

Collaboration of an Undergraduate Program in a Start-up Project with
the Marine Culture Center in Mokpo
- 'Development of Ocean Image Products' Program –

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Keywords: Ocean, wave, winding, curved

1. Background and Purpose of Collaboration

Mokpo is a harbor city located in the Southwest of Korea. Mokpo has constructed the international maritime tourism city as one of its four main projects, and the Marine Culture Center (MCC) of the city has actively promoted and supported several projects related to marine culture and tourism under the slogan 'Marine Tourism City'.

Thanks to a government-sponsored program, Leaders in Industry-University Cooperation (LINC), Mokpo National University was able to launch and promote a 'Marine Culture Content Human Resources Training Project'. The department of Clothing and Textiles established 'Research on Marine Culture Products' in their undergraduate program for keeping pace with specialized, local ocean-related projects, and began to research and develop marine culture products representing local features for tourism. The start-up project, named 'Blue Life', is a program focusing on the development of marine culture products, which are sold in a gift shop and at tourist sights. The purpose of the collaboration with the MCC is to develop ocean image products, promote them, and inspire future business for both students and the MCC in the future.

2. Contents & Program Outline

- 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 ocean objects, such as waves, fish, marine plants, etc. The culture products include accessories, such as neck ties, bags, scarves, fashion jewelry, etc. that tourists can buy easily and carry comfortably.
- Program title: Research and Development of Ocean Image Products
- Program participants: 22 undergraduate students in the Department of Clothing and Textiles
- Period: 04.03.2015~22.12.2015 (two semesters, 32 weeks)

3. Range Setting of Main Items for 2015

- Image focus: Waves (ocean waves and sand ripples)
- Main items: Neck-ties and Scarves
- Feature Analysis: Characterized by repeatedly flowing curved lines on the surface and the appearance of uneven texture
- Method of development: Computer graphics and digital printing for neck-ties; winding effect by tucking and interlocking techniques for scarves

4. Market Research for the Purpose of Collaboration

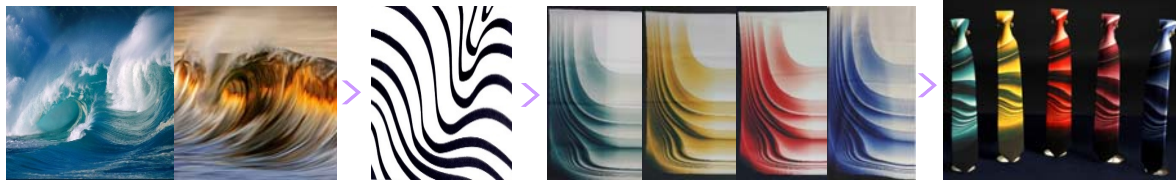
- Target clientele: Men and women between 20~40 years / social readers, tourists, and people who have artistic sense
- Market Research

	General Market	'Blue Life' Market Potential
Materials	Only silk or polyester	Silk / Polyester (Mixed fabric with synthetics)
Price	Expensive (\$30~\$60)	Cheap (\$20~\$30)
Treatment	Dry cleaning	Easy care (Hand wash)
Production	Limited in design and color	Unlimited according to personal taste and order

5. Production Process

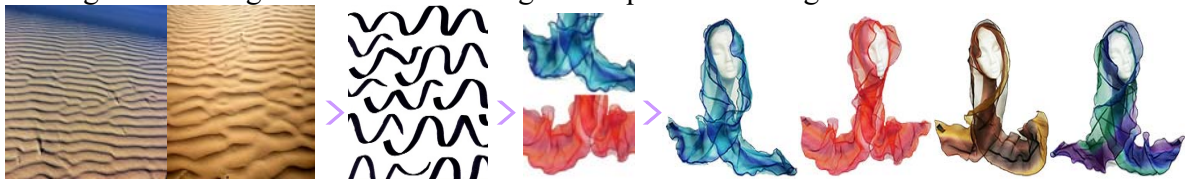
A. Neck-ties with Ocean Wave Image

- Design work through computer graphics with enlargement, reduction, and composition
- Digital printing and application of images to neck-ties (pattern, material, color, shape, etc.)



B. Scarves with Sand Ripple Image

- Dyeing with color gradation effect
- Design work using tuck and interlocking techniques with bias grain



6. Results of Collaboration

- Established as a local representative of marine culture products in Mokpo
- Achieve total branding of marine culture products by the MCC in Mokpo
- Participated in national and international Fashion and Accessory Fair & shows as excellent, representative products and sold products by orders

7. Anticipated Benefits

- Expected to play a key part in creating employment and providing personnel required for product development as cultural tourism products are commercialized in conjunction with local maritime tourism businesses
- Expected to stimulate the local economy because local government offices can produce and sell the products in sets or series as local PR cultural products
- Expected to promote various items and pioneer a sales network by participating in domestic and foreign cultural tourism product competitions, fairs, and exhibitions
- Expected to develop the marine tour-leisure city as according to the national plan