



Class Notes

Using Databases and books for Research-Fashion Marketing

Google DRHS library and open that page. Go to OneSearch.

Britannica Image Quest- use this database for images for your powerpoint. They are already cleared images and give your citations. You need a minimum of 20.



- Open a folder in my pictures and name it Fashion Portfolio
- Search your person and start looking for photos. Copy the citations into easybib and download the pictures into the folder you created in my pictures.
- Look for pictures of the following things: Mark them off here as you find them.

1. pictures of their early life _____, first part of their career_____, current and prime of their careers_____
2. A signature logo_____
3. Illustrations or photos of their designs _____
4. Any licensed merchandise, or secondary lines they created _____
5. Any other designers who may have designed for their namesakes _____
6. Stores or boutiques the designers or the corporation operates _____

7. Store which carry their lines, including Richmond stores _____
8. All product lines _____

Britannica School Edition or Students Resources in Context -Use these database for information on the written part of the assignment. You may use others too if needed. Cite your sources in Easybib.

- Look for the following information about the personal history of the designer and write your answers here.

place of birth-

educational background-

career path-

major achievements-

obstacles overcome or failures-

product lines, products, and licensing agreements-

personal information-

business information-

Books- Are located on a cart for you. If no book is available for your person, check the Henrico County Public Library catalog for a book.

<http://henricolibrary.sirsi.net/uhtbin/cgisirsi/0/0/0/60/1180/X>

If you find a reference source or magazine journal in Student Resources in Context, or Britannian School, then that can also counted as a print (non-internet) source.

GALE STUDENT RESOURCES
IN CONTEXT



Don't forget to cite your sources as you go in:

