



NAME: ADNAN AKAKHIL

ID: 15924

DATE:23 JUNE 2020

LECTURER: FAIZA HASSAN

ASSIGNMENT: FINAL EXAM

SEMESTER: FALL 2020

DEPARTMENT: ARTS & DESIGN

(A) Fill in the blanks:

- a. Fashion design is the applied art.
- b. Fashion drapping is the oldest method used since the 18th century for garment design.
- c. Pricing is the process of setting the value or cost at the right level.
- d. To dress up properly is going to camouflages figure flaws.
- e. Rough sketches of garment are transferred to croquis for fashion sketch.
- f. Statistics which shows where people live is Geographic.
- g. Infants sleeps most of the time the clothes should be loose and comfortable.
- h. Darts convert the flat piece of cloth into a three dimensional form.
- i. Fashion marketers must offer the right product at the right time and right price.
- j. The huge and growing demand for designer wear equally outsized quantity of exports.

B. Choose the correct answer:

- a) The process of positioning and pinning of fabric to design a costume.
(illustration, croqui, **mannequin**)
- b) Pop music, film and photography gained popularity.
(1930s, **1960s**, 1980s)
- c) Big buttons with big button holes or zips should be used.
(adults, **old people**, infants)
- d) Cool, soft & light colored clothes having sweat absorbing qualities.
(rainy, winter, **summer**)

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

2.

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

DRAPING:

Fashion Draping is the process of positioning and pinning fabric on a standard size dress form to develop the structure of a garment design. ... A dress can be draped using a design sketch as a basis, or a fashion designer can play with the way fabric falls to create new designs at the start of the dress design process.

Fabrics used for Draping:

- Fabrics and clothes must relate to our lifestyles and our active lifestyles are made of many different fabrics.
- The process starts with the choice of fabric that you wish to choose to drape.
- Choose the similar fabric weight and draping style as the actual fabric that WE shall be using throughout the entire process to build the costume.

THE PROCESS OF DRAPING TECHNIQUE:

Draping at first started with a designer, taking a normal basic dress and putting it on a dressmaker's model. Already the garment was sewn before starting draping. While stitching the garment, core shape and fit should be maintained properly to dress-up the model perfect.

The next technique is, the designer takes pieces of fabric, pins and required material before starting draping. Pin them to the garment where the drape is preferred, which will provide the finished garment shape.

Most of the time, the pinned fabrics were not the same as the fabric which was used on the final garment but they will be using comparable priceless materials..... The reason is that the fabric which was pinned on the garment will frequently be slashing or marked on while the design process is going. It can be costly with well cloths.

After the designer has made the garment appearing the way that the model requests it, the model will create final marks on the fabrics to explain

where the slashes and sewn should be made on the concluded garment and then the fabric pieces will be removed.

Designer will take the pieces and trace them on the paper to create a pattern for the final garment. This will be used to guide for making the garment, so it is so important for the designer to make detailed marks on the performed fabric.

EXAMPLPES:

Cloaks



Togas



Dhoti



PATTERN MAKING:

- Pattern making is an art. It is the art of manipulating and shaping a flat piece of fabric to conform to one or more curves of the human figure.
- Pattern making is a bridge function between design and production.

FLAT PATTERN MAKING:

- In Flat Pattern Making, we take the accurate measurements from a dress form or a figure and then measurements are turned into a pattern using paper.
- In today's world flat pattern making has become necessary for a fashion designer to make garments of different body sizes. Flat pattern making is quite interesting and important, it helps the people of any age groups to interpret the designs and understand the design with technical ability.
- The right fit is a key to gaining consumer confidence and loyalty.
- Once a brand's target fit has been defined, it must be wielded intelligently to maintain a competitive advantage.
- Flat pattern making, when done correctly, provides the code to this integral part of a brand's DNA and helps ensure competitiveness in a challenging market place.
- Working pattern is derived from the flat method or modeling. Each and every pattern is laid on the board paper to copy the block pattern. Then sewing allowance, Trimming allowance, Button hole, button attaching, dart, pleat, Notch, shrinkage of the fabric, etc are added with the copied pattern.
- A sloper is a pattern that has no seam allowances or style lines.
- From a sloper a myriad of garment styles can be generated.
- The patternmaker creates a new style by adding design details such as a collar, pocket and pleats.

The rapid output of new flat pattern designs, facilitated by slopers, is a useful skill for any fashion designer.

- Flat pattern can be used as a means of developing original ideas effectively and efficiently.
- Flat pattern is use of the three basic slopers:
 - Waist
 - Sleeve and skirt
 - Some popular variations of these such as the kimono waist, raglan sleeves and pants.
- The flat pattern method uses twelve basic pattern slopers that are manipulated by the patternmaker to achieve a desired style or design.

Steps of Flat pattern making:

1. Block pattern: Block pattern or basic block indicates the original pattern. Block Pattern is made based on the specific and standard body measurement without any design or style.
2. Working pattern: Working pattern is derived from the flat method or modeling and it is further used for stylization in basic block pattern.

BASIC TOOLS FOR FLAT PATTERN MAKING:

Having the right tools for making a pattern is a super important place to start.

Most tools are not expensive and are easy to get.

- 1) Large scale paper
- 2) Clear Gridded Ruler
- 3) Flexible Design Rule
- 4) Hip/Arm Curve (Styling Design Ruler)
- 5) Pencil and a good Eraser
- 6) Large pins
- 7) Cork panels
- 8) Flexible Measuring Tape
- 9) Basic sewing book
- 10) Tracing Wheel
- 11) Tailor's chalk

EXAMPLES



B) Explain types of qualifications required for career of fashion designer?

FASHION DESIGNER:

A fashion designer is responsible for creating the specific look of individual garments-including a garment's shape, color, fabric, trimmings, and other aspects of the whole. The fashion designer begins with an idea of how a garment should look, turns that idea into a design (such as a sketch), and specifies how that design should be made into an actual piece of clothing by other workers (from patternmakers to finishers).

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

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 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.

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

Marketing Mix – consists of our basic marketing strategies known as the four P'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

PLACE:

- The way products are distributed and their systems of delivery
- Getting the product 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 amount 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 markup, and the customer demand.
- Goal: Business must make a profit.

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

TYPES OF PROMOTION:

1. **Sales promotion** – special contests, displayed merchandise in windows, special coupons
 - to increase customer traffic in a store
 - contests, displays, and coupons – do not require any direct contact with the customer
2. **Public relations and publicity** – promote the image and communications a company has with employees, customers, and the public.
3. **Publicity** – usually unpaid mention of a business, its employees, or its merchandise in the media
4. **Advertising** – paid message that a business sends to the public about the product.
5. **Personal selling** – requires personal communication and contact with the customer

3. True and False:

- a. Introverts prefer light & sober colors for clothing.(TRUE)

b. Adolescents do like the influence of their parents and elders regarding their clothes.(FALSE)

c. To work as assistant for any reputed fashion design firm in the initial phase is a positive point.(FALSE)

d. Actual transportation of the product is known as distribution.(TRUE)

e. In the 1960s Hollywood glamour took a hold on the United States.(FALSE)

f. Consumer attitudes and values are often represented by psychographics level.(TRUE)

g. Simple clothes of black, white or dull colors are used in marriage events.(FALSE)

h. Frills make a person look fatter and taller.(FALSE)

i. Block pattern is a stylized part of pattern.(FALSE)

j.To drape dress accurately with measurement on mannequin need taping.(TRUE)