**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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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 \_\_\_\_\_\_\_\_\_\_ art.  \_\_\_\_\_\_\_\_\_ is the oldest method used since the 18th century for garment design.  \_\_\_\_\_\_\_\_\_ is the process of setting the value or cost at the right level.  To dress up properly is going to camouflages figure \_\_\_\_\_\_\_\_\_.  Rough sketches of garment are transferred to **\_\_\_\_\_\_\_\_** for fashion sketch.  Statistics which shows where people live is \_\_\_\_\_\_\_\_\_\_\_.  \_\_\_\_\_\_\_\_\_\_ sleeps most of the time the clothes should be loose and comfortable.  \_\_\_\_\_\_\_\_ convert the flat piece of cloth into a three dimensional form.  Fashion \_\_\_\_\_\_\_\_\_ must offer the right product at the right time and right price.  The huge and growing demand for \_\_\_\_\_\_\_\_\_\_\_ 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.  (illustration, croqui, mannequin)  Pop music, film and photography gained popularity.  (1930s, 1960s, 1980s)  Big buttons with big button holes or zips should be used.  (adults, old people, infants)  Cool, soft & light colored clothes having sweat absorbing qualities.  (rainy, winter, summer)  Depiction of products comes in royalty of the ancient world.  (haute couture, pret, ready to wear) | 05 |
| 2. | **(A)**  **(B)**  **(C)** | Define the difference between draping and flat pattern with examples?  Explain types of qualifications required for career of fashion designer?    What is meant by four P’s of marketing? | 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 |