

Initial Plan
(Web Portal For Fashion Designers Providing Mainstream
Web Services)

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Module Title:

Final Year Project

Module Code:

CM3203 - 40 credits

Project Description:

Nowadays, fashion industry has become a very important business sector that has a great impact on the economy. For instance, a report by **Landmark** found that London Fashion Week contributes with about £21 billion to the UK economy since the event attracts people interested in fashion, of high-end and ordinary brands (The Guardian, 2010). However, fashion industry does not depend on the designers only, but on the consumer too, who mainly affects the profit of the businesses. Therefore, creating a web portal that puts international brands and local fashion businesses together would facilitate communicating and reaching costumers from all around the world. Moreover, the concept of fashion trends has recently changed, as the cooperation of the fashion management with the costumer became more important than the quality of the products. As such, a web portal focused on women fashion industry will also list different websites that provide online shopping and personal shopping. In addition, the portal will make it easier for designers to communicate with each other, and follow latest trends and news. Nevertheless, promoting clothes, shoes, and accessories in the web portal would not be possible without having models; therefore, ladies interested in modelling will be able to reach out to designers and applying their curriculum vitae, and finding jobs in the field of fashion. Similarly on job opportunities, photographers can be hired by designers to help in photo-shoots and promoting products. Accordingly, the aim of the project is to design a web portal that focus on fashion and trends, of which various user groups will benefit, such as designers, models, photographers, tailors, and fashion followers and consumers.

Project Aim and Objectives:

The aim of this project is to design and implement a web portal for different users to present, share, and discuss ideas, and to have a useful collaboration and crowd sourcing between each other, and those users are:

- Designers: Internationally renowned designers in addition to not very well-known local designers. Hence, the web portal will provide the opportunity to local designers to introduce their designs and communicate with famous designers.

- Tailors: tailors are the main people that produce the piece, and further adjust a piece of design to suite the customer's needs. Most tailors run their own business within a small shop, whereas others offer home services as a part shop. Therefore, the web portal will help tailors to introduce their selves by sharing their contact details in a way that makes it easier for designers to find and communicate with them.
- Models: Designers need a model to promote, display and advertise their products including clothes and accessories. As such, the web portal facilitates communication between models and designers, increasing the chances of models to be hired.
- Photographers: providing photo-shoots sessions for a brand is the main way of advertising in the modern world. As a result, the web portal provides a page for the photographers to share their information and to help the designers find a photographer through looking at their portfolio and previous photo-shoots.
- Fashion Followers: the web portal is also for every lady that finds herself into fashion, where the portal lists latest news and photos in fashion. In addition, it will include a list of online-shopping websites.

After defining the users, some technical services are required to be in the web portal, such as:

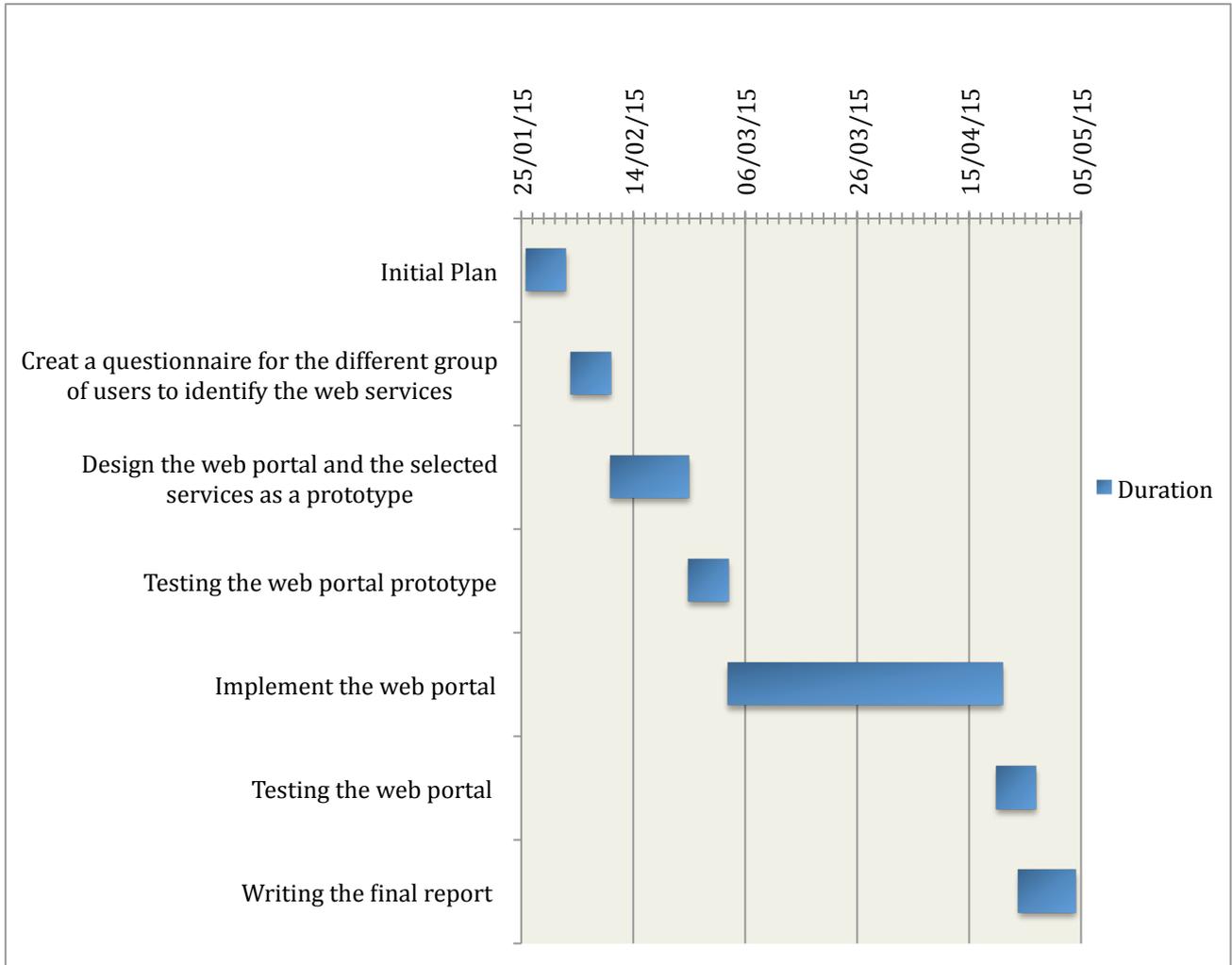
- Login: since the users need to share their information, but demand security, every user will have to register using an email address and password.
- A blog page: where users can share and update there personal journal or diary.
- Gallery page: A page that provides images and videos. For example: latest fashion-shows videos, and pictures of latest collections.
- Fashion news
- Jobs: a page for models, photographers and tailors to post their CVs and apply for jobs.

More services will be added after observing the questionnaires answers.

In addition, the project requires developing a fully functional web portal that is designed to work on all screens and devices using advanced Internet technologies, such as Django, Bootstrap and MySQL:

- Reasons for choosing Django:
 1. Easy to use and emphasize reusability
 2. Controlling the back-end design of the web site
 3. Free open source web application
 4. Written in Python.
 5. Follows the model-view-controller.
 6. Encourage rapid development and clean, pragmatic design.
 7. Different popular websites use Django include; Instagram, Pinterest and Mozilla.
- Reasons for choosing Bootstrap:
 - a. Contains a free collection of tools to implementing websites.
 - b. Makes front-end web development faster and easier.
 - c. It helps to quickly and easily build static websites and web application, therefore the web designers can either work with static HTML as it comes to them with Bootstrap, or they can combine this with PHP and Python or a content management system.
 - d. Written in HTML, CSS.
- Reasons for choosing MySQL:
 - The world's most popular open source database.
 - We have covered MySQL in first Year

Work Plan:



References:

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Fox, Imogen. 'British Fashion Industry Now Worth Nearly £21Bn A Year, Report Reveals'. *the Guardian*. N.p., 2010. Web. 29 Jan. 2015.
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Mark Otto, and Bootstrap contributors. 'Bootstrap · The World's Most Popular Mobile-First And Responsive Front-End Framework.'. *Getbootstrap.com*. N.p., 2015. Web. 1 Feb. 2015. <http://getbootstrap.com/>

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