

MAY ALMIGHTY ALLAH PROTECT US ALL FROM THIS PANDEMIC SITUATION

Department of Art & Design  
IQRA National University

FINAL SEMESTER ASSIGNMENT SPRING 2020

Course Code: FC-111

Program: BFD, BTB, BID

Course Title: Fashion Concepts

Module: Semester 2

Prerequisite: None

Total Marks: 40

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Student ID: **15703**

Note: Attempt all questions:

Q. No.	Part	Question	Marks
1.	(A)	<b>Fill in the blanks:</b>	10
	a)	Fashion design is the <u>applied</u> art.	
	b)	<u>Fashion draping</u> is the oldest method used since the 18th century for garment design.	
	c)	<u>Pricing</u> is the process of setting the value or cost at the right level.	
	d)	To dress up properly is going to camouflages figure <u>flaws</u>	
	e)	Rough sketches of garment are transferred to <u>croquis and rendered</u> for fashion sketch.	
	f)	Statistics which shows where people live is <u>geographic</u> .	
	g)	<u>Infants</u> sleeps most of the time the clothes should be loose and comfortable.	
	h)	<u>Darts</u> convert the flat piece of cloth into a three dimensional form.	

	<p>i) Fashion <u>marketers</u> must offer the right product at the right time and right price.</p> <p>j) The huge and growing demand for <u>designer wear</u> equally outsized quantity of exports.</p>	
	<p><b>(B) Choose the correct answer:</b></p> <p>a) The process of positioning and pinning of fabric to design a costume. (illustration, croquis, <b><u>mannequin</u></b>)</p> <p>b) Pop music, film and photography gained popularity. (1930s, <b><u>1960s</u></b>, 1980s)</p> <p>c) Big buttons with big button holes or zips should be used. (adults, <b><u>old people</u></b>, infants)</p> <p>d) Cool, soft &amp; light colored clothes having sweat absorbing qualities. (rainy, winter, <b><u>summer</u></b>)</p> <p>e) Depiction of products comes in royalty of the ancient world. (<b><u>haute couture</u></b>, pret, ready to wear)</p>	05
2.	<p><b>(A) ans</b> Define the difference between draping and flat pattern with examples?</p> <p>Draping is the oldest method used since 18<sup>th</sup> century. It is an art of wrapping a fabric around a desired form and fastening it into a particular shape. In draping, proper measurements are taken, sketch is made which helps in visualizing the final look of the dress. For muslin fit, muslin fabric weight is used similar to that of the original fabric (muslin used according to the original fabric). Draping allows room for customization. Examples include saree, chitons, lehenga, skirt etc.</p> <p>While flat pattern making involves shaping a piece of fabric according to curves of human figure. It lies between production and design. As patterns are flat, darts are use to make the cloth pieces three dimensional which fits body bulges. Here the measurements are turned into pattern</p>	15

	<p>using paper. Flat pattern requires a block/slopper which is adjusted for perfect fit. Here we use 12 basic pattern sloppers to achieve the design. In flat pattern elastic fiber muslin is avoided. Example include ready to wear clothes in market.</p> <p style="text-align: center;">*-----*</p> <p><b>(B)</b> Explain types of qualifications required for career of fashion designer?  <b>ans</b> Basically to start a start a career as a fashion designer, two types of qualifications are needed. One natural and another is acquired.  Diving into the details, <b>natural qualification/ skill</b> is the set of skills which deals with an for details, fabric knowledge, good aesthetic sense, color expertise, great taste and sense of fashion and trends.  Whereas <b>acquired qualification/skill</b> is degree from a reputed and recognized fashion institute. Along with that there are various short-term courses offered on part time basis. One can be enrolled in either a full time course or part time course. These courses are available for students who have done 10+2 level, as well as people with higher education.</p> <p style="text-align: center;">*-----*</p> <p><b>(C)</b> What is meant by four P's of marketing?  <b>ans</b> Four P's are the basic marketing strategies, also known as market mix. They are Product, Place, Price and Promotion.</p> <p><b>Product:</b> product is a substance which is manufactured for sale to satisfy customer's needs and wants. It includes both goods and/or services. Its strategies include producing, packing and naming. Examples are jeans, jewelry etc.</p> <p><b>Place:</b> a particular point in a location. In terms of marketing place is the point where the customer will get his item, where and how the product will be distribute.</p> <p><b>Price:</b> it is the amount of money the customer is going to pay for the product. Pricing depend on production cost, markup and customer's demand. Price goal is that business must make profit.</p> <p><b>Promotion:</b> it is the advertising and publicity of the product. In marketing it is the communication used to persuade target audience to purchase the product.</p> <p style="text-align: center;">*-----*</p>	
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3.		<p><b>True and False:</b></p> <p>a) Introverts prefer light &amp; sober colors for clothing. <b>(true)</b></p> <p>b) Adolescents do like the influence of their parents and elders regarding their clothes. <b>(false)</b></p> <p>c) To work as assistant for any reputed fashion design firm in the initial phase is a positive point. <b>(true)</b></p> <p>d) Actual transportation of the product is known as distribution. <b>(true)</b></p> <p>e) In the 1960s Hollywood glamour took a hold on the United States. <b>(false)</b></p> <p>f) Consumer attitudes and values are often represented by psychographics level. <b>(true)</b></p> <p>g) Simple clothes of black, white or dull colors are used in marriage events. <b>(false)</b></p> <p>h) Frills make a person look fatter and taller. <b>(false)</b></p> <p>i) Block pattern is a stylized part of pattern. <b>(false)</b></p> <p>j) To drape dress accurately with measurement on mannequin need taping. <b>(true)</b></p>	10