

DEPARTMENT OF ART AND DESIGN

SUBJECT: FASHION CONCEPT.

NAME: NADIA ISHAQ

INSTRUCTOR : MA'AM FAIZA.

ID:15769

SEMESTER : 2ND.

DATE: 23 JUNE 2020

Q. 1: FILL IN THE BLANKS.

1. Fashion design is the **applied** art.
2. **Fashion draping** is the oldest method used since the 18th century for garment design.
3. **Pricing** is the process of setting the value or cost at the right level.
4. To dress up properly is going to camouflage figure **Flaws**.
5. Rough sketches of garment are transferred to **croquis** for fashion sketch.
6. Statistics which shows where people live is **geographic**
7. **Infants** sleeps most of the time the clothes should be loose and comfortable.
8. **Darts** converts the flat piece of cloth into a three-dimensional form.
9. Fashion **marketers** must offer the right product at the right time and right price.
10. The huge and growing demand for **designer wear** equally outsized quantity of exports.

Q. 2: CHOOSE THE CORRECT ANSWER.

1. The process of positioning and pinning of fabric to design a costume.
(illustration, coqui, **mannequin**)
2. Pop music, film and photography gained popularity.
(1930s, **1960s**, 1980s)
3. Big buttons with big button holes or zips should be used.
(adults, **old people** Infants)
4. Cool, soft and light-colored clothes having sweat absorbing qualities.
(rainy, winter, **summer**)
5. Depiction of product comes in royalty of the ancient world.
(**haute couture** , pret, ready to wear)

Q.3 QUESTIONS/ANSWERS

(A) Define the difference between draping and flat pattern with examples?

Ans. DIFFERENCES BETWEEN DRAPING AND FLAT PATTERN:

Dress designers often used flat patterns and draping techniques for dress design. The draping pattern design is the art of wrapping the fabric around the desired form and fastening it into a particular shape. While flat pattern making involves shaping a piece of fabric according to the curves of a human figure. The functions of pattern making lie between production and design

DRAPING PATTERN DESIGN:

1. Prepare your dress form. Take proper measurements to keep the draping even.
2. Have a sketch or photograph to get an idea of how you want to design the fabric. It will be helpful for fewer experienced designers.
3. Better start with a muslin to avoid wastage of quality fabric. Though you need to understand that different types of fabric show different behavior. Make sure the muslin weight is closer to that of the fabric that you're using.
4. Make your foundation piece, this part can be avoided if you're working with sturdy fabric.
5. Start pinning.
6. Sew the fabric to the foundation piece using a contrasting thread.
7. Cut off the extra fabric and hide the raw edges.

FLAT PATTERN DESIGN :

1. Make sure you're taking the right measurements.
2. Use a pencil.

3. Don't keep the sewing allowance too large.
 4. Use a muslin. The muslin should not be an elastic fiber.
 5. Fit the muslin.
 6. Make alterations to the pattern.
6. Keep in mind that you might mess it up the first time. Learn from your mistakes.

EXAMPLES OF DRAPING PATTERN:

- 1: Chitons
- 2: Saris
- 3: Dhoties
- 4: Cloaks
- 5: Loincloth
- 6: Shawls

EXAMPLES OF FLAT PATTERN:

- 1: Armholes
- 2: Necklines
- 3: Hip curves

(B) Define the difference between draping and flat pattern with examples?

Ans: To start a career as a fashion designer, two types of qualifications are required, that is natural and required.

1. **NATURAL:**

- This skill set would comprise of a decent aesthetic sense, color expertise, good taste, and sense of trends and fashions.
- An eye for detail, knowledge of fabrics and so on is a big plus for those serious about a career as a fashion designer.

2. **ACQUIRED:**

- Acquired skills would be a qualification from a decent, recognized fashion Institute.

- You can enroll for either a full-time course or a part-time certificate course. Students usually take these up after their 10+2 level.
- Not that the courses are not just available for graduates or people with higher qualifications.
- There are several short-term certificate courses that are offered by the same fashion institutes for super specialization, on a part-time basis.
- These courses equip you with technical and creative thinking skills.

(C) What is meant by four P's of marketing?

Ans: P's Marketing: -

Marketing may refer to the process of value exchange that is facilitated by the 4P's. The term marketing mix is a foundation model for businesses, historically centered around product, price, place, and promotion. The 4P's marketing is a model for enhancing the compound of your "marketing mix" how u take a new product to market. It helps you to define your marketing options in terms of price, product, promotion, and place so that your offering meets a specific customer need and demand.

FASHION MARKETING MIX:

Marketing Mix: - consists of our basic marketing strategies known as the 4P's of marketing.

1. Product
2. Place
3. Price
4. Promotion

These are the basic elements to satisfy a customer's needs and wants.

PRODUCT:

- Which company is offering for sale to customers to satisfy their needs and wants.
- Includes goods and/or services.
- Strategies that include producing, packaging, and naming a product.
- Ex. Jeans, sweaters, jewelry, hairstyling.:
- The way products are distributed and their systems of delivery.
- Getting the products to consumers and the steps of distribution.
- How and where a product will be distributed.
- Where the customer will purchase the item.
- When the product will be distributed.

PRICE:

- The number of money consumers will pay for a product.
- Have to determine how much consumers are willing to pay.
- Depends on the price of producing the item, the makeup and the customer demand.
- Goal: Business must make a profit.

PLACE:

- The way products are distributed and their system of delivery.
- Getting the product to customers and by step of distribution.
- Where the costumers will purchase the item.
- How and where a product will be distributed.

PROMOTION:

- Any form of communication that a business or organization uses to inform, persuade or remind people to buy its product.
- Inform customer about the features of the product and persuade to make a purchase.

TRUE/ FALSE.

1. Introverts prefer light and sober colors for clothing. **(True)**
2. Adolescents do like the influence of their parents and elders regarding their clothes. **(False)**
3. To work as assistant for any reputed fashion design form in the initial phase is a positive point. **(False)**
4. Actual transportation of the product is known as distribution. **(True)**
5. In the 1960s Hollywood glamor took a hold on the United States. **(False)**
6. Consumer attitudes and values are often represented by psychographics level. **(True)**
7. Simple clothes of black, white or dull colors are used in marriage events. **(False)**
8. Frills make a person look fatter and taller. **(false)**
9. Block pattern is a stylized part of pattern. **(False)**
10. To drape dress accurately with measurement on mannequin need taping. **(True)**