**FASHION CONCEPTS**

**EXAM ASSIGNMENT**

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**# 15885**

**Q1 BLANKS**

1. **Fill in the blanks:**
2. Fashion design is the \_\_\_**applied**\_\_\_ art.
3. \_\_\_**Draping**\_\_\_ is the oldest method used since the 18th century for garment design.
4. \_\_\_**Pricing**\_\_\_ is the process of setting the value or cost at the right level.
5. To dress up properly is going to camouflages figure of \_\_ **flaws**\_\_\_.
6. Rough sketches of garment are transferred to \_**croquis and** **rendered**\_\_ for fashion sketch.
7. Statistics which shows where people live is \_\_\_\_**geographic**\_\_\_\_\_\_\_.
8. \_\_\_**infants**\_\_\_\_\_\_\_ sleeps most of the time the clothes should be loose and comfortable.
9. \_\_\_**dart**\_\_\_\_\_ convert the flat piece of cloth into a three-dimensional form.
10. Fashion \_\_**marketers**\_\_\_\_\_\_\_ must offer the right product at the right time and right price.
11. The huge and growing demand for \_\_\_\_\_\_\_\_\_\_\_ equally outsized quantity of exports.
12. **Choose the correct answer:**
13. The process of positioning and pinning of fabric to design a costume. (illustration, croqui, **mannequin** )
14. Pop music, film and photography gained popularity. (1930s, 1960s, **1980s**)
15. Big buttons with big button holes or zips should be used. (adults, **old** **people**, infants)
16. Cool, soft & light-colored clothes having sweat absorbing qualities. (rainy, winter, **summer**)
17. Depiction of products comes in royalty of the ancient world (**haute** **couture**, pret, ready to wear)

**2. Define the difference between draping and flat pattern with examples?**

**DRAPING**

Draping for fashion design is the process of positioning and pinning fabric on a dress form to develop the structure of a garment design. Draping uses fabric pinned to a body form to design the garment. The pinned fabric is then removed from the form and the pieces are traced onto pattern paper and ‘trued’

**EXAMPLES**

* Loincloth
* Togas
* Shawls
* Ponchos
* Sarongs

**FLAT PATTERN MAKING**

It is the art of manipulating and shaping a flat piece of fabric to confirm to one or more curve of a human figure. Pattern making is a bridge function between design and production.The Flat Pattern Method requires a pattern block or sloper, which is the most basic, unadorned dress or pant pattern. The block pattern is adjusted for perfect fit, and then any garment you design using that block will also fit - the fit is built into the pattern.

**EXAMPLES**

* Block
* Sloper etc

**QNO2: Explain types of qualifications required for career of fashion designer?**

 Qualifications required for carrier of a high-class fashion designer is BACHELORS OF FASHION DESIGNER.

We can enroll for either a full-time curse or a part time certificate curse.

There are several short-term certificate courses that are offered by the same institution for super specialization on a part time basis.

**QNO3 What is meant by 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.

It 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 us to define your marketing options in terms of price, product, promotion, and place so that your offering meets a specific customer need or demand.

 **QNO2 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