# NAAN MUDHAVAN

# PROJECT DOCUMENT

**COURSE TITLE**      : DIGITAL MARKETING

**COLLEGE CODE**      : 1105

**COLLEGE NAME**      : GOJAN SCHOOL OF BUSINESS AND TECHNOLOGY

**PROJECT TITLE**     : CREATING BLOG USING WORDPRESS PLATFORM

**PROJECT TEAM ID**   : NM2023TMID05694

**TEAM LEADER**

**NM ID**             : 1DB9BD359D8BD69A0174EF1D29750B94

**NAME**              : NISHA.G

**TEAM MEMBER 1**

**NM ID**             7492A510F88050D9841493828D11A81

**NAME**              : RAMYA.R

**TEAM MEMBER 2**

**NM ID**             050ED93DAAD6921A6254F1CCD666CCBB

**NAME**              : VEDAVALLI.R

**TEAM MEMBER 3**

**NM ID**             71A774B253C86318C234B583082838DF

**NAME**              : YOGESH.J

**TEAM MEMBER 4**

| NM ID | : 445D7708D401D6F89684C91AFD22C748 |
|---|---|
| NAME | : KOWSALYA.S |

## CREATING BLOG USING WORDPRESS PLATFORM

**BRAND NAME** **:** FASHION ART

**CATEGORY** **:** DIGITAL MARKETING

**BRAND MAIL-ID** **:** **fashionart2423@gmail.com**

**PASSWORD** **:** nisharamya

**SOCIAL MEDIA LINK** **:**

**https://www.facebook.com/profile.php?id=61552594053809**

**DRIVE LINK** **:**

**https://drive.google.com/drive/folders/1mzmce5lwcKGDx9gDkbwk1gCjMndZDCTT?usp=drive_link**

**WORDPRESS BLOG URL** **:https://sa9642.wordpress.com/2023/10/22/fashion-art/**

## BRAND LOGO:

**POSTER:**

Site Title                                        About    Blog    Home

# FASHION ART

October 15, 2023

**HELLO EVERYONE,**



Fashion is more than just what we wear; it's a form of self-expression, an ever-evolving art form that transcends clothing to convey emotions, culture, and creativity. In this blog, we'll delve into the captivating realm of fashion art, where the boundaries between fashion and art blur.

**The Artistic Journey of Haute Couture:**

- Understanding the origins and evolution of haute couture.
- How couturiers craft one-of-a-kind pieces that are true works of art.
- Iconic haute couture designers and their contributions to fashion art.

**The Canvas of Clothing**:

- How fashion designers use garments as canvases for artistic expression.
- The role of color, texture, and shape in conveying artistic messages through clothing.
- Innovative techniques like fabric manipulation, embroidery, and embellishments.

**Fashion Photography as Art:**

- The impact of fashion photography on the perception of fashion as art.
- Celebrated fashion photographers and their distinctive styles.
- The fusion of fashion and fine art photography in editorial shoots.

**Fashion and Cultural Influences:**

- How fashion art draws inspiration from different cultures.
- The fusion of traditional and contemporary elements in fashion design.
- The impact of cultural diversity on the fashion art landscape.

**Sustainable Fashion Art:**

- The intersection of sustainability and fashion art.
- Designers and artists using eco-friendly materials and ethical practices.
- The role of fashion art in promoting conscious consumerism.

**Fashion Art and Self-Expression:**

- How fashion art empowers individuals to express their identity.
- Personal style as a canvas for self-expression.
- The role of fashion art in fostering diversity and inclusivity.

As fashion continues to evolve, so does its potential to inspire and provoke, blurring the lines between clothing and art, making the everyday extraordinary, and elevating fashion to a form of artistry that captivates and inspires us all.

&#9823; fashionart2423      &#128197; October 22, 2023      &#128193; Uncategorized

## Leave a Reply

# EMPATHY MAP:

**Says**

What have we heard them say?
What can we imagine them saying?

Fashion, like art, is a form of self-expression. It's a canvas where we can paint our personalities and emotions.

We can envision a world where fashion designers collaborate with artists to create limited-edition clothing collections that double as wearable art pieces.

Fashion and art have the power to evoke deep emotions and create social commentary.

Fashion designers and artists joined forces to address pressing societal issues through their creations, sparking meaningful conversations

**Thinks**

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Desire the freedom to express the unique artistic vision and creativity without constraints.

Some may hope to leverage their art and fashion to address social and environmental issues, aiming for a better world.

Access to art supplies, materials, studio space, fashion equipment, and exhibition spaces is crucial for their work.

The cultural and societal context in which they create can influence their themes, messages, and aesthetic choices.

## Fashion Art

Artists and fashion designers are frequently observed engaged in the creative process, designing, sketching, painting, sewing, and crafting their art and fashion pieces.

visit museums, art galleries, fashion shows, and cultural events to draw inspiration

Many artists and fashion designers fear that their work may not be well-received, leading to rejection by critics or the public.

A lack of recognition for their talent and hard work can be frustrating, especially when they believe their work deserves more attention.

Explore cross-disciplinary projects that merge fashion and art, creating unique and boundary-breaking works.

Some may venture into entrepreneurship by establishing their fashion brands or art studios, seeking to commercialize their creations.

The need to maintain a strong social media presence and the pressure to constantly produce content can lead to social media-related anxieties.

Feelings of inspiration from various sources, including other artists, cultural experiences, and personal stories, can influence their work and choices.

**Does**

What behavior have we observed?
What can we imagine them doing?

**Feels**

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

# BRAINSTORMIMG:

## Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- **10 minutes** to prepare
- **1 hour** to collaborate
- **2-8 people** recommended

### Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕐 **10 minutes**

**A  Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

**B  Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.

**C  Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

Open article  →

### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕐 **5 minutes**

**PROBLEM**
How might we [your problem statement]?

**Key rules of brainstorming**
To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

**Need some inspiration?**
See a finished version of this template to kickstart your work.

Open example  →

## 2

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

⏱ 10 minutes

**NISHA G**

| | | |
|---|---|---|
| Explore the concept of creating high-end fashion pieces using upcycled materials. | Create a virtual gallery or physical space to showcase fashion illustrations as an art form. | creating sculptures that are inspired by iconic fashion pieces or designers. |

**RAMYA R**

| | | |
|---|---|---|
| Organize a photography exhibition that highlights the artistry of fashion photography | Explore the world of non-fungible tokens (NFTs) in the fashion art space | ead to interactive fashion art experiences, both in galleries and online. |

**VEDAVALLI R**

| | | |
|---|---|---|
| Encourage collaboration between fashion designers and traditional artists | workshops could be open to artists and fashion enthusiasts. | Design and install interactive fashion art pieces in public spaces to engage and educate |

**YOGESH J**

| | | |
|---|---|---|
| fashion artists and designers, allowing them to pursue their creative endeavors and contribute to the world | Organize a series of film screenings that focus on the intersection of fashion and art | Host creative challenges that encourage artists and designers to create fashion art |

**KOWSALYA S**

| | | |
|---|---|---|
| fashion art using only sustainable and eco-friendly materials, promoting environmental responsibility. | Create temporary pop-up exhibitions that feature fashion art, bringing it to various locations | Produce a magazine or online publication dedicated to fashion art, featuring articles |

## 3

### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.
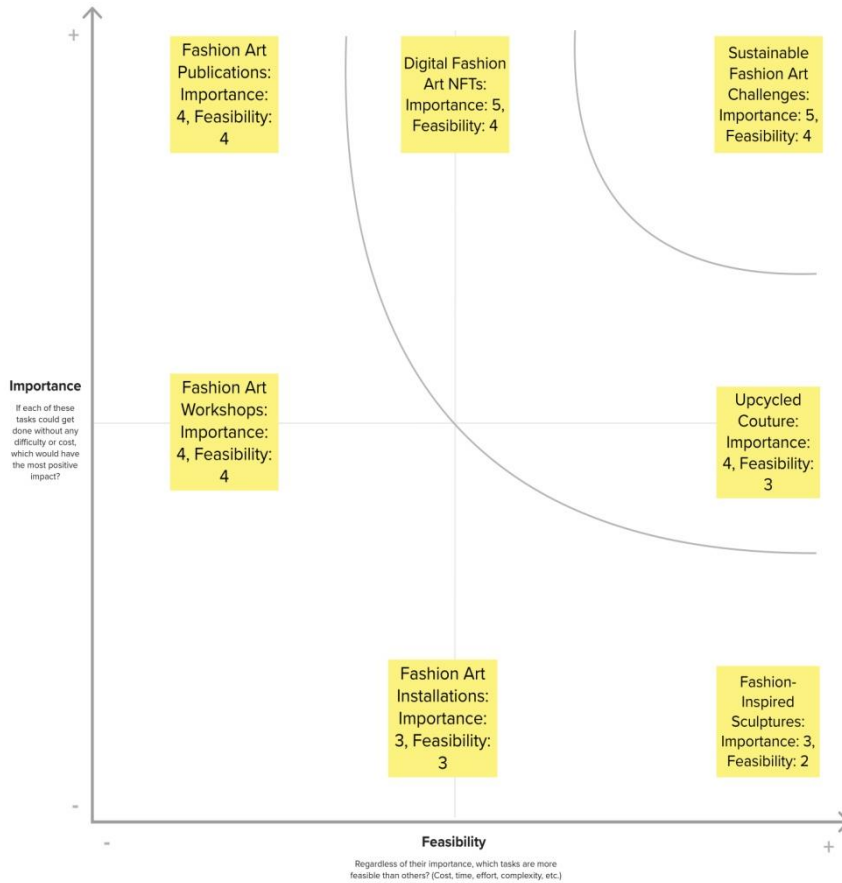
⏱ 20 minutes
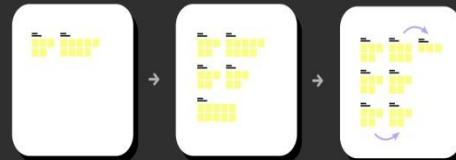
## Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⏱ 20 minutes

### After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons
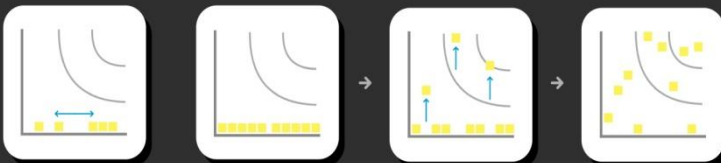
**A** | **Share the mural**
**Share a view link** to the mural with stakeholders to keep them in the loop about the outcomes of the session.

**B** | **Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.
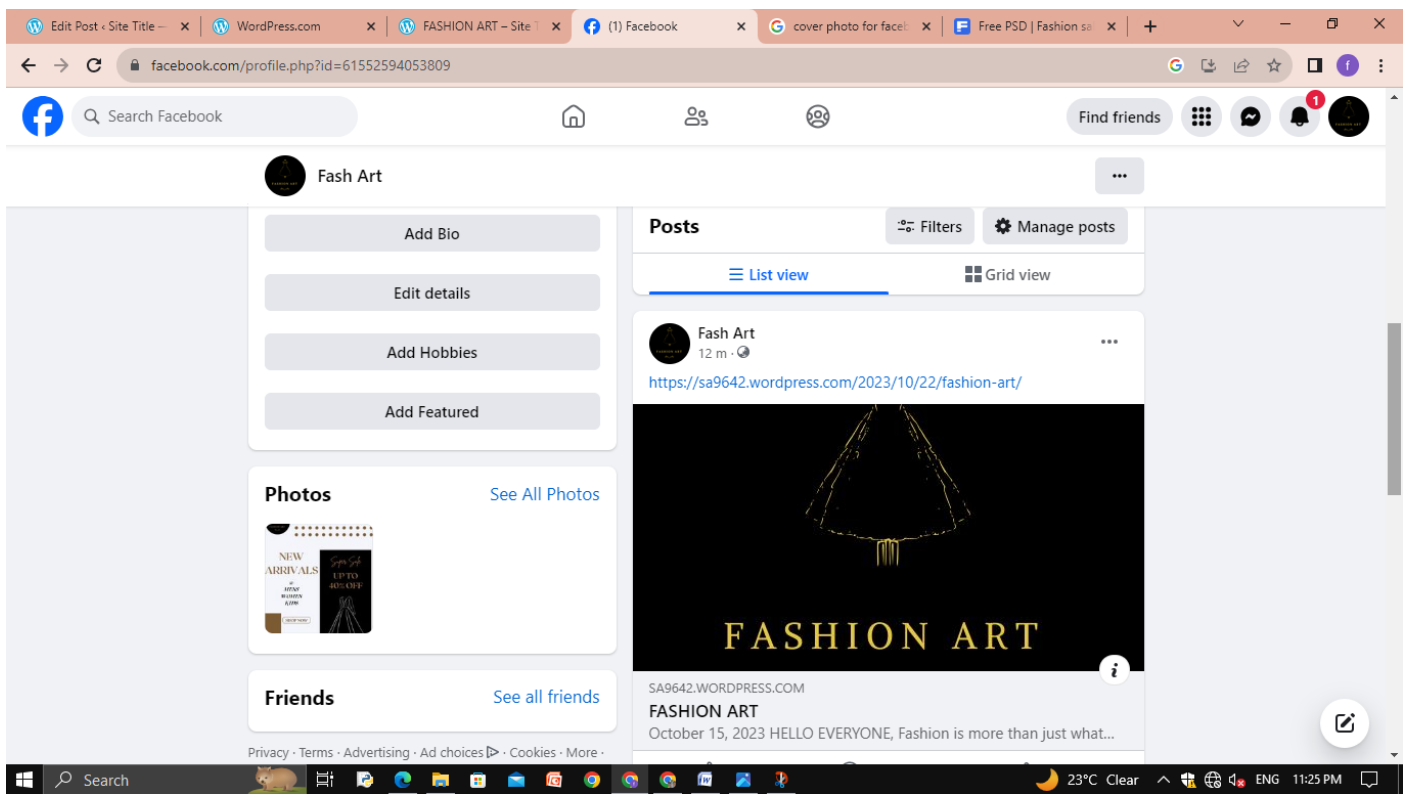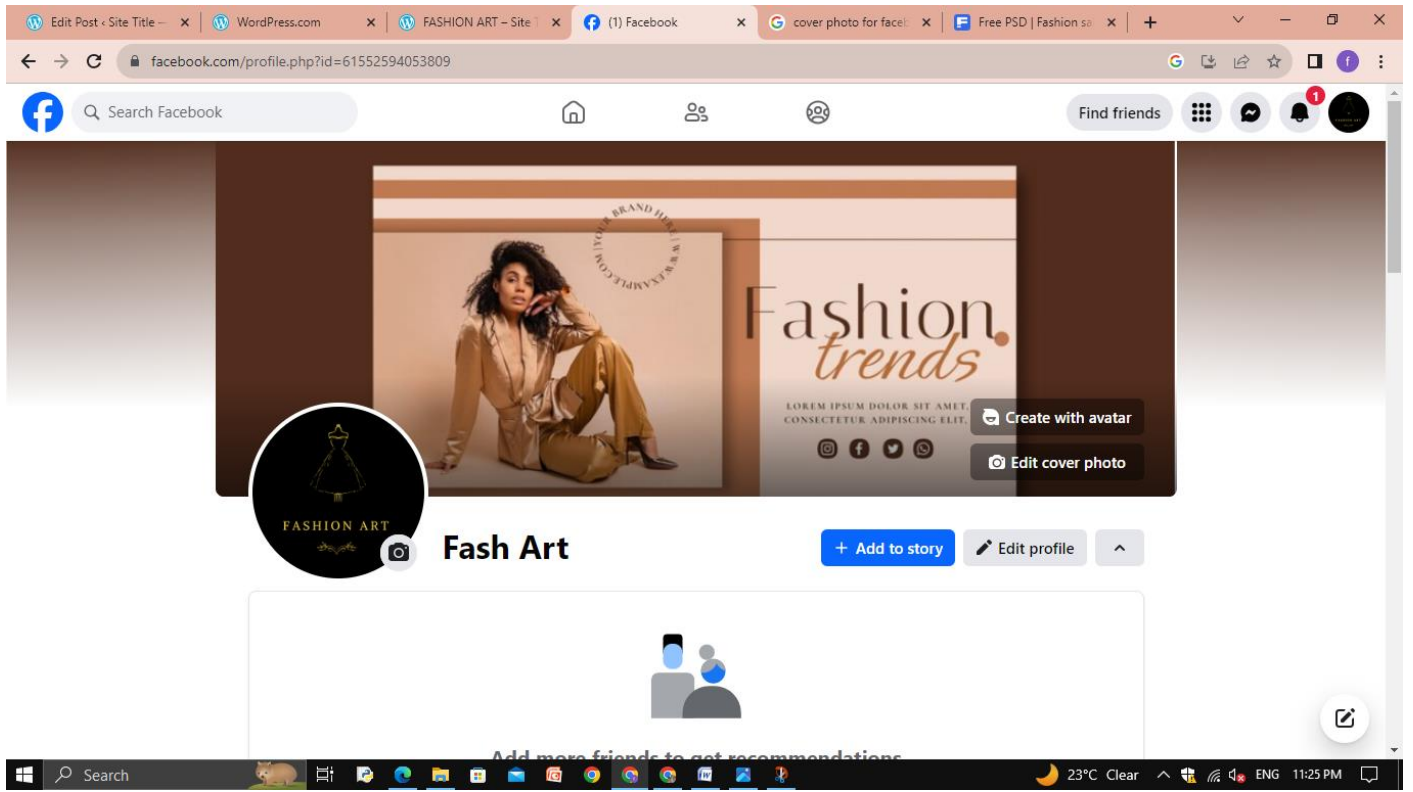
Keep moving forward

**Strategy blueprint**
Define the components of a new idea or strategy.
Open the template →

**Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
Open the template →

**Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →

💬 Share template feedback

---

**Importance**

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

- Fashion Art Publications: Importance: 4, Feasibility: 4
- Digital Fashion Art NFTs: Importance: 5, Feasibility: 4
- Sustainable Fashion Art Challenges: Importance: 5, Feasibility: 4
- Fashion Art Workshops: Importance: 4, Feasibility: 4
- Upcycled Couture: Importance: 4, Feasibility: 3
- Fashion Art Installations: Importance: 3, Feasibility: 3
- Fashion-Inspired Sculptures: Importance: 3, Feasibility: 2

**Feasibility**

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)