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HONOLULU, HAWAII

DESIGNING CHILDREN'S WEAR FOR BIODIVERSITY EDUCATION

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2013 Hawaii University International Conferences on Arts and Humanities

Designing Children's Wear for Biodiversity Education

Arts and Humanities Topics
Graphic Design & Product Design

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Designing Children's Wear for Biodiversity Education

Abstract

Using the functional, expressive, aesthetic (FEA) consumer needs model (Lamb & Kallal, 1992), we designed children's wear that attempts to persuade parents and their young children to learn about and conserve Hawaii's biodiversity.

We created prototypes of children's wear (aged 4 to 7) depicting endangered and extinct Hawaiian birds. Many Hawaiian bird species are endangered or extinct due to loss of habitat, climate change, and hunting. We aim to teach parents and children what these endangered species look like. We hope they will believe that these Hawaiian birds are beautiful. Since studies have shown that people are more willing to learn about and conserve cute animals (Small, 2012), we believe that if parents and children believe that endangered birds are visually appealing, then they will be more interested in learning about them and conserving them.

We developed several graphic design patterns of honeycreepers interacting with native flowers and digitally printed them on 100% polyester fabrics. The graphics incorporate vibrant colors in a fun, fashionable style.

References

Lamb, J. M. & Kallal, M. J. (1992). A conceptual framework for apparel design. *Clothing and Textiles Research Journal*, 10 (2), 42-47.

Small, Ernest. (2012). The new Noah's Ark: beautiful and useful species only. Part 2. The chosen species. *Biodiversity*, 13 (1), 38-40.