

**MAY ALMIGHTY ALLAH PROTECT US ALL FROM THIS PANDEMIC SITUATION**

**Design**

**Department of Art &**

**IQRA National University**

---

**FINAL SEMESTER ASSIGNMENT SPRING 2020**

Course Code: FC-111

Program: BFD, BTD, BID

Course Title: Fashion Concepts

Module: Semester 2

Prerequisite: None

Total Marks: 40

Instructor: Faiza Hassan

Student ID:16259

Note: Attempt all questions:

**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 camouflages 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** convert 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**.

---

**Choose the correct answer:**

- 1.The process of positioning and pinning of fabric to design a costume. (illustration, croquis, mannequin) **CORRECT: mannequin**

2.Pop music, film and photography gained popularity.  
(1930s, 1960s, 1980s)

**CORRECT: 1960s**

3.Big buttons with big buttonholes or zips should be used.  
(adults, old people, infants)

**CORRECT: Old people**

4.Cool, soft & light-colored clothes having sweat absorbing qualities.  
(rainy, winter, summer)

**CORRECT: summer**

5.Depiction of products comes in royalty of the ancient world.  
(haute couture, Pret, ready to wear)

**CORRECT: haute couture**

---

**True and False:**

1.Introverts prefer light & 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 firm 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 glamour 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.**

---

## QUESTION \ ANSWERS:

### Q.1 Define the difference between draping and flat pattern with examples?

#### DIFFERENCE BETWEEN DRAPING AND FLAT PATTERN

##### DEFINITION

Draping pattern design is the art of wrapping a fabric around a desired form and fastening it into a particular Shape.

Flat pattern making involves shaping a piece of fabric according to the curves of the human figure.

##### MEASUREMENT

Draping is a process in which the fabric is pinned to a body form to design the garment. Proper measurements are taken to keep draping even and measurements are taken from body not from dress.

In flat pattern making, we take the accurate measurements from the dress form or figure. Figure measurement is not compulsory in flat pattern and still it can do the job

##### PATTERN MAKING

For making pattern first you have to pinned to the body form and then removed from the form and the pieces are traced on the pattern paper and patterns are made

In Flat pattern method requires a pattern blocks or sloper which is the base of pattern making. Block pattern is adjusted for perfect fit.

##### PROCESS

Draping is a very expensive process and cannot be done cheaply and requires more creativity.

Flat pattern is not that expensive process and can be done cheaply

##### BASIC TOOLS

Draped-cloth, scissors, arm hole curve, graduated-square, pins, pencils, sharpeners, notches, French-curves, foot-ruler, dark colored twill tape, measuring tape are required in draping

Large scale paper, clear gridded rule, flexible design rule, hip/arm curve, pencil, eraser, large pins, cork panels, flexible measuring tape, basic sewing book, tracing wheel and tailor's chalk are required in flat pattern

##### TIME REQUIREMENTS

Draping is very time consuming Process.

Flat pattern is not that time consuming process

##### DIMENSIONS

Draping is the manipulation of fabric on a three-dimensional form by a designer

Flat pattern is the manipulation of fabric on a two dimensional form by a designer.

## **Q.2 Explain types of qualifications required for career of fashion designer?**

**Ans.** For starting a career as a fashion designer, two types of qualifications are required which are as follows

- 1.natural
- 2.acquired.

### **Natural:**

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

### **Example:**

Bunto kazmi is a fashion designer of Pakistan. She is a stalwart of the Pakistani fashion industry. Her clothes reflect a strong Mughal influence. This is her natural way of designing a dress .

### **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. The courses are not just available for graduates or people with higher qualification. There are several short-term certificate courses that are offered by the same fashion institutes for super specialization, on part-time basis. These courses equip you with technical and creative thinking skills. Thinking and creativity of every person is unique, and this element make u stand out even more.

### **Example:**

Hassan Sheheryar Yasin popularly known as HSY is a well known Pakistani fashion designer. He is best known for his beautifully designed clothes that are traditional with just a touch of modernism, which gives them a real edgy look. Thus this is his creativity and skillful thinking which made him stand more out.

---

## **Q.3 What is meant by four P's of marketing?**

### **DEFINITION:**

Fashion marketing mix is also known as P's marketing. It consists of our basic marketing strategies known as the four P's of marketing which are listed as follows:

- 1.Product
- 2.Place
- 3.Price

#### 4. Promotion

##### **Product:**

Most of the companies are offering for sale to customers to satisfy their needs and wants and this can include goods and other services comprising of strategies that include producing, packaging, and naming a product.

##### **Example:**

Ex. jeans, sweaters, jewelry, hairstyling

##### **Place:**

The way products are distributed and their systems of delivery and getting the product to consumers and the steps of distribution plus how and where a product will be distributed and where the customer will purchase the item and last step is when the product will be distributed

##### **Example:**

The sapphire stores are present in all over Pakistani cities including Rawalpindi, Karachi, Peshawar, and Lahore etc. So proper planning is done first to distribute the product and people know from which place or shop they can buy the product.

##### **Price:**

The amount of money consumers will pay for a product is compulsory to determine how much consumers will be willing to pay and it depends on the price of producing the item, the markup, and the customer demand. The main goal is to make a profit.

##### **Example:**

The most common way of pricing fashion items is using the keystone markup method. This means that you multiply a price by 2 in order to get a price for the next level.

##### **Promotion:**

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

##### **Example:**

Promotion can be done by Fashion shows and it can be done through add and advertisements. Now a days people are promoting there brands through vlogging channels and through celebrities

