

## **Group 4: Fashion Illustrations WireFrames**

Below, you can view our preliminary wireframes for our webpage (<http://introducingamericanfashion.com>) created via Balsamiq.

We plan to use WordPress as our content management/publishing technology system because we feel as though it will be the best tool for our website.

The tools we plan to use for each visualization are denoted on the individual wireframe itself below!

Any further questions, please contact one of the group members for extra clarification.





http://introducingamericanfashion.com/about/ourteam.html



## GRAPHIC BANNER OF FASHION SKETCHES

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### ABOUT OUR TEAM

Logan



Placeholder text for Logan's bio.

Emily



Placeholder text for Emily's bio.

Crystal



Placeholder text for Crystal's bio.

Destiny



Placeholder text for Destiny's bio.

Dominique



Placeholder text for Dominique's bio.

Christine



Placeholder text for Christine's bio.



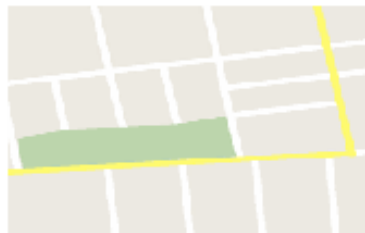


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### Historical Background

This section would include background on the American fashion industry done through our outside research. French influence, the rise of manufacturing and design houses, and the mass production of fashion pieces would be our main focus for this section.



#### Map of French Fashion Houses

Map will be created via Google Fusion Tables

### André Fashion Studios

We would then proceed to take our historical narrative into the context of André Fashion Studios and how this specific studio played a role in the commodification of style/fashion.

#### Map of American Department Stores and/or Manufacturers in NY City

Map will be created via Google Fusion Tables





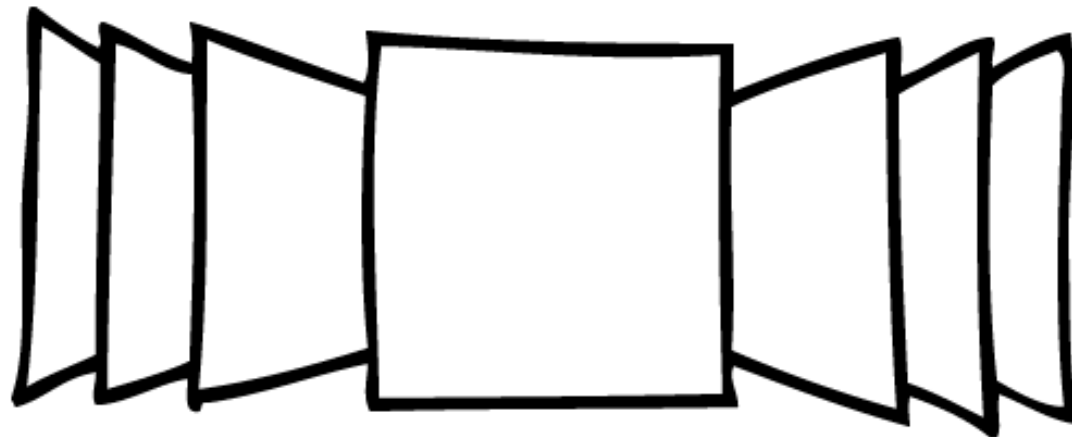
http://introducingamericanfashion.com/sketches.html



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## SKETCHES



On our "SKETCHES" Page we will have a gallery of the sketches that will be made via Cincopa



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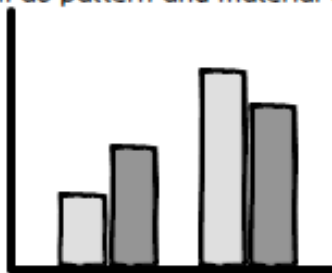
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## GARMENT OVERVIEW

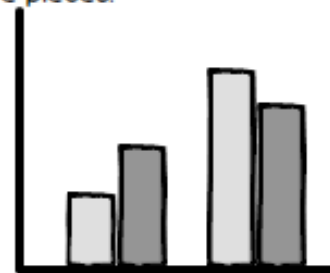
On this page we will dive further into the commodification by looking at two different data visualizations that examine the amount of garments created/how they changed by year.

The first bar chart will examine how many types of garments were created during the 1930's and 1940's. Garments will be separated into category such as "coat" and "suit." The amounts of each will then be on a data viz (bar chart) to show how many garments were made to be mass produced, thus enforcing our commodification of fashion narrative.

The second bar chart will look more into the minute differences between years of the sketches. Designers and manufacturers often made miniscule changes to alter "fashion" and thus be able to sell entirely new pieces that look similar. We will look at year and input values such as pattern and material to see how they changed to sell more pieces.



*Both of these graphs will be  
created Google Fusion  
Tables or Tableau*





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### STYLE EVOLUTION OVER TIME

On this page we will have a Timeline created via Northwestern's University "Knight Lab" application that visualizes all the sketches that have explicit dates by which they were created in the goal of trying to showcase how fashion changed (or not at all) and how this relates to the commodification of fashion.





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# DATA

Because we will be re-formulating our data to fit our narrative by creating a new ontology that fits our criteria, we will then offer up our newly created data set for users to use if they would like.

Sketch URL ▲	Year Created ◆	Category	Material ▼
1930s Costume	1938	Coat	Wool
1930s Dress	1938	Dress	Polyester
1930s Dress Suit	1940	Suit	Wool
<a href="#">Data Grid Docs</a>			<input type="checkbox"/>

Our data will be hosted on Airtable





http://introducingamericanfashion.com/sources.html



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## SOURCES

Our annotated bibliography and special thanks to people who helped in the creation of this project will be included on this page.

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