



**K.R. MANGALAM UNIVERSITY**  
THE COMPLETE WORLD OF EDUCATION

## **(Live Project Report)**

**SCHOOL OF ARCHITECTURE AND DESIGN (Fashion Design)**

**INDIAN ART AND CRAFT**

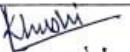
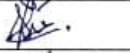
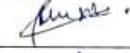
**Project Guide: Mr. Ashok Kumar Manria**

**Academic Year – 2023-24**

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### DECLARATION

The students undersigned here by declared that this is Live project report represents work carried out by them. They also declare that they have adhered to all the principles of academic honesty and integrity and have not misrepresented fabricated or falsified any idea / data/fact/source in their submission. They understand that any violation of the above will lead to disciplinary action by the university. The finding in this report is based on sampling / survey / data collection / recording during the live project start from September to December at Indian Art and Craft under the guidance of Ms Chandni Aggarwal Assistant Professor School of Architecture and Design Fashion Design Department.

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## INDIAN ART & CRAFT

SPL. IN : BLOCK PRINTS, SCREEN PRINT & DYEING

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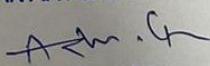
This is to acknowledge that the Students of  
the 3rd Semester from SOAD- Fashion  
Design Department of K.R. Mangalam  
University completed their Live Project during  
September to December odd sem 2023-24 on  
printing at Indian Art and Craft as a part of  
MoU.

During this Live Project, students learned to  
develop beautiful designs and patterns  
through different printing techniques under  
our guidance and created beautiful and useful  
products like bed sheets, watch, book covers  
etc.

We look forward to conduct such more  
insightful projects in upcoming future.

Regards,  
Mr. Ashok

or INDIAN ART & CRAFT

  
Proprietor

26-12-2023



## **INTRODUCTION**

This Report is based on the live project with Indian Art and Craft under the title “Priting techniques”

The project was conducted by Indian Art and Craft for the 3<sup>rd</sup> year students of SOAD (Fashion Design Desprtmnt) as a part of their syllabus. During this live project, students learned to develop beautiful designs and patterns through different printing techniques under the guidance and created beautiful and useful products like bedsheets, watch, book covers etc.

The students were able to see different printing techniques and textile crafts up close and conducted our research by taking notes, clicking photographs and making reference sketches. With the help of this live project, the students were able to compile the report and make beautiful products. The following report includes my observation, learnings and analysis during the course of my study.

In this live project to The Indian Art and Craft, Faridabad, they were able study and learn about different types of printing works of India. They were able to know about the origin, history and the current status of the particular printing in India. After observing the work up close they were able to differentiate between them. Following is the detailed description about different embroidery works in India.

## **DESCRIPTION**

Block printing holds cultural, historical, and artistic significance, and its importance extends across various domains. Here are some key aspects highlighting the importance of block printing:

### **1. Cultural Heritage:**

Preservation of Traditional Arts: Block printing is often deeply rooted in the cultural heritage of various regions. It helps preserve traditional art forms and techniques that have been passed down through generations.

### **2. Artistic Expression:**

Artistic Creativity: Block printing allows artists and craftsmen to express their creativity through intricate designs and patterns. Each block print can be a unique piece of art, showcasing the skill and imagination of the creator.

### **3. Textile Industry:**

Unique Fabric Designs: Block printing is widely used in the textile industry to create unique and visually appealing fabric designs. It adds diversity to the range of patterns available for clothing, home furnishings, and accessories.

### **4. Craftsmanship:**

Skill Development: Carving intricate designs on blocks requires a high level of skill and craftsmanship. Block printing encourages the development and preservation of these skills, fostering a sense of pride in artisans.

### **5. Economic Impact:**

Local Industries: Block printing supports local industries and economies, especially in regions where it is a traditional craft. It can contribute to the livelihoods of artisans and the sustainability of local communities.

### **6. Sustainable Practices:**

Environmentally Friendly: Traditional block printing often involves the use of natural, eco-friendly inks. This aligns with the growing interest in sustainable and environmentally conscious practices, making block printing an attractive choice for those seeking eco-friendly alternatives.

### **7. Cultural Identity:**

Distinctive Cultural Identity: Different regions have their own unique block printing styles and motifs, contributing to the cultural identity of those areas. These prints often carry stories, traditions, and symbols specific to the community.

### **8. Educational Value:**

Heritage Education: Block printing serves as a valuable tool for educating people about the history and heritage of a particular culture. Workshops and demonstrations can help pass on knowledge and skills to new generations.

### **9. Customization and Uniqueness:**

Handcrafted Products: Each hand-carved block is unique, and the variations in pressure and technique during printing contribute to the individuality of each print. This aspect of customization and

uniqueness is valued in a world where mass-produced items are prevalent.

## **10. Artisan Empowerment:**

**Empowering Local Artisans:** Supporting and promoting block printing can empower local artisans and encourage the continuation of traditional crafts. This, in turn, helps in preserving the cultural richness and diversity.

Block printing, with its rich history and cultural significance, continues to be a cherished art form and craft. Its importance lies not only in the final printed products but also in the stories, traditions, and skills it carries forward through time.

Printing is a process of reproducing text and images on paper or other materials using various techniques. The history of printing dates back to ancient times, but modern printing methods have evolved significantly. Here's an overview of printing:

### **1. Traditional Printing Methods:**

#### **Woodblock Printing:**

One of the earliest forms of printing.

Images or text carved into a wooden block, which is then inked and pressed onto paper.

#### **Gutenberg Printing Press:**

Developed by Johannes Gutenberg in the 15th century.

Movable metal type and a printing press allowed for the mass production of books.

### **2. Modern Printing Methods:**

#### **Letterpress:**

A relief printing method using movable type.

Popular for fine art and small-scale printing.

#### **Offset Printing:**

Dominant commercial printing method.

Ink is transferred to a metal plate, then to a rubber blanket, and finally to paper.

High-quality and cost-effective for large print runs.

#### **Lithography:**

Similar to offset printing but uses a flat surface.

Ideal for printing on paper, cardboard, and other materials.

#### **Flexography:**

Common for packaging and label printing.

Flexible relief plates are used, allowing for printing on various surfaces.

#### **Gravure Printing:**

Uses a rotary printing press with engraved cylinders.

Often used for high-volume printing like magazines and packaging.

### Digital Printing:

No need for plates; images are directly transferred to the printing surface.

Variable data printing allows for customization.

Widely used for short print runs and personalized printing.

### 3D Printing:

Additive manufacturing technique creating three-dimensional objects layer by layer.

Used in various industries, including prototyping, healthcare, and aerospace.

## Printing Technologies:

### Inkjet Printing:

Sprays tiny droplets of ink onto the printing surface.

Commonly used in home and office printers.

### Laser Printing:

Uses a laser to form an electrostatic image on a drum, which attracts toner and transfers it to paper.

Common in office environments for high-speed and high-quality printing.

### Screen Printing:

Uses a mesh screen to transfer ink onto a substrate.

Popular for printing on textiles, signage, and promotional items.

Block printing is a traditional form of printing where a design is carved into a block, which is then used to transfer ink onto a surface, typically paper or fabric. Here is an overview of the block printing process:

#### **1. Design Creation:**

The first step involves creating a design that will be transferred onto the printing surface. This design is usually drawn on paper or directly on the block.

#### **2. Block Carving:**

A block of wood or linoleum is chosen as the printing surface.

The design is then transferred onto the block using carbon paper or another transfer method.

Skilled artisans carve away the areas around the design using carving tools, leaving the design raised on the block.

#### **3. Ink Preparation:**

Ink is prepared in a shallow tray. Traditional block printing inks are often water-based or oil-based, depending on the printing surface and the desired result.

#### **4. Inking the Block:**

The carved block is inked by applying the ink evenly to the raised design using a brayer (a small roller). The block should have a thin, even layer of ink.

#### **5. Printing:**

The inked block is pressed firmly onto the printing surface. This could be paper, fabric, or any other material.

Pressure is applied uniformly to ensure a clear and even transfer of the design.

#### **6. Repeating the Process:**

For a pattern or repeated design, the printing process is repeated, aligning the block with the previous impressions.

The registration marks or guidelines are often used to ensure accurate positioning.

#### **7. Drying:**

Once the printing is complete, the printed material needs to dry. The drying time can vary depending on the type of ink used and the printing surface.

#### **8. Finishing Touches:**

After the print has dried, additional colors can be added using the same block or different blocks if a multicolor design is desired.

#### **9. Fixing the Print:**

Some prints may require fixing or setting the ink to make it more durable, especially for fabric printing. This may involve heat-setting or using fixing agents.

#### **10. Cleaning the Block:**

The block needs to be cleaned thoroughly after each use to remove excess ink and prevent it from drying and affecting future prints.

Block printing is a versatile technique used for creating intricate designs and patterns. It is often employed in textile printing, creating decorative fabrics, and producing unique artistic prints. The process can be done on a small scale by individual artists or on a larger scale for commercial production.

## APPENDIX



Photo:1 Brush folder and Stole made by students



Photo:2 Bag design made by students



Photo:3 Cushion made by students



Photo:4 Design(Neck Piece and Earing) made by students



Photo:5 Design(Watch Fabric) made by students



Photo:6 Design(Mobile cover,Potli Pouch) made by students

## **CONCLUSION**

This live project helped students in understanding and developing different motifs and patterns through various printing techniques. Products like bedsheet, covers, book covers and wall clock were made using different techniques. Block printing is a versatile technique used for creating intricate designs and patterns. It is often employed in textile printing, creating decorative fabrics, and producing unique artistic prints. The process can be done on a small scale by individual artists or on a larger scale for commercial production.