

МРНТИ 18.01.21

PLANNING A RESEARCH STRATEGY, ANALYZING AND DEVELOPING A CLOTHING COLLECTION CONCEPT

A.M. SABITOVA , K.K. ABILKALAMOVA, 

(Almaty Technological University, Kazakhstan, 050012, Almaty, Tole bi str., 100)

Corresponding author's email: c_alima_m@mail.ru, kamilya.abilkalamova@mail.ru

The article includes the main stages of the research process in the development of a design project: strategies for information retrieval; concept development. Visual research allows to stimulate creative thinking to develop ideas, demonstrate a culture of thinking and the informed application of knowledge in project tasks. Strategies for finding information will help to make research more effective. The development of the concept allows to use the received inspiring images to further develop the idea or concept. The article is intended as a guide to the research process for novice fashion design researchers. The purpose of this article is to help and prepare young researchers for project thinking through the study of design objects; the application of a competent research strategy, the development of a design project concept. The strategy of the research process proposed in the article contributes to the formation of future designers' ability to independently solve research problems that are realized in working with scientific literature, both directly on design and related fields of artistic creativity. Of particular importance here is such a part of theoretical research as analysis. The article is intended to help students in the field of fashion design develop research skills and apply them in a professional context. The language of fashion is visual, requires an oral and written vocabulary for productive communication. There is a need to understand the special vocabulary that is an integral part of the fashion industry.

Keywords: design research, strategy, analysis, systematization, concept, design project, clothing collection.

ЗЕРТТЕУ СТРАТЕГИЯСЫН ЖОСПАРЛАУ, КИІМ ТОПТАМАСЫНЫҢ ТҰЖЫРЫМДАМАСЫН ТАЛДАУ ЖӘНЕ ӘЗІРЛЕУ

A.M. САБИТОВА, К.Қ. ӘБІЛҚАЛАМОВА

(Алматы технологиялық университеті,
Қазақстан, 050012, Алматы, Төле би көш, 100)

Автор-корреспонденттің электрондық поштасы: c_alima_m@mail.ru, kamilya.abilkalamova@mail.ru

Мақала жоба дизайнын жобалаудағы зерттеу процесінің негізгі кезеңдерін қамтиды: ақпаратты іздеу стратегиялары; тұжырымдаманы дамыту. Көрнекі зерттеулер идеяларды дамыту үшін шығармашылық ойлауды ынталандыруға, ойлау мәдениетін және білімді жобалық тапсырмаларға негізделген қолдануды көрсетуге мүмкіндік береді. Ақпаратты табу стратегиялары зерттеуді тиімдірек етуге көмектеседі. Тұжырымдаманы дамыту идеяны немесе тұжырымдаманы одан әрі дамыту үшін алынған шабыттандыратын бейнелерді пайдалануға мүмкіндік береді. Мақала сән дизайнын жаңадан бастаған зерттеушілерге арналған зерттеу процесіне нұсқаулық ретінде арналған. Бұл мақаланың мақсаты – жаңа бастаған зерттеушілерді дизайн объектілерін зерттеу арқылы жобалық ойлауға көмектесу және дайындау; зерттеу жүргізудің сауатты стратегиясын қолдану, дизайн жобасының тұжырымдамасын әзірлеу. Мақалада ұсынылған зерттеу процесінің стратегиясы болашақ дизайнерлердің ғылыми әдебиеттермен жұмыс жасауда, тікелей дизайн бойынша да, көркем шығармашылықтың байланысты салаларында да жүзеге асырылатын зерттеу мәселелерін өз бетінше шешу қабілетін қалыптастыруға ықпал етеді. Мұнда теориялық зерттеудің талдау сияқты бөлігі ерекше маңызға ие. Мақала сән дизайны бойынша білім алушыларға зерттеу дағдыларын дамытуға және оларды кәсіби контексте қолдануға көмектесуге арналған. Сән тілі – көрнекі, өнімді қарым-қатынас үшін ауызша және жазбаша сөздік қорын қажет етеді. Сән индустриясының ажырамас бөлігі болып табылатын арнайы лексиканы түсіну қажет.

Негізгі сөздер: дизайнды зерттеу, стратегия, талдау, жүйелеу, тұжырымдама, дизайн жобасы, киім жинағы.

ПЛАНИРОВАНИЕ СТРАТЕГИИ ИССЛЕДОВАНИЯ, АНАЛИЗ И РАЗРАБОТКА КОНЦЕПЦИИ КОЛЛЕКЦИИ ОДЕЖДЫ

А.М. САБИТОВА, К.К. АБИЛКАЛАМОВА

(Алматинский технологический университет,
Казахстан, 050012, Алматы, ул. Толе би, 100)

Электронная почта автора-корреспондента: c_alima_m@mail.ru; kamilya.abilkalamova@mail.ru

Статья включает основные этапы исследовательского процесса при разработке дизайн проекта: стратегии для поиска информации; развитие и разработка концепции. Визуальные исследования позволяют стимулировать творческое мышление для разработки и развития идей, демонстрировать культуру мышления и обоснованное применение знаний в проектных задачах. Стратегии для поиска информации помогут сделать исследование более эффективным. Развитие и разработка концепции позволяет использовать полученные вдохновляющие образы для дальнейшего развития идеи или концепции. Статья предназначена как руководство по исследовательскому процессу для начинающих исследователей дизайна моды. Цель данной статьи – помочь и подготовить начинающих исследователей к проектному мышлению через исследование объектов дизайна; применению грамотной стратегии проведения исследований, разработке концепции дизайн-проекта. Предлагаемая в статье стратегия исследовательского процесса способствует формированию у будущих дизайнеров способности к самостоятельному решению исследовательских задач, которые реализуются в работе с научной литературой, как непосредственно по дизайну, так и смежных областей художественного творчества. Особое значение приобретает здесь такая часть теоретического исследования, как анализ. Статья призвана помочь обучающимся в сфере дизайна моды развить исследовательские навыки и применять их в профессиональном контексте. Язык моды – визуальный, требует устного и письменного словарного запаса для продуктивного общения. Есть необходимость понимания особой лексики, которая является неотъемлемой частью индустрии моды.

Ключевые слова: дизайн-исследование, стратегия, анализ, систематизация, концепция, дизайн-проект, коллекция одежды.

Introduction

Many young researchers face difficulties in how to conduct visual research and how to analyze, interpret, and use their research to develop their own ideas. They may feel quite comfortable using the internet, but they often lack basic information retrieval skills. This article will help:

- describe the stages of formation of the design concept;
- explain the relationship between design solutions and social responsibility;
- apply modern technical means and technologies in the field of design engineering;
- design taking into account non-standard situations;
- work with modern professional design programs [1].

Materials and methods.

The article used information obtained during a literary review of the methodology of research in foreign design schools: Intermark International Design College (Shanghai, China), European Institute of Design, Academy of Fine Arts Aldo Galli (Como, Italy).

To write the article, the method of systematization of information was used, which consists in processing information in order to bring

it to a certain form and interpreting information that allows you to react in a certain way to the information received. The information in the article is arranged in a certain order, fills the design research process with a certain meaning and significance. The research strategy described in the article creates images, forms that can be recognized and understood in a certain way.

To systematize the step-by-step structure of design research, graphic programs such as CorelDRAW (sketches of modern clothing collections), Adobe Illustrator (for visualization of design research methods) and Procreate (the process of sketching the project concept) were used [2].

Results and discussion.

There are two types of visual research: primary and secondary. The primary research consists in conducting research in the immediate environment: going outside and communicating with people; visiting places and getting to know objects; taking your own photos or videos; creating your own sketches, drawings and three-dimensional objects. Primary research involves all the senses: it allows you to touch things, smell them, see them in place and assess the scale and complexity of details, finishes and structures.

Resources created by other people are used to conduct secondary research: articles, books, movies, the Internet, magazines, newspapers or other media. When working in the secondary research process, it is important to indicate the source of the information used by making a link to it, which allows other people to refer to your research, and also prevents accusations of plagiarism. The advantage of secondary research, especially via the Internet, is very fast access to a large amount of information and the ability to analyze facts and figures. The disadvantage of secondary research is the inability to feel the texture, color or estimate the scale of the object under study. One of the disadvantages of using the Internet for visual research is that many images have low resolution and thus can distort the objective properties and quality of objects.

For most projects or assignments, both primary and secondary research will be required. Primary research gives the product or design an author's concept, unique quality, artistic individuality of the object, and secondary research helps to understand the context of the object, its significance in society, belonging to any genre of art or modern movement and expands the boundaries of your primary research.

Depending on the goal of the design project, there are various ways to conduct visual research.

Background research

The first type of visual research is a general background study, collecting information to build your own understanding of the world and the object of research. This is the process of collecting, analyzing and storing information that may be relevant in the future. It provides context for current trends or issues that may affect the designer or potential consumer. This kind of research is continuous and does not necessarily have to be related to a specific project, but should be aimed at keeping abreast of current events and issues that may affect fashion, as well as collecting random images. The reference study includes the following:

- Reading: newspapers, magazines, books (fiction and scientific literature);
- Verification of: business pages and trade journals;
- Watching or listening to: news, current events and cultural programs;
- Visits to: theater, cinema, interesting new shops, hotels, restaurants, nightclubs, music festivals and concerts;

- Subscription: to blogs and online newsletters, journals and industry journals related to the research topic;

- Collecting: images, articles, photos, objects.

Research on a specific project

This is the kind of research that needs to be conducted based on a brief assignment and completing part of the work for a potential client. This type of research is specific and focused on the problem that needs to be solved. Research on a specific project includes all the activities necessary for background research, taking into account certain requirements. Effective development of ideas and presentation of project concepts requires strategy and planning.

Conducting a study is impossible without any planning and without a strategy. In this case, you can immediately go to Google, Yahoo or another search engine, enter the first word that seems appropriate, and follow a series of links until the necessary information is found. Relying on the Internet is not always the easiest or fastest way to find the information, you can spend several hours searching for an image that can easily be accessed in the library. You may also have no idea about the existence of specialized databases and search engines that would facilitate the work of searching for information. If you do not know which keywords to use, and instead enter general terms, then this can lead to a lot of results that are not specific enough.

It is necessary to determine the parameters of the study in advance in order to know when to stop and choose the really relevant information. The steps listed below will help you avoid many of these pitfalls and develop an effective search strategy [3].

Stage 1: Define the search parameters

Regardless of whether a search engine, library catalog, or even a microfiche is used, it is necessary to determine the conditions and boundaries of information search. This will help to make sure that all needed areas that are covered, but there will not be an overload of a large amount of information. If, for example, the 1920s are being explored, what aspects of this period are important to search for: designers, photographers, interiors, economics, art, etc.? Will it be interesting the beginning, the middle or the end of the 1920s? The ability to specify the exact dates of the search will make it easier to find relevant information.

Stage 2: Set a time limit

One of the most common problems is determining the moment when it is necessary to move from research to the development of ideas. In order to plan the work strategy correctly, it is necessary to determine the available time for the completion of the project and create a schedule for the implementation of the project. It may be useful to work backwards from the deadline. It is necessary to list all the elements of the activity, which include research, development, search for materials, experiments with finishing, presentation of initial samples, etc. and determine how much time should be allocated for each of them. It is necessary to take into account that some types of activities may take longer than the planned time. It is easy to get distracted and collect a lot of interesting information that does not directly relate to the topic of the project. It is necessary to be able to make quick decisions about whether to follow a particular line of research. Will this add real value to the project? If not, then it should be put aside, perhaps its implementation will take place later.

Stage 3: Identify keywords

When searching for information on the Internet, database or catalog, the quality of the information found depends on the keywords entered correctly or the questions asked. If you do not have complete information about the topic, and thus incorrectly enter keywords, there is a risk of getting incorrect or incomplete information. It is necessary to make a list of keywords that will be used, as well as using the thesaurus to check if there are any synonyms or related terms. You can use a professional glossary, dictionary, or encyclopedia to find out if there are any technical terms that might be useful to know about. For example, when searching for information about birds, you can also look into the section "ornithology", "wildlife", "natural sciences" and so on, and then go to specific species. It is always worth checking whether different terminology is used in different countries, as there are quite a lot of differences in terminology in fashion.

When a search engine is used to search for documents by a keyword, it will search for instances of that keyword in a document or document title. When an image search is performed, it will search for the keywords assigned to it by the person who created the image. Unfortunately, there is no consistent set of keywords for classifying images. Image databases usually have a specific system that they use, but if Google images are used, there is no such system. Thus, a search for the keyword "jacket" should lead to photos of jackets, but may also include photos of

sports jackets and workwear jackets, as well as an assortment of children's jackets, etc. Search engines for shared images can also produce images taken out of context: there is often no information about the source of the image, who created it, where and when, or who owns the copyright.

Stage 4: Identify resources, create a checklist

At this stage, you need to identify and list the physical and virtual resources that will be used. These may include library catalogs, online databases and professional organizations, museums and art galleries. If you don't know where to start or there are any specialized resources related to the topic, it may be worth contacting a librarian or someone from a professional organization who can point you in the right direction. To make sure that all topics, keywords, and resources are covered, you need to create a checklist and tick each search as it is completed. Many online tools allow you to store a search history of information or images that have been automatically retrieved, but it can still be useful to have your own physical list. The list can be created manually or using a word processing program or spreadsheets. It is very easy to forget what is done or what is not done, the list speeds up the process.

Stage 5: Use additional parameters

Most online resources offer options and tools to refine your search, including or excluding words, formats, or dates. This will help you make a more focused list of resources that will be more relevant. + or – are often used to include or exclude words from the search, as well as quotation marks to indicate that a phrase is being searched for, for example, "Kazakh designer", rather than two separate words. Without quotes, the search engine will produce results about anything from Kazakhstan or any designer. Information on the Internet is also presented in a variety of formats: audio, video, documents, charts and maps. If you are searching only for images, then most search engines will allow you to select this option.

Stage 6: Evaluate the information

Not all information is reliable or accurate. It is always useful to know something about the source of the information so that it can be verified. This is especially true for information that is on the Internet. Books and magazines usually go through a thorough process during which the publisher verifies the author's credentials. The article in the academic journal will be reviewed. One may not always assume that what is written in newspapers is completely neutral. Newspapers are selling;

They may also have a certain political affiliation, which may affect the emphasis they place on the story. The same applies to the Internet: sites may be sponsored by political or religious organizations, companies trying to sell or promote a product, individuals with a certain motivation, or even people who may mislead others. So how do you know which information to trust?

It is always necessary to verify information from more than one source. This is a process called triangulation. On the Internet, when searching in the site address, the ending .org means that it is an organization, .edu indicates academic sites, and .com indicates a business.

Stage 7: Record and classify recommendations

Once the necessary information has been found, then you need a way to quickly access or confirm the source. There is nothing more unpleasant than having to repeat the search because you forgot to write down where a particular source was found. There are many tools that can help in this process. The most important thing is to have a system and stick to it, whether it's a file cabinet, a computer program, or a set of boxed files. It is necessary to decide how to classify the information found – whether to sort the information by topic, date, title, project, client, artist or designer, and so on [3].

If a database type system is used, you can store and retrieve the necessary information in several ways, depending on the fields or tags used. At the very least, you need to write down the name of the book or website where the image was found, the name of the artist and the date of creation of the image, if available. This information may be needed for a variety of reasons: to confirm the copyright holder, to obtain an image, or to purchase an image for use in a project.

It is equally important to have a systematic way of storing physical objects and images. These can be collections of newspaper and magazine clippings, postcards, candy wrappers, labels with inscriptions and materials for retail outlets. The collection can grow quickly and it will be difficult to organize.

Pre-project research. At the stage of pre-design research, the purpose of the designed products, appearance, environment, manufacturing method, and analog models are determined. Pre-project studies also include:

- socio-economic analysis;
- functional analysis;
- functional and cost analysis;
- technological analysis;

– shape analysis.

In the process of research, the shortcomings of existing products and the wishes of consumers are revealed.

Systematization of the research results. Creating a design image by combining the results of the conducted research, which are implemented in specific methods of shaping, combinatorics, analogy, figurative-associative composition.

After the visual references have been collected, you need to work with them to develop ideas and turn the raw research into a specific concept. Image analysis and concept definition is the first stage of this process. The concept will be developed in the process of comparing connections, analyzing similarities and contradictions in the collected material and thinking about how the material should be adapted to meet the needs of the project or client. Then you can start the experimental manipulation process in two or three dimensions.

This conceptual development process is not easy to display materially (sketches, layouts, collages, etc.). All practicing designers have their own personal way of interacting and understanding the material they are working with. This often means editing and rejecting information, realizing that additional information is needed, and sometimes abandoning the original approach to the problem and completely rethinking.

To make full use of your research, you need to understand the context of the images used. Learning to read images, as well as create them, is a skill that can be developed.

Concept development

Using image analysis is one way to understand the intent of an artist, photographer, or designer. The analysis allows you to understand the concepts underlying the image and the message that the designer is trying to convey [4]. Hundreds of images can be collected during the research, but if they don't tell a story or convey a message, they won't be very useful. Even if there is a good idea or concept at the beginning of the research process, it often happens that the real concept is formed as new ideas, facts and connections are discovered. Using brainstorming and mental mapping techniques can help you think differently about a topic and establish connections between topics that are not immediately obvious.

The tension created by combining two seemingly unrelated ideas can lead to exciting results, as can the use of opposite or contrasting elements: extremely large with extremely small,

something hard combined with something soft or fragile, vintage mixed with modern. This approach works in many areas of design, including graphics, fashion, photography, and architecture.

Development of the project concept, taking into account the main trends in the development of design. Conceptuality is a common creative attitude that forms the essence of project culture. The creative concept defines the value and semantic content of the design project. The content

and nature of the creative concept are related not only to the individual worldview of its author, but also to the main trends in the development of project culture and society as a whole. Design concepts reflect important issues that concern people and society in a particular era.

Development of a design project using optimal project implementation options. In solving design tasks, the designer uses such methods of designing clothes as modeling and layout.



Figure1. Development and sketching process of the concept project on the theme "Skateboarding"

Modeling in fashion design is the process of displaying, presenting, or describing a projected model. Modeling can be: artistic and imaginative, design and graphic (development of sketches), retrospective, constructive, promising, technical and computer [5].

Artistic and figurative modeling is associated with fantasy, imagination, intuition and the designer's ability to reflect and systematize the surrounding reality.

Design and graphic modeling of clothing involves performing a preliminary graphic image on paper (search work). The result of design and graphic modeling is a complete understanding of the artistic and stylistic, color, textured, constructive, proportional solution (technical sketch).

Retrospective modeling is the most common method of modeling in design, based on the analysis of prototypes and analogues and aimed at improving existing models.

Constructive modeling is a rethinking, modification, improvement of the functions and shapes of clothing.

Perspective modeling is the most innovative way of modeling, which deals with the study of the desired prospects for the development of society.

Technical modeling is the process of developing design and technical documentation for the designed model.

Computer modeling is the most promising direction in terms of the development of new technologies.

Computer graphics based on shape programming makes it possible to develop numerous variants of shapes. Three-dimensional computer graphics allows you to create three-dimensional images of non-existent objects.

Mock-up in design is mock-ups of products made of various materials in full size or at the desired scale. Mock-up fabric (cotton calico, percale, muslin, etc.), paper, non-woven materials are used as materials for clothing layout. This method involves designing clothes directly on the human figure or on a mannequin. The mock-up method of working on the search for new forms in a suit plays an important role in the formation of thinking and in the formation of creative abilities

of the future designer, teaches them to think in imaginative categories.

The results of the conducted research are the step-by-step planning of the strategy of the

research process of information retrieval in the development of a design project and the systematization of the main stages of designing design objects (Figures 2, 3).



Figure 2. Step-by-step planning of the strategy of the research process of information retrieval in the development of a design project

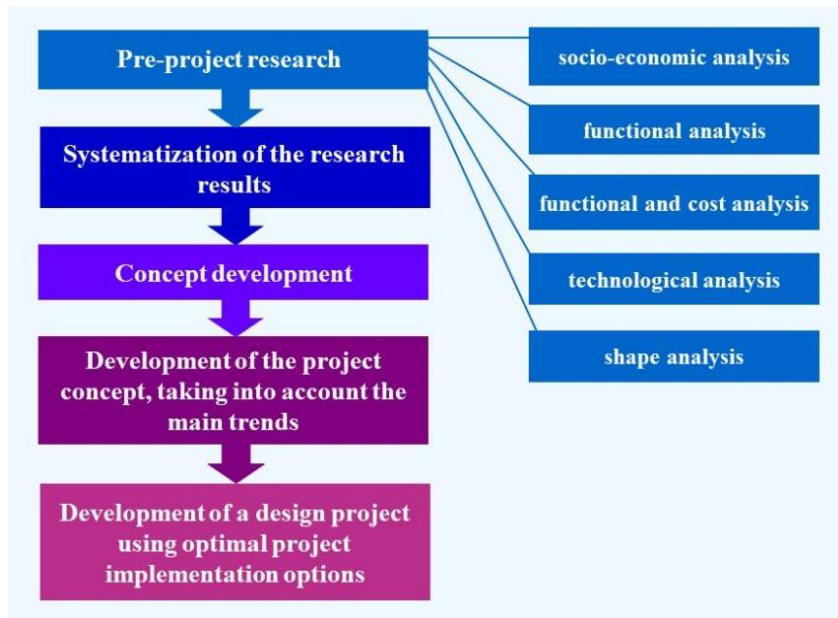


Figure 3. Systematization of the main stages of design design objects

Conclusions

Thus, the purpose of the article was to prepare young researchers for a consistent creative

process through the study of design objects, the application of a competent research strategy and the development of a design project concept.

The strategy of the research process outlined in this article contributes to the formation of young researchers:

- the ability to form a design concept;
- creation of design solutions and social responsibility for them;
- design taking into account non-standard situations.

REFERENCES

1. Сабитова, А.М., Абилкалова К.К. Исследование объектов дизайна [Текст/Электронный ресурс]: учебное пособие / А. М. Сабитова, К. К. Абилкалова. – Алматы: АТУ, 2023. – 160 с. – ISBN 978-601-252-158-0: 1500.00. <https://library.atu.edu.kz/files/271020>
2. Бектиярова, Д.С. Практикум по ЭКСПО-дизайну [Текст/Электронный ресурс]: учебное пособие / Д. С. Бектиярова. - HTML5. - Алматы: АТУ, 2021. - 150 с. - ISBN 978-601-263-566-9
3. Julia Gaimster. Visual research methods in fashion. Bloomsbury Publishing Plc. 2013.
4. Jamilya Bektiyarova, Alima Sabitova, Kamilya Abilkalamova, Aisulu Aldanayeva, Assel Tataeva «Kazakh petroglyphs as a base for the creativity of designers of Kazakhstan», «Project Baikal» 4(82) project baikal, декабрь, 2024. pages. 72-75.
5. Сабитова, А.М., Абилкалова К.К. Проектирование костюма [Текст]: учебное пособие / А. М. Сабитова, К. К. Абилкалова. - Алматы: АТУ, 2021. - 134 с. - ISBN 978-601-263-570-6
6. Фоминичева Анна. Маркетинг в индустрии моды: возможности и особенности развития. Практический маркетинг №8 за 2012 год. <https://www.marketing.spb.ru/lib-special/branch/fashion.htm>
7. Сафина Л.А., Тухбатуллина Л.М., Ибрагимова З., Газизова З. Прогнозирование тенденций моды на примере одежды из натурального меха. Журнал «Костюмология». Издательство "Мир науки" eISSN: 2587-8026 Том 3, №1, 2018.
8. Благова Т.Ю. Креативные методы дизайна. Министерство образования и науки РФ, Амурский государственный университет, Учебное пособие, 2015. – 72 с.
9. Сафина Л.А., Тухбатуллина Л.М., Хамматова В.В., Абуталипова В.Н. Проектирование костюма [текст]: Учебник. - М: Инфра-М, 2020. - 239 с. - (Высшее образование). - ISBN 978-5-16-005642-5
10. Гусева М.А. Проектирование новых моделей одежды приемами конструктивного моделирования: учебное пособие: учебное пособие. -: Российский государственный университет имени А. Н. Косыгина, 2018. - 118. - ISBN 978-5-87055-561-4.
11. Ivanova, Irina V. How to Draw Fashion Flats: A practical guide to fashion technical drawing (pencil and marker techniques) [Текст]. -: Art Design Project, 2016. - 214 p. - ISBN 978-0984356027: 21290.00.

12. Gury, A.F. Foundations of drawing: a practical guide to art history, tools, techniques, and styles [Текст]. - New York: Watson-guptill Publications, 2017. - 216 p. - ISBN 978-0-307-98718-1. - ISBN 978-0-307-98719-8: 10494.00.

13. Lafuente, M. Knitwear fashion design [Текст/Электронный ресурс] / M. Lafuente. - 2013, 159 с. - ISBN 978-84-92810-62-8.

14. Austin Kleon. Kradi as an artist. 10 lessons of creative self-expression/Workman Publishing Company, 2013, 176 с.

15. Сафина Л.А. Проектирование костюма: Учебник. - 1. - Москва: ООО "Научно-издательский центр ИНФРА-М", 2017. - 239 с. - ВО - Бакалавриат. - ISBN 978-5-16-005642-5.

REFERENCES

1. Sabitova, A.M., Abilkalamova K.K. Issledovanie ob"ektov dizajna [Research of design objects] [Text/Electronic resource]: textbook / A.M. Sabitova, K.K. Abilkalamova. - Almaty: ATU, 2023. - 160 с. - ISBN 978-601-252-158-0: 1500.00. <https://library.atu.edu.kz/files/271020> (In Russian)
2. Bektiyarova, D.S. Praktikum po EKSPONDIZAJNU [Practicum on EXPO-design] [Text/ Electronic resource]: textbook / D.S. Bektiyarova. - HTML5. - Almaty: ATU, 2021. - 150 с. - ISBN 978-601-263-566-9 (In Russian)
3. Julia Gaimster. Visual research methods in fashion. Bloomsbury Publishing Plc. 2013.
4. Jamilya Bektiyarova, Alima Sabitova, Kamilya Abilkalamova, Aisulu Aldanayeva, Assel Tataeva «Kazakh petroglyphs as a base for the creativity of designers of Kazakhstan», «Project Baikal» 4(82) project baikal, декабрь, 2024. pages. 72-75.
5. Sabitova, A.M., Abilkalamova K.K. Proektirovanie kostyuma [Designing a costume] [Text]: textbook / A.M. Sabitova, K.K. Abilkalamova. - Almaty: ATU, 2021. - 134 с. - ISBN 978-601-263-570-6 (In Russian)
6. Fominicheva Anna. Marketing v industrii mody: vozmozhnosti i osobennosti razvitiya [Marketing in the fashion industry: opportunities and features of development]. Practical Marketing № 8 for 2012. <https://www.marketing.spb.ru/lib-special/branch/fashion.htm> (In Russian)
7. Safina L.A., Tukhbatullina L.M., Ibragimova Z., Gazizova Z. Prognozirovanie tendencij mody na primere odezhdy iz natural'nogo mekha. [Forecasting fashion trends by the example of natural fur clothing]. Journal "Costumeology". World of Science Publishing House eISSN: 2587-8026 Vol. 3, No. 1, 2018. (In Russian)
8. Blagova T.Yu. Kreativnye metody dizajna [Creative methods of design]. Ministry of Education and Science of the Russian Federation, Amur State University, Training Manual, 2015. - 72 p. (In Russian)
9. Safina L.A., Tukhbatullina L.M., Khammatova V.V., Abutalipova V.N. Proektirovanie

kostyuma [Costume Design] [text]: Textbook. - M: Infra-M, 2020. - 239 c. - (Higher Education). - ISBN 978-5-16-005642-5 (In Russian)

10. Guseva M.A. Proektirovanie novykh modelej odezhdy priemami konstruktivnogo modelirovaniya [Designing new models of clothes by methods of constructive modeling]: textbook: textbook.-: A. N. Kosygin Russian State University, 2018. - 118. - ISBN 978-5-87055-561-4. (In Russian)

11. Ivanova, Irina V. How to Draw Fashion Flats: A practical guide to fashion technical drawing (pencil and marker techniques) [Text]. -: Art Design Project, 2016. - 214 p. - ISBN 978-0984356027: 21290.00.

12. Gury, A.F. Foundations of drawing: a practical guide to art history, tools, techniques, and styles [Text]. - New York: Watson-guptill Publications, 2017. - 216 p. - ISBN 978-0-307-98718-1. - ISBN 978-0-307-98719-8: 10494.00.

13. Lafuente, M. Knitwear fashion design [Text] / M. Lafuente. - 2013, 159 c. - ISBN 978-84-92810-62-8.

14. Austin Kleon. Kradi as an artist. 10 lessons of creative self-expression/Workman Publishing Company, 2013, 176 p.

15. Safina L.A. Proektirovanie kostyuma [Costume Design]: Textbook. - 1. - Moscow: LLC "Scientific and Publishing Center INFRA-M", 2017. - 239 c. - HE - Bachelors. - ISBN 978-5-16-005642-5. (In Russian)