



## Visual Research Methods in Fashion

By Julia Gaimster

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The ability to analyze and interpret visual information is essential in fashion. However, students tend to struggle with the concept of visual research as well as with application of that research. *Visual Research Methods in Fashion* provides students with techniques, tools and inspiration to master their visual research skills and make the research that they undertake more effective. Illustrated with real life examples from practitioners in the industry, academics and students, it focuses on the global nature of the industry and the need to develop ideas relevant to the market.

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### Editorial Review

#### Review

Thanks to lots of diagrams, pictures and short interviews the book is more easy to read through not only for fashion students! The numerous links for further information and reading make this book worth studying!

The Label Finder - Posted

#### About the Author

Julia Gaimster is Head of eLearning at the London College of Fashion. She has extensive experience of teaching in fashion and textiles, including design, illustration, research skills and IT. Her current research interests are focused on students' textual and visual research skills. She has been involved with the development of a number of electronic and online teaching materials for students, including *Seeing Drawing*, *Textiles Online Resource Guide* and *Sketchbook*. She has also published papers on elearning and pedagogy.

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