

RESEARCH METHODS IN FASHION DESIGN: IT'S COMPILATION AND IMPORTANCE IN DESIGN PROCESS

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ABSTRACT

Research is the systematic and creative investigation that will yield so many ideas in terms of appropriate use of materials and sources to establish facts and reach new conclusions. The impact of intensity of research is directly proportional to the output of the project. It resolves various purposes during the commencement of the design process starting from investigating the project, explorations, prototyping till the final product development stage. This paper aims to understand the importance of research, types of research and research methods in design, visual research analysis, design brief and research compilation. The data presented in the paper is a result of continuous involvement in teaching pedagogy in fashion design and is derived from the fashion design projects guided at different levels. This research can be used as a guideline to conduct research for any fashion design project by students or professionals.

KEYWORDS: *Research Methods, Research Compilation; Design Process & Fashion Design*

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