

El Salvadorian Coat

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and
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Inspiration

- * Winter
- * Salvadorian culture
- * Poverty

Technique



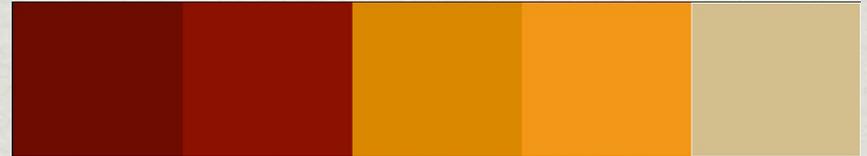
WINTER



Technique



SALVADORIAN CULTURE





Argument

COAT DESIGN



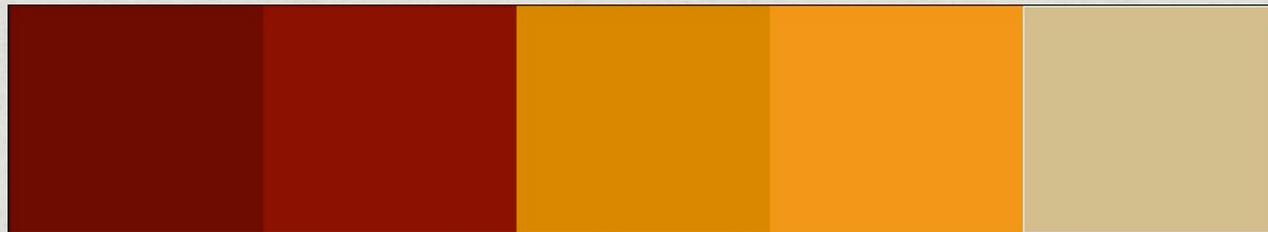
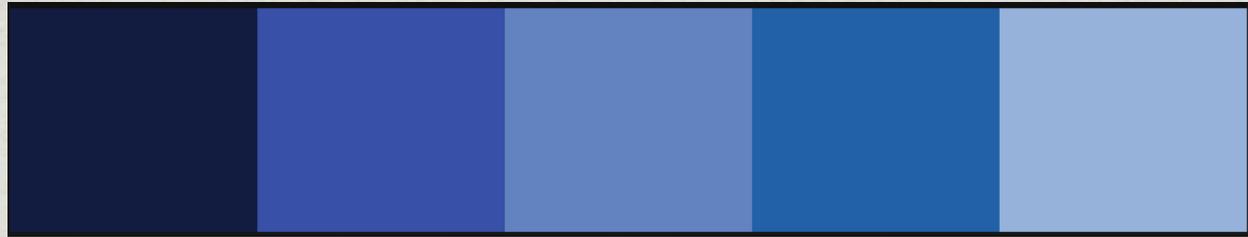
CONCEPT/THEME:

- The concept for the coat was Salvadorian culture and poverty.
- The theme behind my coat was winter and keeping warm.

MEANING:

- To make this coat we are working with an organization that gives people in poverty jobs.
- This coat is made in El Salvador, a place with lots of poverty.
- We made a coat that would be sold in U.S. with Myan Designs.

Color Theory



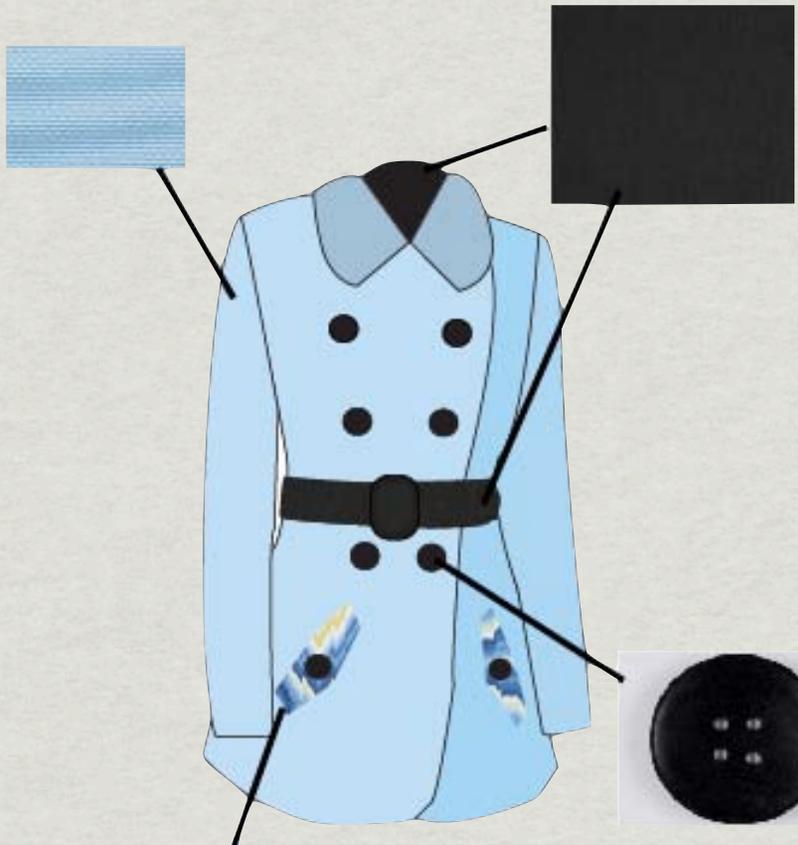
THEME 1 WINTER:

- This color scheme is monochromatic
- has one main color of blue with just shades and tints.
- Blue is a cool color.

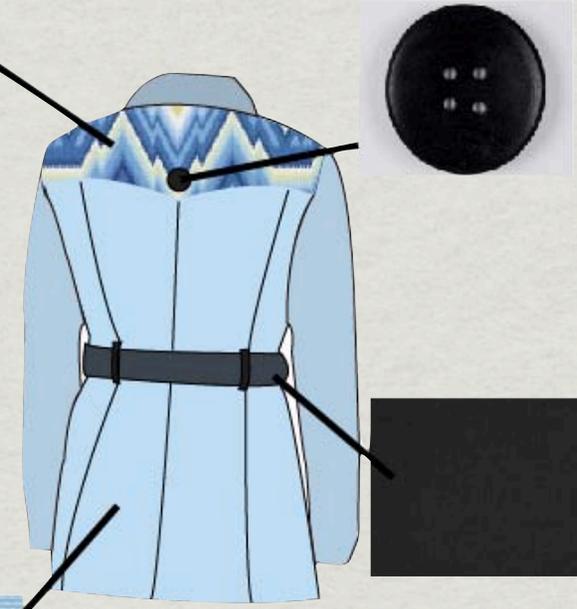
THEME 2 SALVADORIAN CULTURE:

- This color scheme is analogous
- orange and red are right next to each other on the color wheel.
- These colors are warm colors.

Coat Design



FRONT



BACK



Evidence

AUDIENCE:

- the audience for our coat design were women.
- sightseers.
- Women interested in wearing clothing that represent different types of cultures

BENEFICIARIES:

- This coat benefits women who want a warm coat to wear outdoors.
- benefits Salvadorian people suffering from poverty.

WE'RE MAKING A KILLING IN CENTRAL AMERICA—THEY GET WHAT WE PAY FOR



Organization

ROLES

- Kristine made the coat by using the pen tool
- Stefan made the keynote for the presentation

HOW DID WE USE THE 5-PHASE PROCESS?

5 PHASE PROCESS PURPOSE

- to create something with a targeted audience.

The 5 Phase Design Process		Period: 3rd
“COAT with a Cause” DESIGN		
18 and	Goal: My design will be a winter coat my goal is to make a winter coat to keep sight seeing woman warm as they walk through the city's in the east coast.	
	My Audience (who I want to WEAR or BUY my design?) <ol style="list-style-type: none">1. Title or name of my audience: Woman in the East coast2. Age Range: 18 and older3. Gender: woman4. Where this group lives: In the east coast where it's cold5. Music preferences: none6. What they read: They read autobiography books7. Where they spend time: Outside in the city8. What they do for fun: walks in the park9. Who they look up to: Older woman	
	My Cause (what or who will your design benefit? Which group of people, organization, or concept?) <ol style="list-style-type: none">1. Group/organization/concept name: Coats for the East Coast2. Information about this group/organization/concept: This organization specializes in making winter coats to keep people warm in the winter. This organization primarily sells coats in the East Coast because they have a good coat selection they can keep people warm even through the harsh winter temperatures in the East coast.	
	Deadlines: Deadline for coat design is January 26 th	
Research	History of clothing, garments, and coats in general: In many countries, coats and gowns reaching below the knee have been worn for centuries, often for formal uses, establishing either social status or as part of a professional or military uniform. In the 17th century, the overcoat became widely stylised and available to the different classes. http://en.wikipedia.org/wiki/Overcoat A coat is a long garment worn by both men and women, [1] for warmth or fashion.	

Reflection

EFFECTIVE

- our coat design was effective.
- we asked numerous women for their opinion on whether they would wear our jacket or not
- Most women got the message we were trying to portray.

TO IMPROVE:

- we could use brighter colors to appeal to more women of different ages.

JUSTIFICATION

- Our audience would wear this jacket.
- The jacket keeps them warm.
- It is made out of hand woven cotton.
- it comes with a great cause.

LEADERSHIP SKILLS:

productive
collaboration
thinking critically

Conclusion



STRENGTH

Biggest strength was the Mayan designs because it showed Salvadorian culture.