

Development for Ties Product with Ocean Images  
- Collaboration Project with Mokpo Marine Culture Tourism -

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## 1. Introduction

### 1) Motives and Purpose of the Collaboration Program

Mokpo is a harbor city where cultural product development with ocean images has been actively conducted as one of marine tourism specialized projects for the last five years. The Dept. of Fashion and Clothing at Mokpo National University newly established a course called "Marine culture fashion product development" project, and has researched and developed new fashion products with the ocean images every year with support from Mokpo's marine tourism specialized projects.

Especially in 2017, sceneries under the ocean, images of ocean waves, and fish images were captured and transformed into rhythmical, dynamic graphics, and then were developed into modern neckties through the digital printing process. The results drawn from this collaboration project would be a benefit for the local cultural tourism product development.

### 2) Program Outline

Program title is 'Marine culture fashion product development'. The participants are 19 undergraduate students in the Dept. of Fashion and Clothing. Period is from March 02, 2017 until Dec. 22, 2017.

## 2. Research Process

### 1) Concepts & Contents

Ocean Image Products refers to products containing marine images or motifs. Motifs of ocean images are mostly captured through the colors, shapes, and textures of the ocean objects, such as waves, fish, marine plants, etc.

The neck-tie is a major accessory product for men. In this project, the ocean images are replicated and dynamically represented in the necktie designs. There are three designs. The first is to capture movements of various organisms slowly flailing in the ocean. The second is to capture the moment when the waves reflect the sunshine and twinkle and move rhythmically. The third expresses various dynamic shapes and colors of fish scales on the necktie design.

The sceneries under the ocean, wave images, and fish scale images are symbolized and transformed into lively, energetic patterns through the computer graphics. The textiles of neckties have been completed by digital printing, which could be possible mass production with different patterns and colors.

### 2) Method

#### ① Analysis of colors and shapes collected from the ocean sceneries

Photos of the ocean sceneries, waves, and fish are collected and characterized.

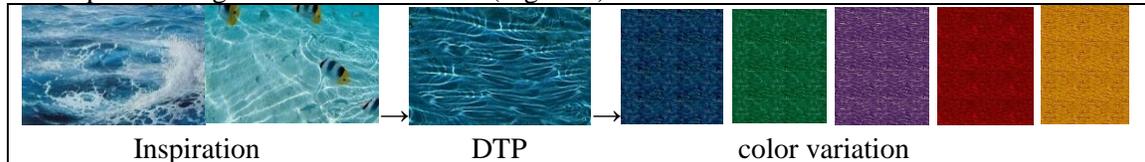
#### ② Computer graphics designs

Concepts → Arrangement of the motives → Simplify features & Graphical designs → Control color & pattern size → Repeat process → Color changes (variation)  
 The graphics' patterns are irregular and rhythmical with lively movements.

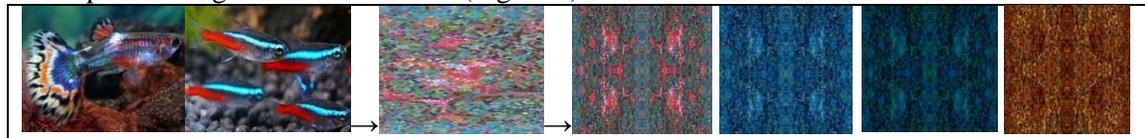
③ Digital printing process

Colors and patterns can be modified at any purpose through the digital printing process.

A. Graphical designs of the ocean waves (Figure 1)



B. Graphical designs of the fish scales (Figure 2)



C. Graphical designs of the ocean sceneries (Figure 3)



④ Place the tie pattern and cut to bias

⑤ Completion of necktie by sewing machine

3. Results (Figure 4)

- A. Irregular, rhythmical curves acts as a design highlight on the background color.
- B. Multi-color background to represent colorful fish scales overlapped with each other.
- C. The shapes of sea plants act as a design point on the blue tone background.



(Figure 4). Ties with Ocean Images

4. Conclusion & Implication

1) The program is one of the collaboration projects with the local specialized projects, and the

- resulted products can be adopted as the representative marine culture products for Mokpo city.
- 2) The employment of manpower would be required for the commercialization of the developed products, and employment of students who participated in the program would be expected.
  - 3) The vitalization of the local economy is expected from that the resulted products can be manufactured and sold at local public offices or marine culture-related organizations as promotional cultural products for the ocean communities.