



REPORT 06

DEVI AHILYA VISHWAVIDYALAYA, INDORE
DEPARTMENT OF LIFELONG LEARNING

SESSION 2021-2022

Dr. Bharti Joshi

Head

WEBINAR

RESEARCH OPPORTUNITIES IN DESIGN

Date	Time	Platform	No. of. participants	Speaker
19 February 2022	10 AM	Online - https://meet.google.com/gy-m-ajms-zmy	47 students of B.Voc., M.Voc. Fashion Technology	Dr. Amrita Rajput HOD, Dept. of Design SAGE University, Indore

Devi Ahilya University, Indore
Department of Lifelong Learning

Dr. Anil Sharma,
Registrar
DAW, Indore

Dr. Ashok Sharma,
Rector
DAVV, Indore

Dr. Renu Jain,
Hon'ble Vice- chancellor
DAW, Indore

Webinar

"Research Opportunities in Design"

SPEAKER

Dr. Amrita Rajput
HOD, Dept. of Design
SAGE University,
Indore

Date: 19 February 2022
Time: 10 AM

Convener

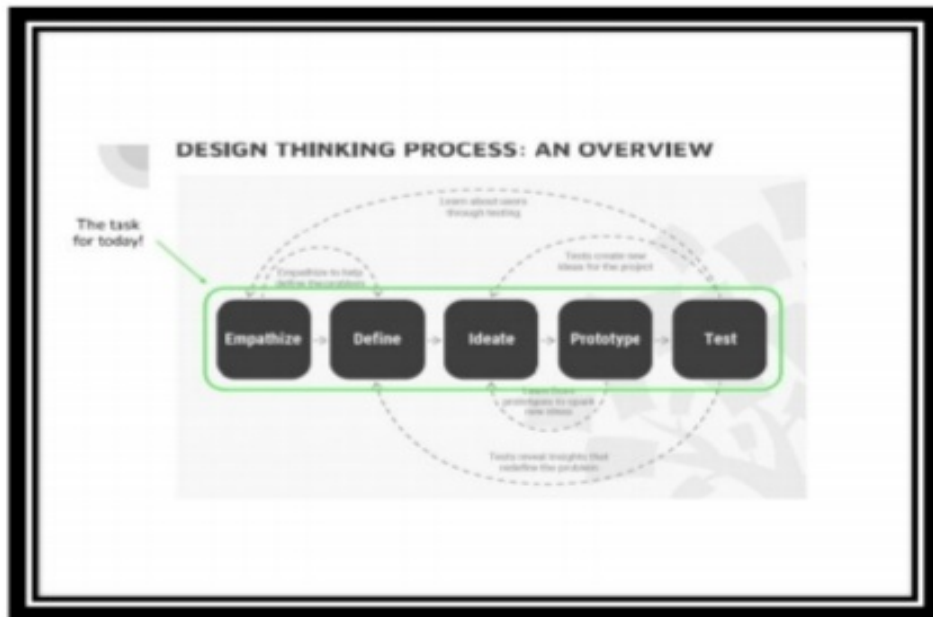
Dr. Bharti Joshi,
HOD
DOLLL, DAW, Indore

Department of lifelong learning, DAVV Organized Webinar on **RESEARCH OPPORTUNITIES IN DESIGN** For students of department in which 47 students with respected faculties take actively part with full of interest and learning ability about the research method of design.

Speaker Dr.Amrita Rajput explained very perfectly with the help of slides to the participants that Research is very important point in the field of design. Research is critical in any area of design, from logos to poster.it is about collecting data through interviews with clients, user feedback, domain research and more. It guides the creation of the design by helping you understand what makes people tick.

WHY IS RESEARCH IMPORTANT IN FASHION DESIGN

Fashion market research can help a business identify new target markets, understand how existing customers feel about their brand, gain insights into fashion spending, and explore how marketing campaigns can affects buying behavior.



Photography

Photography is quick and generally the first method which is frequently used in recording any kind of information.



Surface Exploration

- ◆ Surface exploration is another important tool for conducting primary research. Surface exploration can be Print, Embroidery, Dyeing, Handmade or machine generated.



Draw/Sketch/Illustration

A designer does not really need to be an artist or an illustrator but should be able to communicate ideas through doodle or rough drawings.



Trend spotting

Many designers draw inspiration from the street culture. They document trends observed in the streets. Demographics, Local style, Client idea surface can be recorded in streets, malls, market etc.



Silhouette Exploration

Silhouette can be explored in either two or three dimensions. Before producing range plan it is very important to explore the same in 3 dimensional form as well. The 3D silhouette can be explored using fabric like Muslin.



CONCLUSION

To conclude, research is integral part of design and continues along with the project at all stages. There are three types of research explained well in the session and participants learn that research is first priority in the field of design and they learn three method of research with examples and used to apply in their field with collection of data around the area in which they work.