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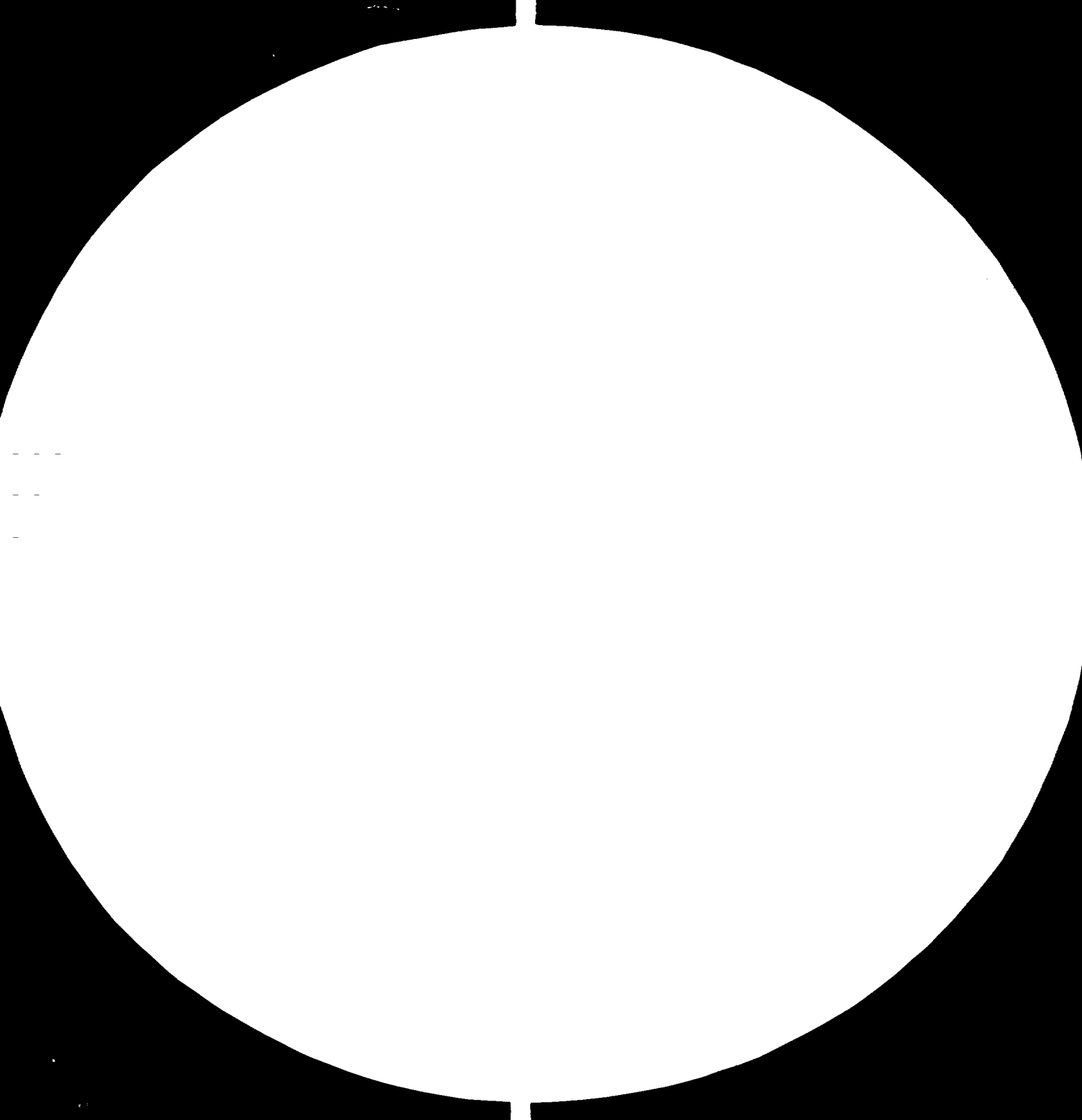
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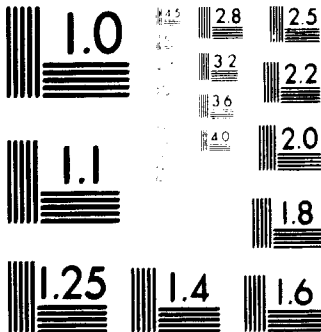
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PROJECT OF THE GOVERNMENT OF MEXICO

MEXICO

DP./MEX/77/008/11-03,

PROJECT FINDINGS AND RECOMMENDATIONS

TECHNICAL REPORT PREPARED FOR THE GOVERNMENT OF MEXICO

BY

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EXPERT OF THE UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANISATION

ACTING AS EXECUTING AGENCY FOR THE UNITED NATIONS DEVELOPMENT PROGRAMME.

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S U M M A R Y

MEXICO - DP./MEX/77/008/11-03

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INTRODUCTION.

UNIDO started in June 1979 to implement project DP/MEX/77 CO8 11-03.

PROJECT BACKGROUND:

The project was designed to support the development of four Regional Technology Centres, which have been established in the States of GUANAJUATO, CHIHUAHUA, JALISCO and OAXACA. Each centre has a nucleus of professional and technical staff, laboratory facilities and a library relating to the technology of the industries already established or which it is hoped to establish in each region.

A high degree of self-sufficiency through repayment work is expected when the centres are well established.

The centre to which I was sent was C.I.A.T.E.J. (centro de Investigacion y Asistencia en Tecnologia y Deseno del Estado de Jalisco) this concentrates on three areas of industry; Clothing, Shoe and Jewellery. One of the aims of CIATEJ is to move the majority of the Shoe Department's activities to another centre, CIAJEG (LEON), this will allow more development to occur in the Clothing and Jewellery areas.

The Clothing Department was the one I was involved with and I found its existing facilities limited. There were insufficient types of sewing machines and numbers and types of modelling stands for instructional purposes and a lay marker machine was lacking a part to make its use functionally and commercially viable. The existing library had an inadequate range of books and there was no librarian employed, which hampered access and borrowing.

SUMMARY OUTLINE OF OFFICIAL ARRANGEMENTS:

The project document was signed in October 1978 and its proposed duration is 2½ years. The project has a high priority in the Mexican Country Programme and is due for completion in 1981. Its main objectives are to assist the development of four Regional Centres; CIATEG (LEON), CIATEJ (GUADALAJARA) CIATECH, (CHIHUAHUA) and CIATO (OAXACA).

FINDINGS

My activities at CIATEJ were as follows:-

1. ADVISORY

The assessment and development of courses given and to be given in the areas of clothing design, pattern cutting and grading, clothing technology and textile design and technology and graphics.

The revision of the staff's pattern cutting and grading methods and their construction of the basic size block, (from which other pattern shapes were produced).

The revision of a book to be published by CIATEJ on the basic principles of pattern cutting.

2. LECTURES

A series of two seminars (see appendix for details). Each seminar lasted for one week and consisted of 1 lecture per evening, three hours in length. The first seminar was aimed at pattern cutters, machinists, graders (drawn from industry) and students and staff from CIATEJ.

The second seminar was aimed at designers, garment manufacturers, retailers and the press. Members of staff from CIATEJ also attended this seminar as did industrial design students from the local university.

3. VISITS TO INDUSTRY

These occurred during the 2nd and 3rd weeks of the project and 8 and the 10 companies approved by CIATEJ were visited. These included knitwear, children's wear, men's and women's wear manufacturers who covered the spectrum, concerning size, range and standards of production. During these visits I offered advice on the following :-

Design, pattern cutting and grading methods, sources of information, International Fashion Exhibitions, standardisation of garment sizing, improvements of fit for garments aimed at Mexican Market, fabric and yarn trends and methods of improving relationships between Textile and garment manufacturers. Discussions were held on the role of CIATEJ and its training courses and design services were promoted.

CONCLUSIONS AND RESULTS OF FINDINGS

1. CIATEJ'S COURSE PLANNING

Difficulties in the running and planning of CIATEJ'S Clothing Departments courses arose because CIATEJ lacks complete control over course structure, length and date of commencement. Decisions concerning these aspects have been and at present still are made by the C.N.I.V.D.J. (Camera Nacional de la Industria del Vestido, Delegacion Jalisco). This committee is formed by members of the garment manufacturers of Jalisco, it changes its chairman and members annually, so the industrial interests of the committee members may politically influence proposals made and decisions passed by them.

(see recommendations Topic 1).

2. CIATEJ'S CLOTHING DEPARTMENTS COURSE CONTENT

Courses given and those in the pipeline were varied in subject area, were well structured and balanced, but did not cover all aspects of a subject due to lack of facilities and trained staff. e.g. no industrial or machine knitting nor industrial printing for Dress Design and Textile courses. (see recommendations Topics 2 and 5.)

Short courses had a better level of attendance than the longer courses, this was attributed to the fact that manufacturers seemed reluctant to release employees during working hours, so students sponsored by this method attended after work which increased their daily working day by an average of three hours.

3. CIATEJ FINANCIAL SELF-SUPPORTING SITUATION.

As each department in CIATEJ must not only be financially self supporting but must aim for an annual increase in profit of 10%, questions must arise whether this allows for the original intention of CIATEJ'S role as a training centre for industry. Costs of training courses have been borne directly or indirectly by students, however, this has resulted in the

3. CIATEJ FINANCIAL SELF-SUPPORTING SITUATION - continued

cancellation of courses when insufficient enrolment has not reached the required level. This situation may be acceptable in a country which has a high level of trained personnel for industry but the fact that CIATEJ must not only financially support its own courses, but also provide a profit seriously reduces the flow of trained future staff for industry. Feelings of lack of trust for CIATEJ's reliability in training areas, have arisen amongst garment manufacturers, due to the cancellation of courses. (see recommendations, Topics 1 & 2).

CIATEJ's design and pattern cutting services to industry also work on the same financial self-supporting theme and have proved to be commercially successful. Again, this situation might be approved if competition existed in industry. but this is not the case. Designers and well trained pattern cutters are not sufficient in supply so manufacturers are becoming reliant on CIATEJ's staff to provide these services. This, coupled with the cancellation of training courses (both aspects caused by financial self-supporting existence of CIATEJ) results in manufacturers not employing personnel trained in areas mentioned above. (see recommendations topics 1, 2, & 3).

4. PROMOTION OF CIATEJ

This has been, until recently, left mainly to the staff (administrative and departmental) of CIATEJ, resulting in inadequate coverage and low levels of communication with the public in general, educational establishments and related industries. Poor interest levels in proposed courses could be attributed to the lack of experienced promotional personnel. A public relations member of staff has recently been employed so hopefully this situation will change.

5. IMPRESSIONS OF LOCAL GARMENT MANUFACTURERS

Conclusions here are based on those companies I visited during the stay. (see appendix for list). Levels of organisation were varied, from low to high - few were in the middle bracket. The more organised companies

5. IMPRESSIONS OF LOCAL GARMENT MANUFACTURERS - continued

produced the better quality goods and yet the majority of manufacturers had no designers employed and their production illustrated this.

The pattern cutting, grading and quality control staff also varied in level of skills (these not necessarily linked to length of industrial experience, but more to lack of training).

All manufacturers visited, complained of standards of quality control of fabric produced by Mexican Textile Industry.

These complaints were mainly centred at colour consistency and level of flaws in the cloth. Colour choice was also discussed and manufacturers felt a lack of attention to structure and suitable colours for blending purposes was at fault in the textile industry.

The majority of garment manufacturers retailed nationally, only two promoted discussion on the possibility and possibility of exportation. Lack of interest and possibly the knowledge of how to go about exporting goods, seemed to be the two main reasons for this.

The majority of companies visited had links in one form or another with CIATEJ, these included staff trained there, designs/patterns supplied by CIATEJ's staff, or links were attributed to manufacturers involvement with C.N.I.V.D.J.

Discussions also included problems arising from the lack of a National standardisation of garment sizings, advice on how to achieve this was offered; this included using CIATEJ's research on Mexican sizes and a general promotion of other services offered by CIATEJ was included in the talks.

The majority of manufacturers showed a keen interest (one offered financial assistance) in the functions of CIATEJ. However, this interest did not last, proposed involvements did not always materialise, however 5 of the 8 companies visited did respond (see next paragraph). This attitude of initial enthusiasm, then lack of response was attributed by CIATEJ's staff,

the... of the Mexican

5. IMPRESSIONS OF LOCAL GARMENT MANUFACTURERS - continued

people, it could also contribute to the lack of support industry seems to be giving to CIATEJ's training courses.

Specific achievements as a result of my visit to CIATEJ (and industrial visits)

1. The size and content of CIATEJ's library facilities were improved through the ordering of books recommended by myself. (see appendix for list).
2. Copies of slides on subjects such as historical and current costume were obtained by CIATEJ (approximately 200) from originals I had taken for use during seminars. (quantity decided by Clothing Department Staff).
3. Four manufacturers visited, sent employees to one or both of my seminars.
4. Four manufacturers visited attended the whole or part of one of the seminars.
5. One company visited (May Cross) on my recommendation, put into production a design/sample room and employed, again on my recommendation, a Mexican designer who was an ex student of CIATEJ and had attended my first seminar.
6. One company (Confecciones y Maquilas SA) acting on my advice - approached CIATEJ to provide ideas based on Mexican traditional costume, to be translated into surface decoration for their garments.

INVOLVEMENT OF COUNTERPART STAFF

All CIATEJ's staff were most helpful and enthusiastic in both the planning for, and the execution of my programme, they offered tremendous support and assistance during both visits to industry, preparation of seminars and with work covered for CIATEJ. The clothing department's staff were well trained for their roles as lecturers, course planners, and design consultants. They showed understandable concern for the present lack of training courses, but were hopeful that future support from industry and results from proposed communications with educational establishments would increase student intake.

INVOLVEMENT OF COUNTERPART STAFF - continued

Suggestions offered on course building, organisation and content, were in the main, received warmly, as were ones in areas such as possible equipment, further staffing, and/or further training of existing staff. (see recommendations Topic 4).

RECOMMENDATIONSORDER OF TOPICS COVERED

1. CIATEJ'S FINANCIAL SITUATION AND ITS DEPENDENCY ON C.N.I.V.D.J.
2. PROPOSED CHANGES IN CIATEJ'S COURSES FOR INDUSTRIAL TRAINING.
3. CIATEJ'S DESIGN CONSULTANCY SERVICE.
4. CIATEJ'S STAFFING FOR TRAINING AND OTHER SERVICES TO INDUSTRY.
5. EQUIPMENT NEEDED AT CIATEJ.
6. INFORMATION SERVICE.
7. CIATEJ'S LIBRARY.
8. PROMOTION OF CIATEJ.
9. DESIGN WORKSHOP.
10. MEXICAN TEXTILE INDUSTRY.

RECOMMENDATIONSTOPIC 1. CIATEJ'S FINANCIAL SITUATION AND ITS DEPENDENCY ON CNIVDJ.

Changes in the financing of CIATEJ's Industrial Training courses must be brought about as soon as possible as under the present system courses are not run if the intake number of fee-paying students does not reach the required level.

If the Mexican Government places such a high priority on the training of future staff for the expansion of the country's industries, then they must play a greater role in the financing of this service, than they are at present. It is unfair of them to expect a recently established centre such as CIATEJ to be able to recruit, train and offer other services to industry, under a self-supporting financial system.

Therefore, I recommend that the costs of all training courses should be borne by the Mexican Government. However, fees should continue to be paid by participating students. These fees could be put towards financing new equipment for the centre, extra teaching staff, and increasing facilities, such as the library, information and promotional services. All other services that CIATEJ provides to the clothing industry, such as its design consultancy service, should continue being financially self-supporting, as these are not so important as the training of personnel, to the development of the Mexican garment industry.

CIATEJ'S DEPENDENCY ON THE CNIVDJ

CIATEJ's administrative and departmental staff should be given final control over the running and organisation of industrial training courses given by the centre. This could be achieved by re-establishing the present powers of the CNIVDJ with the aim of their function to be that of a consultative committee. This could be achieved through discussions and should be achieved by the time course planning must be finalised for 1981. A reliable service of industrial training; a greater flow of recruits for industry and a greater confidence in CIATEJ's intended role in the areas of education/training would arise from these proposed changes.

TOPIC 2. PROPOSED CHANGES IN CIATEJ'S COURSES FOR INDUSTRIAL TRAINING.

There should be four main courses run annually.

- 1. FASHION DESIGN
- 2. PATTERN CUTTING/GRADING
- 3. CLOTHING TECHNOLOGY AND QUALITY CONTROL
- 4. TEXTILE DESIGN

Courses 1 and 4 should be aimed at producing designers and should contain instruction in creative, theoretical and technical aspects of the subjects.

Courses 2 and 3 should be aimed at producing technicians, therefore the emphasis of learning should be of a technical nature, but an appreciation of design should be included.

The duration of courses 1, 2, and 3 should be a minimum of four, three month sessions, however, six, three month sessions would be more advantageous for the maximum development of students knowledge and capabilities.

Course 2, as it mainly concentrates on two areas of learning, could be covered in four, three month sessions. The planning of the structure, balance and depth of content of all four courses should be left to CIATEJ's administrative and clothing departments' staff. From assessment of their previously run courses they are more than adequately capable of carrying out this work.

Short alternative courses could be suggested by the C.N.I.V.D.J. (to be included as re-training courses for industrial workers) and these should be given as evening classes.

There should be introduced into courses, 1 and 4, subject areas such as knitting and printed textiles (the latter has already been included but only from a design or craft based point). Domestic knitting machines and an adequate sized industrial print surface table should be supplied for the teaching of these subjects and the equipment should in whole, or part, be supplied by funds from the United Nations. Other equipment needed for screen printing should be supplied by C.O.N.A.C.Y.T. and a list of this equipment has been given to CIATEJ's staff.(see recommendations

TOPIC 2. PROPOSED CHANGES IN CIATEJ'S COURSES FOR INDUSTRIAL TRAINING -continued

Embroidery (machine and hand) and also weaving should be introduced into courses 1 and 4. These are not as essential as the previously mentioned subject areas, but would further develop the creativity, knowledge and skills of the students being trained.

The financing of these two areas would be minimal, for design work could be carried out at CIATEJ and the practical aspects could be learned by the students through working with manufacturers. This industrial training would; improve communications between CIATEJ and the related industries, would develop manufacturers ideas about how their equipment could be used from a design point of view, would be financially a more economical way of providing CIATEJ with industrial equipment and would broaden the role of the CNIVDJ as they could be approached to recommend suitable manufacturers who could assist with this form of training.

The recommendations listed above should be achieved in time to be included in the training courses run by CIATEJ in 1981. The implementation of the recommendations would result in; a raised level in the usage of existing and future facilities and staff, a greater flow of future recruits for industry and a wider knowledge of CIATEJ's training services in educational establishments and the related industries.

TOPIC 3. CIATEJ'S DESIGN CONSULTANCY SERVICE

This should continue to exist in its present form of designing original collections and/or supplying patterns for individual manufacturers for the next 1 - 2 years. However, by 1981, I recommend that, as this method of servicing is costly through man-hours, a more economical approach be used. This could be achieved by stopping the individual service aspect and by presenting a consultancy service for the garment industry as a whole. This could be presented twice a year, Spring and Autumn, and could be sold as a 'package of ideas', consisting of; suggested fabric types, colour trends, silhouette shapes, design details, accessories, hair and make-up trends.

TOPIC 3. CIATEJ'S DESIGN CONSULTANCY SERVICE - continued

Three packages could be produced each season, specialising in -

1. children's wear.
2. Men's wear.
3. Women's wear.

One member of staff could be responsible for a package or a team effort could be adopted.

Manufacturers or designers could purchase the package of ideas, and order copies of individual patterns if required. This would provide a locally supplied information service of future trends, which is deparately needed in Mexico, as imported magazines often do not arrive to subscribers and when they do they are two seasons out of date.

Also by supplying a consultancy rather than design service, CIATEJ would not, as they are at present, restrict the necessity for manufacturers to employ designers. The initial cost of implementing this 'package of ideas' consultancy service, could be borne by the profits from the design services of the previous year, and future costs would be covered by manufacturers purchasing the service, also no extra facilities or staff would be required.

TOPIC 4. CIATEJ'S STAFFING FOR TRAINING AND OTHER SERVICES.

I recommend that CIATEJ continues to enlist as part-time teaching staff, industrially experienced technicians, as this offsets the problem that often exists with full time teaching staff, i.e. the lack of knowledge of progressive industrial methods of production. (for costs see recommendations Topic 1). For the extra staff CIATEJ needs to - teach knitting and screen printing, (Topic 2), to provide the information library and promotional services, (Topics 6, 7, and 8) initially one trained person for each area would be required. Further staffing would depend on growth of individual areas. The staff needed to cover the proposed Design Workshop would be thos already employed at CIATEJ and the knitting and screen printers mentioned in the previous paragraph.

If the trained personnel needed do not exist in Mexico then recruitments for training abroad, or experts to be recruited from foreign countries, must be appointed.

TOPIC 4. CIATEJ'S STAFFING FOR TRAINING AND OTHER SERVICES - continued

The costs for both training and/or the employment of future staff must be borne by methods recommended in Topic 1. For any further details on professional experience and sources of recruitment etc., required for future staff, see recommendations under related Topic headings.

TOPIC 5. LIST OF EQUIPMENT NEEDED AT CIATEJ

This list is in addition to the one supplied prior to my visit, by Miss C.M.Guitierrez, Director of the Clothing Department at CIATEJ, to the CTA Mr.J.Gilgun.

1. DROAC LAYING MACHINE

For approximate cost and supplier see appendix. This is required to complete lay marker equipment already existing at CIATEJ and would be used as a service to industry as well as for training purposes. It should be supplied as soon as possible and should be provided out of United Nations funds.

2. MODELLING STANDS. For details of the type of models required by CIATEJ see information leaflets in appendix.

15 female stands, only size 40. 1 male stand, only size 36, 1 female trouser stand, size 40. 1 male trouser stand, size 36. These stands are required for teaching purposes, their costs should be borne by United Nations funds and they should be supplied as soon as possible.

3. INDUSTRIAL STEAM IRON & PRESSING BOARD. This is required for teaching purposes, and as none exist at present at CIATEJ, its purchase should be made as soon as possible and costs should be met by United Nations funds. For details of manufacturers and cost see appendix.

All the above mentioned pieces of equipment are needed to carry out the present functions of CIATEJ. Those, listed below are ones which would be needed by the year 1981 if the proposed knitting and printed textiles areas are to be included in future courses.

4. DOMESTIC KNITTING MACHINES

Three machines would be sufficient to cover teaching, design consultancy, and design workshop areas. The cost should be borne by the Mexican

5. PRINTING TABLE

One, 5 metre long table would be required and the cost should be borne by the Mexican Government. For details see appendix.

TOPIC 6. INFORMATION SERVICE.

It would be extremely advantageous to the industries serviced by CIATEJ if an information service was provided by the centre. It would offer services in such areas as : Machine Technology, Marketing Trends, Research Development, Export and Import advice, required National and International Safety and Quality Standards, available of suitable courses at home and abroad for training and international conferences and exhibitions, etc. Staffing would have to be recruited from abroad (fluency in Spanish essential) as I was informed there seems to be no one with the necessary qualifications and experience in Mexico. As CIATEJ, from the information I have received, is the only centre training dress designers in Mexico and one of the few training clothing technicians in Jalisco, also as its Clothing Department seems to have been singled out for future development, I suggest that an information expert working in the Clothing/Textiles area be employed. National information institutions abroad, such as the Clothing Institute of Great Britain, or suitable large industrial firms could be approached for advice on recruitment and costs. The costs for implementing such a service should be borne by the Mexican Government and the related industries, and it should be aimed at being functional by January 1981.

TOPIC 7. CIATEJ'S LIBRARY

This should be expanded as soon as possible in areas such as: a collection of slides, the amount of books, the subject areas of books, a permanent collection of magazines, suitable shelving and its lending facilities. There should be a full time trained librarian and possibly a trainee librarian in charge of this service. The service of borrowing books should not only apply to students and staff at CIATEJ but should be extended to students and staff of local Higher Educational establishments and

TOPIC 7. CIATEJ'S LIBRARY - continued

members of related industries. The latter would be provided with this service at no cost, in return for their support of CIATEJ's training or other services provided by the centre. Universities etc., would be offered the use of CIATEJ's library in return for use of their library facilities, this would further extend communication between these establishments as well as expanding available and future facilities to students.

Funds for the staffing of the library seem to be available at present, the problem seems to be recruitment of staff. The CTA has assisted in the training for a librarian at CIATECH (Chihuahua) so maybe a recruit could be sent there for training if no suitably trained librarian can be found.

Some books have already been ordered by CIATEJ through CONACYT and I recommend that this is where future finance for such facilities should come from.

(for book and slide lists provided for CIATEJ's consultation see appendix).

TOPIC 8. PROMOTION OF CIATEJ.

There should be an experienced Public Relations Officer employed by CIATEJ, to service all the departments of the centre. This persons work would be involved with promoting CIATEJ as a training and design centre to the public in general; to educational establishments, to the related industries and the media, on a National and an International level.

The setting up of this promotion service could also provide an important extra link between CIATEJ and Industry, as the Public Relations Officer could offer help in the placement of trained students in suitable jobs in industry.

The Public Relations Officer should be locally recruited as it is essential that the person should have established connections with local manufacturers, businesses and the press. Costs for this service could be borne by equal contributions from the three departments at CIATEJ and CONACYT and

TOPIC 9. DESIGN WORKSHOP.

This should be set up at CIATEJ in one of the smaller classrooms, it would be used for teaching purposes and by the clothing department staff for design services. Designers already working in industry would be invited to use the equipment in the workshop when experimenting with ideas for their future collections.

This equipment should consist of sewing machines, pattern cutting tables, and the proposed knitting machines and print table mentioned in recommendations, Topics, 2 and 5. Tuition would be provided by current staff at CIATEJ and by those future staff recommended in Topic 4.

TOPIC 10. MEXICAN TEXTILE INDUSTRY.

It is recommended that communications and the relationship that presently exists between Mexican garment and textile manufacturers, be improved. Higher standards concerning; the range of choice of colours, colour consistency, the quality of yarn, and production of cloth must be aimed for. Problems concerning the availability of fabric and its distribution to garment manufacturers through wholesalers must be studied.

Suggestions made during my visit for discussion between the persons concerned through seminars and meetings held at CIATEJ (involving staff from the centre) could go some way to improving the local situation. However, if there is to be a national improvement, greater assistance is needed. UNIDO could consider the possibility of sending to Mexico in the near future experts in the fields of: Textile Technology, Textile Production, and Business Management. Their aim would be to improve the skills, develop the knowledge and increase the efficiency of the organisational methods of the persons working in the textile industry.

APPENDIX

SEMINARS

DETAILS OF LECTURES GIVEN

Two seminars were given, each was a week in duration and consisted of one daily lecture, 3 hours long. The first seminar was aimed at technicians working in industry and students attending courses run by CIATEJ's shoe and jewellery departments.

The second was directed towards designers, manufacturers, retailers and the press. Industrial design students from the local Universities were also invited to attend. Members of CIATEJ's staff attended both seminars. Average attendance 30 persons.

The content of the lectures covered areas which would concern the type of audience participation and slides, illustrations and garments were used as visual aids.

SEMINAR ONE

DAY ONE, The Training and Role of a Dress Designer:-

Educational training, fields of knowledge needed, responsibilities of designer to industry and society, the creative and economic abilities needed in order to be successful, public relations aspects, relationships with immediate work force, the pressures a designer must be expected to cope with, the understanding a designer must acquire of why fashion changes and when future trends will develop, the knowledge a designer must have of mass-production methods.

DAY TWO. The importance of the professional and personal relationships between a designer and their immediate work force:-

The designer and pattern cutter, the designer and sample machinist, their combined experience in an advisory capacity to the designer, the standard of their interpretation of the designers work in relation to the commercial success of the company. The importance of the sample room in relation to other areas of production.

DAY TWO. Continued

The skills and knowledge each person must acquire in order to successfully carry out the work produced in the sample room. The variance in size and working situation that may exist in sample room in relation to the size of the company concerned.

DAY THREE. Production problems arising from fabric types and figure types:-

One way fabrics, for reasons due to fabric type or surface decoration.

Quality of fabric and colour consistency, staccity, methods of dealing with such problems.

Figure types, main four figure types and countries associated with each type (for export information), problems associated with skin colour as far as colours of cloth are concerned. Maternity Wear and Children's Wear and the problems associated with body growth in these specialised areas of design. International Safety Laws concerning nightwear and children's wear. Methods of dealing with such problems.

DAY FOUR. Problem fabrics and the creative use of Fabric from a design point of view :-

The characteristics of individual fabric types concerning hang, shape, stretch and width, the possibilities of combining fabric types on one garment, the choice of trims for individual fabric types, the proportion of blousing and width of skirts, etc., to the fabric type, the directional change of a fabrics grain and its possible surface decoration in relation to the garments design. The matching of stripes, etc., in the garment construction. The matching of colour concerning fabric types, the use of colour in co-ordination.

DAY FIVE. Ergonomics in relation to designing for specialised markets.

E.g. covered. SPORTSWEAR, UNIFORMS AND GARMENTS FOR HANDICAPPED PEOPLE.

Body movements and associated speeds and direction of movements, areas of the body needed to be researched for safety and design aspects, fabric choice for functions of garments, colour aspects for identificational or camoufrlage purposes, accessability and safety requirements of garments, how the average garment manufacturer could include garments for handicapped people in his production. The advantages associated with the employment of handicapped people in the garment industry.

SEMINAR TWO

Covered all aspects of seminar one but also included:- the role of CIATEJ as a training source for industry and as a design consultancy body. Also, more emphasis was placed on the interpretation of sources of inspiration and how a designer could achieve this. The understanding a designer needs of historical costume changes, was also discussed in greater depth. A 20th Century history of changes in British Fashion was used to illustrate how politics, economics, public opinion, communication and individuals etc., can alter how we dress.

The lack of interest in Mexican Traditional Costume, Art and Architecture etc., as a source of inspiration for Mexican designers and manufacturers was also debated and the uses of such sources by designers abroad was illustrated, by discussion and slides of Mexican costumes and european designers work, influenced by traditional costume. The importance of Mexico developing its own handwriting (concerning standards of design and manufacture) on a national and international basis was also debated and possible ways of reaching this were put forward.

Question time was included at the end of each lecture and a questionnaire concerning the seminars was issued by CIATEJ to the participants after the last lecture of week two. An example of the questionnaire and the results are included in appendix.

SEMINAR QUESTIONNAIRE

PART ONE

1. How do you consider the objectives of the course with regard to the development of your future activities.
2. How do you consider the application of the knowledge required in regard to your future activities.
3. How do you evaluate the increase of your knowledge as a result of your participation in this course.
4. Do you consider this course complete or that it has more subjects to cover to fill your needs.
5. Do you consider that part of the contents of this course could have been eliminated without changing its actual value.
6. How do you consider the duration of the course in regard to the objectives set.
7. In general terms how do you consider the topics were dealt with.

PART TWO

1. How would you describe teachers explanation during class.
2. How would you describe her handling of ideas and key concepts in subject areas.
3. How would you consider the teacher used time available.
4. How would you consider the performance of teacher when clash of ideas arises between teacher/class.
5. How would you describe the performance and attitude of your colleagues as far as attention and participation during class.
6. How would you describe teachers performance as far as her capacity to stimulate interlectually the participants.
7. How would you consider the interest of the teacher shows for teaching.
8. How would you consider the teachers interest and her conscientiousness in regard to progress and learning of participants.

PART TWO - continued

9. How would you consider that the professor stimulates the exposition of the participants.
10. How would you evaluate the teachers preparation for performance in class.
11. How would you consider the teachers performance in class as far as giving equal opportunity to members of class to express their ideas and to pose questions.
12. How would you consider the teachers performance as far as effectively answering the questions of your colleagues is concerned.

RESULTS FROM SEMINAR

PART ONE

TOTAL OF QUESTIONS
ANSWERED BY 33 PARTICIPANTS

VERY POOR	A	B	C	D	E	VERY GOOD	
1.		7	6	14	5		32
2.		6	8	7	11		32
3.	2	6	12	5	7		32
4.	6	8	12	6			32
5.	11	6	2	3	10		32
6.	2	3	12	3	12		32
7.	1	2	8	8	13		32
	22	38	60	45	58		

PART TWO

VERY POOR	A	B	C	D	E	VERY GOOD	
1.	1	3	2	7	17		30
2.	1	1	4	12	13		31
3.		2	7	8	14		31
4.		3	7	8	13		31
5.		3	4	14	12		33
6.		2	2	6	22		30
7.		1	2	9	17		29
8.		2	2	6	21		31
9.	2	1	6	6	16		31
10.		1	3	7	22		33
11.			2	4	26		32
12.	1	2	1	10	16		30
	5	21	42	97	209		

LIST OF SUBJECT AREAS COVERED BY CIATEJ'S CLOTHING DEPARTMENTS PRESENT STAFF

1. MARICARMEN GUTIERREJ.

Pattern cutting (construction, transformations)

Women's Wear. Men's Wear. Children's Wear.

Grading - Women's Wear. Men's Wear. Children's Wear.

Clothing Construction (Manufacturing)

Modelling on the stand

Clothing (sewing etc.) Technology

Machine Technology

Fashion Design

2. JARAMAR SOTO

Theory of Design

Basic Design (Colour, composition, etc)

Drawing - life drawing

fashion drawing

drawing techniques

Fashion Design

Textile Design

Techniques of Textile Design (Printing, Dyeing, etc).

History of Costume

History of the Mexican Costume (and its possibilities of adaptation to the contemporary dress).

Textile technology

Pattern cutting (Women's wear)

Grading (Women's wear)

Modelling on the Stand (Basic)

LIST OF SUBJECT AREAS COVERED BY CIATEJ'S CLOTHING DEPARTMENT PRESENT STAFF

Continued

3. FRANCISCO

Theory of Design

Colour and Composition

Drawing - Technical

Constructive

Life

Modelling (Clay, etc)

Graphic Design

Industrial Processes

Times and Movements

Industrial Machinery

4. LUPITA

Pattern cutting (Construction Transformation)

Women's wear

Men's Wear

Grading

Women's Wear

Men's Wear

Sewing Technology (Manufacturing)

INTERNAL PROGRAMME FOR MYRA ELIZABETH COWELL, 19 De Agosto Al 20 De Septiembre
de 1979.

PROGRAMAS - Revision.

ASESORIA.

- Vestido

- Forma de Trabajo.
- Presentacion Disenos.
- ?Que mas servicios podemos ofrecer?.
- ?De que manera podemos estructurar nuestra 'carpeta'
de trabajo y de servicios?.

- Patronaje

- Revisar nuestro archivo de patronaje.
 - Tecnicas de transf.
 - Tecnicas de graduacion.
- ?Que falta para hacerlo mas completo?
Revision Libro CIATEJ Patronaje Dama.
- Revision Libro CIATEJ Graduacion Dama.

- Textiles

- Asesoria en la preparacion de una carpeta de trabajo.
(tomando en cuenta las características de los posibles
usuarios).

PROMOCION

- Asesoramiento para la promocion de la Unidad.
 - Venta Servicios.
 - Difusion Diseno. Eventos, etc., - SYMPOSIUM.
 - Informacion.
 - Cursos.
 - Concurso de Diseno.

CURSOS

- Revision de programas de cursos ya impartidos.
- Asesoramiento en la planeacion del Curso de Diseno con tronco comun.
- Surgerencias para otros posibles cursos - y elaboracion de un programa general para estos .

COLECCIONES

- Asesoramiento para la coordinacion de las colecciones que estan actualmente en preparacion, especialmente en lo que respecta a la organizacion de los desfiles.

PROYECTOS

- Sugerencias para el proyecto. IAJ
- Surgerencias para el estudio antropometrico.

UNITED NATIONS

UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANISATION

UNIDO

Project of the Government of Mexico.

Job Description

DP/MEX/77/008/11-03

Post title Export in Clothing Design.
Duration Six months (split mission)
Date required September 1979 (3 months) and/or September 1980 (3 months)
Duty station Guadalajara - Oaxaco

Purpose of project

The project is designed to support the development of a Regional Technology Centres (CRIATS) which have been established in the States of Guanajuato, Jalisco, Chihuahua and Oaxaco.

Duties They provide a variety of technological services to local industry including: analysis, testing, quality control, design (including value analysis), investigation, technical information, training and consultancy.

Duties The expert will be attached to CIATEJ (Centro de Investigacion y Asistencia Tecnologica del Estado de Jalisco) for three months in 1979 and CIATO (Centro de Investigacion y Asistencia Tecnologica de Oaxaca) for three months in 1980. Under the supervision of the Chief Technical Advisor to the project he/she will be expected to:

1. study the requirements and the demand of the clothing industry in the states of Jalisco and Oaxaca for design assistance and training:
11. provide detailed advice on the development of a design advisory service:
111. prepare and take part in training courses and seminars for various levels of industrial trainees and management.

The expert will also be expected to prepare a final report, setting out the findings of his mission and his recommendations to the Government on further action which might be taken.

Qualifications

A recognised qualification at advanced level from an industrial design institute and considerable experience in the mass produced clothing industry. Demonstration and teaching experience essential; knowledge of design/production problems in small to medium sized production units including rural industry units; necessary and relevant advisory/consultancy experience in all aspects of design work including patterns, fabric and make up is expected.

Job description - continued

Language Spanish essential.

- Background information
1. The project is designed to support the development of 4 regional Technology Centres (CRIATs) which have been established in the states of Guanajuato, Jalisco, Chihuahua and Oaxaca. Each Centre has a nucleus of professional and technical staff, laboratory facilities and a library relating to the technology of the industries already established or which it is hoped to establish in each Region. A high degree of self-sufficiency through repayment work is expected when the Centres are well established.
The project has a high priority in the Mexican Country Programme for 1978-82.
 2. The immediate objective is to develop and expand the work of the Centres so that they can provide a variety of technological services to local industry including: analysis, testing, quality control, design (including value analysis), investigation, technical information, training and consultancy. The project aims to :
 - a) assist each Centre to identify clearly existing and future industrial development potential in the Region it services;
 - b) determine technical support service priorities for a) above;
 - c) advise on the structure, operational activities and staffing of the Centres;
 - d) strengthen the capabilities of the centres to meet the needs of local industry for technological services and development;
 - e) assist in the assessment and promotion of appropriate technologies;
 - f) strengthen library, documentation and informational services and establish cooperative activities within the 4 Centres and with other sources of technical information in Mexico and elsewhere;
 - g) provide training in the fields covered in paragraph 2 above;
 - h) assist in establishing contact and practical programmes of cooperation with technological organisations operating in the same or similar fields of work in other countries.

LIST OF COMPANIES VISITED BY - MYRA E. COWELL.

1. CONFECCIONES SPORT
Angulo No. 1576, S.H.
2. MODA DE GUADALAJARA
Andalucia No. 2208
Sr. Piana'
3. INDUSTRIAS KARLIN, S.A.
Jose Ma. Lozano No. 1077
Sr. Carlos Roberto Vazquez.
4. EVA DE MEXICO, S.A.
Camarena No. 118
Sr. Miguel Navarro.
5. VARIATEX, S.A.
Sr. Jesus Ruiz
5 de Febrero No. 169
6. MAY CROSS
Lopez Cotilla No. 125
Sr. Alvaro Cerda.
7. CRIANZA, S.A.
Reforma No. 817
Jesus No. 245
Ing .Jose Alfredo Perez.
8. CONFECCIONES Y MAQUILLAS, S.A.
Calzada Gonzalez Gallo No. 2929.

EMPRESAS ASESORADAS POR EL CENTRO DE INVESTIGACION Y ASISTENCIA EN
TECNOLOGIA Y DISEÑO DEL ESTADO DE JALISCO, A.C., AREA DES VESTIDO.

ASESORIAS EN INGENIERIA INDUSTRIAL

JAVA DE JALISCO	Sudadera Pljama Playera
EXPORTACIONES DE VESTUARIO, S.A.	Pantalones
CONFECCIONES SANDY, S.A.	Camisas
PANTALONES NULOOK, S.A.	Pantalones.
CIA. INDUSTRIAL SAN BERNARDO, S.A.	Solsas de lona
TEXTILES DE OCCIDENTE	Tela Nezelilla
QUALITY DE QUADALAJARA, S.A.	Pantalon
SRA. DIANA OROZCO	Blusas y faldas.
CONFECCIONES RAMEX	Batas.

ASESORIAS EN PROYECTOS

FABRICA DE ROPA LA CRUZ Y ATACCO	Pantalones
Coprodeg (Comite Promotor de Desarrollo de Guanajuato).	Manufacturera de Ropa, de lana y Acrillan.
INSTITUTO DE LAS ARTESANIAS JALISCIENSE.	Aprovechamiento integral de los recursos artesana les del Vestido en Jalisco

ASESORIAS EN DISEÑO

CREACIONES MARTEA, S.A.	Ropa Tejida
CONFECCIONES Y MAQUILLAS, S.A.	Pantalones
ASTROLA, S.A.	Ropa de Punto
INDUSTRIAS KARLIN, S.A.	Camisas Nino
MICKEY CROSS LUQUE	Blusa-Pantalon
SPORT-MEX, S.A.	Camisa Caballero
CONFECCIONES Y NOVEDADES VARGAS, SA	Vestidos
PIELES Y DISENOS, S.A.	Ropa de Piel
MULTIMAQUILLAS, S.A.	Pantalones

Continued -

ROPA CADENA, S.A.

Pantalones

YIN, S.A.

Camisas

MANUFACTURERA SIEMPRE

Chamarras

MODELOS KATEGO

Faldas

CRIANZA

Camisas Nino

VICTOR'S, S.A.

Ropa de Nino

VARIATEX, S.A.

Blusas de Dama

MAY CROSS LUQUE

Falda

CONFECCIONES W.C.

Blusas

CHELMY DISENOS, S.A.

Pantalones

CONFECCIONES PUBLI-INDUSTRIALES

Chamarras Deportiva

ROPA DEPORTIVA Y PUBLICIDAD

Faldas

ASESORIAS EN DISENO GRAFICO

MARTINEZ ZANDOVAL

Logotipo

SR. ROGELIO BAEZA

"

SRA. QUADALUPE MAGANA

"

JOYEROS TAPATICOS

"

MACAME JOYAS

"

Agosto 10 de 1979.



