Palette


ALACARTE



Modular Everyday Clutch

ALACARTE



Target Market	Value Proposition	Sustainability
Demographic	Convenience	Timeless
<p>Martyn Key, Age 29</p>  <p>Gender: Female Lives in: London, UK Education: Marketing BA Occupation: Digital Marketing Executive Salary: \$75,000 Marital Status: Single</p>	<p>Accessibility:</p> <ul style="list-style-type: none"> — Value of having handbag on garment — Easy Accessibility, immediately available <p>Time/Effort:</p> <ul style="list-style-type: none"> — Seamless effort — Minimizes hassle for accessing items <p>Security:</p> <ul style="list-style-type: none"> — Decreases likeliness of theft — Handbag attached to your garment 	<p>Sillhouettes:</p> <ul style="list-style-type: none"> — Each Garment 'base' is designed for timelessness — Classic sillhouettes, will not go out of trend
Psychographics	Multi-Functional	Quality
<p>Personality:</p> <ul style="list-style-type: none"> — Self-confident, dominant, wants to be in control — Knows what she likes/wants <p>Values:</p> <ul style="list-style-type: none"> — Sustainability, Quality & Innovation — Standing out, setting trends <p>Attitudes:</p> <ul style="list-style-type: none"> — Sustainability, Quality & Innovation <p>Interests:</p> <ul style="list-style-type: none"> — Travel — Art, High-End Fashion — Creative Direction <p>Lifestyle:</p> <ul style="list-style-type: none"> — Yoga — Social Events 	<p>Modular:</p> <ul style="list-style-type: none"> — Modular design enables customization — Interchangeability increases options <p>Interactive:</p> <ul style="list-style-type: none"> — Encourages user to engage with clothing — Increases joy of 'picking out outfit' <p>Multiple uses:</p> <ul style="list-style-type: none"> — Can be used for on-garment wear, and over-the-shoulder or handheld 	<p>Materials:</p> <ul style="list-style-type: none"> — Garments made from high-quality, dense fabrics — Modular Handbags made from deadstock fabric — Leftover fabric that'd otherwise go to Landfill <p>Construction:</p> <ul style="list-style-type: none"> — Each Garment is sewn carefully, quality-care
	Unique	Mass Customization
	<p>Expression:</p> <ul style="list-style-type: none"> — Enables user to express themselves — Also makes them stand out <p>Exlusivity:</p> <ul style="list-style-type: none"> — Each modular handbag is limited in production — Few people will have chance to purchase same bag 	<p>Cradle-to-cradle Design Principle:</p> <ul style="list-style-type: none"> — Individualized Mass Production — Customer-oriented customization — Caters to individual needs of customer
		Waste Reduction
		<p>Modular Garment Architecture:</p> <ul style="list-style-type: none"> — Modular Architecture of garment is designed to minimize fabric waste — Reduces amount of fabric required by enabling customer to piece together unique variations without the use of more materials



C2C Surface Print | *Living Room Carpet*

Image source: <https://archello.com/project/king-loft>

Virginia Jackson

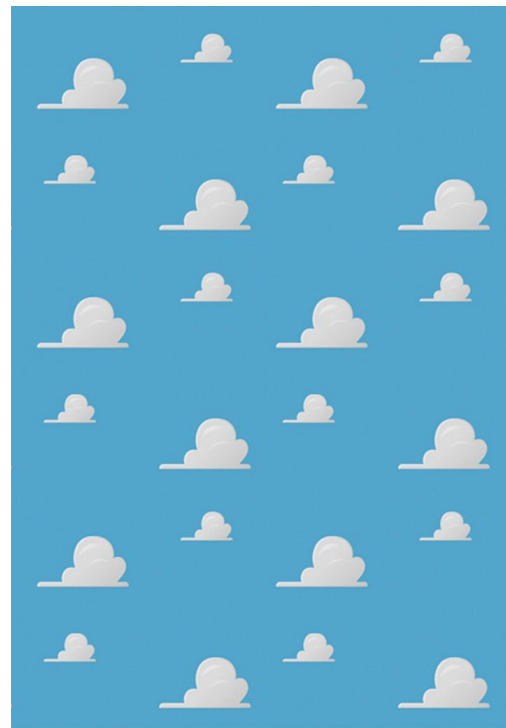
ITA Design Competition

Concept

ITA Design Competition

This half-drop repeat tells the story of dreamers, who despite seeing their dreams clearly, often have ‘the fence’— any number of personal barriers— that stand in the way of their journey.





Motif Inspiration



Title: *A Fence Away, Half-drop*

Size: 13.5" x 27"

Medium: *Adobe Illustrator,
Photoshop*

Date: 2021

Name: Timosha Krivtsov



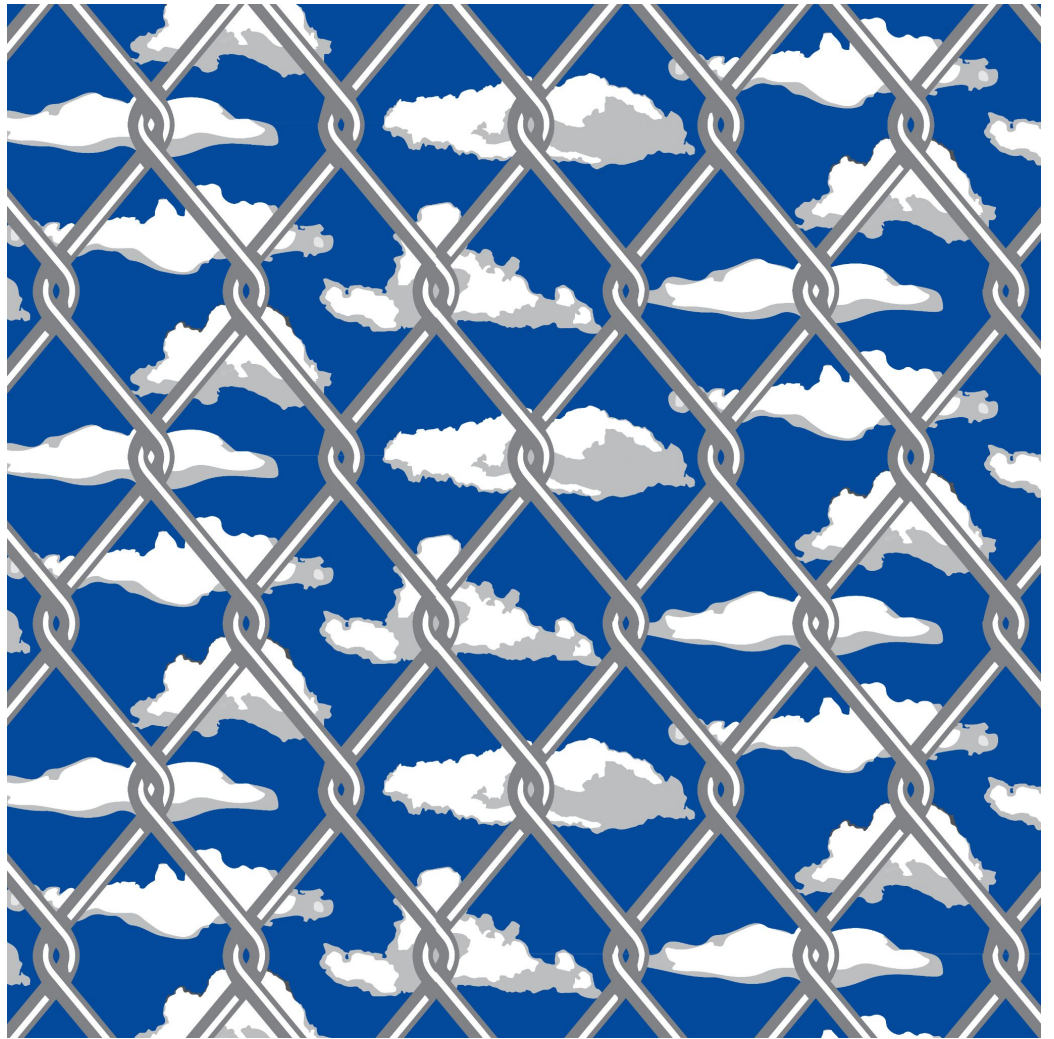
Title: *A Fence Away, Half-drop*

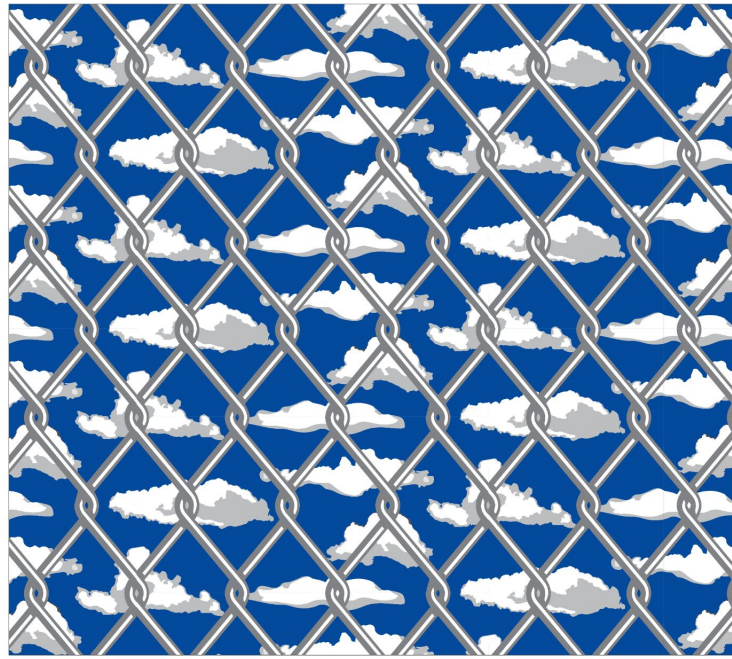
Size: 42" x 42"

Medium: *Adobe Illustrator, Photoshop*

Date: 2021

Name: Timosha Krivtsov





Title: *A Fence Away, Half-drop*

Size: 30" x 40"

Medium: *ITA Poster Presentation*

Date: 2021

Name: Timosha Krivtsov



A Fence Away

This half-drop repeat tells the story of dreamers, who despite seeing their dreams clearly, have the fence—any number of personal barriers—that stand in their way.





Virginia Jackson Surface Print | *Bedroom Wallpaper*

Image source: <http://www.thefader.com/2014/11/09/cover-story-tyler-the-creator>