

Name: Ishtiaque Ali SAeed

ID# 15843

Dep: Art & Design (BID)

(A) Fill in the blanks.

- a. Application Art / Applied Art
- b. Fashion Draping
- c. Pricing
- d. Flaws
- e. Croquis and rendered
- f. Geographic
- g. Infants
- h. Darts
- i. Marketers
- j. Designer wear

(B) Choose the correct answer.

- a. mannequin
- b. 1980's



- c. old people
- d. summer
- e. haute couture

QA. Define the difference between draping and flat pattern with example?

Ans.

Draping:

Introduction:

Fashion draping is the oldest method used since the 18th century. Currently, it is considered to be an important part in fashion designing. Fashion Draping is the process of positioning and pinning fabric on a standard size dress form to develop the structure of a garment design. Many types and sizes of dress forms for women, men and children are made to fulfil the requirement.

Fashion draping and fitting are usually done with muslin (an inexpensive, unbleached, loosely woven cotton) to resolve any design and fitting issues of a garment before cutting the pattern in real fabric. However, it is important to drape using a fabric that has similar drape characteristics (the way it falls and folds) as the real fabric of the finished garment. Muslin comes in a variety of weights, and inexpensive



synthetic fabrics can also be used in fitting and draping for apparel design.

Process:

The general process for how to drape for fashion is as follows:

- Pieces of muslin are cut and prepared. This includes measuring, tearing, blocking, pressing, and marking grain lines and other important reference lines.
- Now the actual draping begins. The fabric is pinned to the dress form and positioned to form various darts, tucks, gathers, etc., which give shape and fit to the garment.
- Once the desired design is achieved, the muslin is marked while still on the dress form to indicate where the seam lines, darts, etc. are located on the fabric.
- When marking is finished, the muslin is removed from the dress form and laid flat on a table for truing. Truing is the process of using rulers and design curves to connect, smooth out and finalize the markings.
- Once truing is complete, seam lines are added and excess material is cut away.
- The muslin is then pinned together (with all darts pinned) and placed back onto the dress form to



check for fit accuracy and to drape any additional parts of the garment.

Types of Draping:

- traditional kilts and belted plaids.
- chitons.
- loincloths.
- togas.
- stolas.
- saris.
- sarongs or lungis.
- pareos.

Examples:

- traditional kilts and belted plaids
- chitons
- loincloths
- togas
- stolas
- saris
- sarongs or lungis



- pareos
- longyis
- dhotis
- ponchos
- cloaks
- shawls

Flat Patterns:

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.

Introduction:

The flat-pattern method is where the entire pattern is drafted on a flat surface from measurements, using rulers, curves and straight-edges. A pattern maker would also use various tools such as a notcher, drill and awl to mark the pattern. Usually, flat patterning begins with the creation of a sloper or block pattern, a simple, fitted garment made to the wearer's measurements. For women, this will usually be a jewel-neck bodice and narrow skirt, and for men an upper sloper and a pants sloper. The final sloper pattern is usually made of cardboard or paperboard,



without seam allowances or style details (thicker paper or cardboard allows repeated tracing and pattern development from the original sloper).

It normally comprises all the pattern constructional information such as grain lines, seam lines, cutting lines, darts, centre lines, etc. and common information like name of the pattern piece, pattern size, number of pieces to be on each pattern piece, etc.

Pattern Making Techniques:

Pattern making is a highly skilled technique which calls for technical ability, and a sensitivity to interpret a design with a practical understanding of garment construction. ... 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.

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.



Example:

1. a snug-fitting bodice front
 2. bodice back with darts
 3. a basic neckline
 4. a sleeve
 5. a fitted skirt front and back with darts.
-

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

Ans.

Introduction:

- Fashion design is the applied art devoted to the designing of clothing and lifestyle accessories.
- This art is influenced by cultural and social attitudes and has evolved over time and place.
- Fashion designing has come a long way from the designer clothes worn by the royalty of the ancient world to the haute couture products of the present.
- Fashion designing is one of the most lucrative, appealing, glamorous and exciting career options in today's world.
- If you have a penchant for creativity, style and



originality, a career in fashion designing is the one tailor made for you.

- On one hand, the fashion industry satisfies both the creative fancies and the materialistic needs of the people.
- On the other hand, it promises glamour, fame, success and a high pay package to the talented people.
- It is also a demanding career, as fashion designers need to combine their creativity with managerial skills to sustain in this industry.
- Thus, if you can create magic with colors, shapes and designs, then just obtain a professional course to begin a successful career in the alluring world of fashion designing.

Types of Qualifications Required:

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?

Ans.

Four P's of Marketing:

The 4Ps of marketing is a model for enhancing the components of your "marketing mix" — the way in which you take a new product or service 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 or demand.

Explanation:



Marketing Mix – consists of our basic marketing strategies known as the four Ps of marketing.

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

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

1. 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

2. 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

3. 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.

4. 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 and False:

- a. True
- b. False



- c. True
- d. True
- e. False
- f. True
- g. False
- h. False
- i. False
- j. True

X-----X-----X