**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, BTD, BID

Course Title: Fashion Concepts Module: Semester 2

Prerequisite: None Total Marks: 40

Instructor: Faiza Hassan

Student ID: 15790

Note: Attempt all questions:

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| **Q. No.** | **Part** | **Question** | **Marks** |
| 1. | **(A)**  a)  b)  c)  d)  e)  f)  g)  h)  i)  j) | **Fill in the blanks:**  Fashion design is the **applied** art.  **Fashion draping** is the oldest method used since the 18th century for garment design.  **Pricing** is the process of setting the value or cost at the right level.  To dress up properly is going to camouflages figure **Flaws**.  Rough sketches of garment are transferred to **Croquis** for fashion sketch.  Statistics which shows where people live is **Geographic.**  **Infants** sleeps most of the time the clothes should be loose and comfortable.  **Darts** convert the flat piece of cloth into a three dimensional form.  Fashion **Marketers** must offer the right product at the right time and right price.  The huge and growing demand for **Designer wear** equally outsized quantity of exports. | 10 |
|  | **(B)**    a)  b)  c)  d)  e) | **Choose the correct answer:**  The process of positioning and pinning of fabric to design a costume. **Mannequin.**  (illustration, croqui, mannequin)  Pop music, film and photography gained popularity.**1960**  (1930s, 1960s, 1980s)  Big buttons with big button holes or zips should be used .**Old people**  (adults, old people, infants)  Cool, soft & light colored clothes having sweat absorbing qualities .**Summer**  (rainy, winter, summer)  Depiction of products comes in royalty of the ancient world .**haute couture**  (haute couture, pret, ready to wear) | 05 |
| 2. | **(A)**  **ans**  **(B)**  **ans**  **(C)**  ans | **Define the difference between draping and flat pattern with examples?**  **Difference between draping and flat pattern**  **Draping Pattern:**   The **draping pattern**  is the art of wrapping a fabric around a 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:**   * Prepare your dress form. Take proper measurements to keep the draping even. * Have a sketch or photograph to get an idea of how you want to design the fabric. It will be helpful for less experienced designers. * 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. * Make your foundation piece, this part can be avoided if you’re working with a sturdy fabric. * Start pinning. * Sew the fabric to the foundation piece using a contrasting thread. * Cut off extra fabric and hide the raw edges.   **Flat pattern:**  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 notches, drill and awl to mark the pattern. Usually, flat patterning begins with the creation of a slopes 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. Once the shape of the sloper has been refined by making a series of mock-up garments called toiles or muslins , the final sloper can be used in turn to create patterns for many styles of garments with varying necklines, sleeves, dart placements, and so on. The flat pattern drafting method is the most commonly used method in menswear; menswear rarely involves draping.  **Flat Pattern Making**   * Make sure you’re taking the right measurements. * Use a pencil. * Don’t keep the sewing allowance too large. * Use a muslin. The muslin should not be an elastic fiber. * Fit the muslin. * Make alterations to the pattern. * Keep in mind that you might mess it up the first time. Learn from your mistakes   **Explain types of qualifications required for career of fashion designer?**    **Types of qualifications required for career of fashion designer:**  Fashion designers typically need an associate or a bachelor's degree in fashion design. Some fashion designers also combine a fashion design degree with a business, marketing, or fashion merchandising degree, especially those who want to run their own business or retail store. Basic coursework includes color, textiles, sewing and tailoring, pattern making, fashion history, computer-aided design (CAD), and design of different types of clothing such as menswear or footwear. Coursework in human anatomy, mathematics, and psychology also is useful**.**  To start a career as fashion designer, two types of qualifications are required, that is natural and acquired.  **Natural:**   * This skill set would comprise of a decent aesthetic, good taste and some of trends and fashion. * An eye for detail, knowledge of fabrics and so 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.     \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **What is meant by four P’s of marketing?**  **Four P’s of marketing:**  The four Ps of marketing are the key factors that are involved in the marketing of a good or service. They are the product, price, place, and promotion of a good or service. Often referred to as the marketing mix, the four Ps are constrained by internal and external factors in the overall business environment, and they interact significantly with one another.  The 4 Ps are used by companies to identify some key factors for their business, including what consumers want from them, how their product or service meets or fails to meet those needs, how their product or service is perceived in the world, how they stand out from their competitors, and how they interact with their customers.   1. **Product**   Product refers to a good or service that a company offers to customers. Ideally, a product should fulfill an existing consumer demand. Or a product may be so compelling that consumers believe they need to have it and it creates a new demand.   1. **Price**   Price is the cost consumers pay for a product. Marketers must link the price to the product's real and perceived value, but they also must consider supply costs, seasonal discounts, and competitors' prices. In some cases, business executives may raise the price to give the product the appearance of being a luxury. Alternatively, they may lower the price so more consumers can try the product.   1. **Price**   Price is the cost consumers pay for a product. Marketers must link the price to the product's real and perceived value, but they also must consider supply costs, seasonal discounts, and competitors' prices. In some cases, business executives may raise the price to give the product the appearance of being a luxury. Alternatively, they may lower the price so more consumers can try the product.   1. **Promotion**   Promotion includes advertising, public relations, and promotional strategy. The goal of promoting a product is to reveal to consumers why they need it and why they should pay a certain price for it.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 15 |
| **3.** | **a)**  **b)**  **c)**  **d)**  **e)**  **f)**  **g)**  **h)**  **i)**  **j)** | **True and False:**  Introverts prefer light & sober colors for clothing.  Adolescents do like the influence of their parents and elders regarding their clothes.  To work as assistant for any reputed fashion design firm in the initial phase is a positive point.  Actual transportation of the product is known as distribution.  In the 1960s Hollywood glamour took a hold on the United States.  Consumer attitudes and values are often represented by psychographics level.  Simple clothes of black, white or dull colors are used in marriage events.  Frills make a person look fatter and taller.  Block pattern is a stylized part of pattern.  To drape dress accurately with measurement on mannequin need taping. | 10  **True**  **False**  **False**  **True**  **False**  **True**  **False**  **False**  **False**  **True** |