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FINAL SEMESTER ASSIGNMENT SPRING 2020

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Course Title : Fashion Concepts
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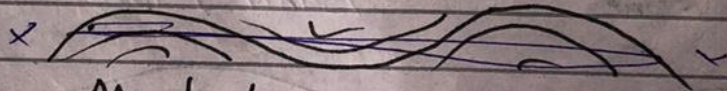
(A) Fill in the blanks:

- a) Fashion design is the Applied art.
- b) Fashion draping 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 comouflage ~~the~~ 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 Designers 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)

Ans Mannequin

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

Ans 1960s

c) Big buttons with big button holes or zips should be used.
(adults, old people, infants)

Ans Old people

d) Cool, soft and light colored clothes having sweat absorbing qualities.
(rainy, winter, summer)

Ans Summer

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

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3. True and False:

a) Intoxivests prefer light and Sabes colors for clothing.

Ans True

b) Adolescents do link the influence of their parents and elders regarding their clothes.

Ans False

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

Ans False

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

Ans True

e) In the 1960s Hollywood glamour look is hold on the united states.

Ans False

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

Ans True

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

Ans False

h) Frills make a person look fatter and taller.

Ans False

i) Block pattern is stylized part of pattern.

Ans False

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

Ans True

2)

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

These are basically two different approaches to making patterns for clothes flat pattern cutting and draping.

Flat pattern cutting

It is called "Flat" pattern cutting because the patterns are cut on flat surface in two dimension, where virtually all the lines you create are either at right angles or curved to fit the curves of the body. So flat pattern cutting using a set square, paper and pencil to create first blocks then patterns is what I know best. However I have always been intrigued to know more about draping or modelling, on the stand as I felt it might be fun. Also I like sharp, asymmetry and handling fabric. Also with paper you need to make up a toile in fabric to get a sense of whether an idea might work.

Draping :-

The second approach is very different and is much more about what the fabric wants to do, or what the fabric will allow you to do. This approach is known as "drape" or "working on the stand" whereby a designer or pattern maker will begin by draping basic fabric, such as calico, onto a mannequin or dress making dummy and working much more like a sculptor. The fabric is smoothed, creased, spliced and pinned. A garment is roughly the right shape, the fabric can then be marked with pen lines and notch marks and annotations of what piece is which, so that it can then be removed from the mannequin and flattened out without later confusion. It is from this drape that a first pattern can then be traced and the lines and measurements smoothed and checked, before a new first toile is sewn and ready for a fitting on a fit model.

B) Explain types of qualification required for careers of fashion designers?

To start a career as a fashion designer, two types of qualification 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 those serious about a career as a fashion designer.

Acquired:-

* Acquired skills would be a qualification from a decent, recognized fashion institute.

Full time

* You enroll for either a full-time course or a part-time certificate course. Student usually take these up after the 10+2 level

* Not the 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.

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

Ans The four P's of marketing are

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

Product :-

- * which company is offering for sale to customers to satisfy their needs and wants
- * includes good and/or services
- * ~~is~~ strategies that include producing, packaging, and naming a product.
- * Ex. jeans, sweaters, jewelry, hairstyles

Place :-

- * The way products are distributed and their systems of delivery.
- * Getting the product to consumer 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

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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 customer demand.
- * Goal: Business must make a profit

Promotion :-

- * Any form 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.