

## QUESTION BANK

### Fashion Design Method

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#### A. VERY SHORT QUESTIONS (1 mark each)

*(Answers expected in 1–2 lines)*

1. What is a design brief?
  2. Define a concept board.
  3. What is a concept note?
  4. What is the purpose of a mood board?
  5. Give two examples of primary research in fashion.
  6. Give two examples of secondary research in fashion.
  7. What is meant by user profile?
  8. What is a design hypothesis?
  9. What is TNA (Time & Action Plan)?
  10. Mention any two components of a design brief.
  11. What is the aim of concept finalization?
  12. Define target market.
  13. What is a swatch board?
  14. Write any two benefits of design research.
  15. What does the term “brand DNA” mean?
  16. What is meant by “visual storytelling” in fashion?
  17. Give one example of a brand that uses sustainability as core concept.
  18. Mention one reason why designers conduct competitor study.
  19. What does “commercial viability” mean?
  20. What is a storyboard in fashion design?
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#### B. SHORT QUESTIONS (3–5 marks each)

*(Answers expected in short paragraphs)*

1. Explain the purpose of a design brief in the fashion design process.
2. Differentiate between primary and secondary research in fashion.
3. Write a short note on the role of user research in building a collection.
4. Explain concept building with the help of any one example.
5. What are the essential components of a concept note?
6. Describe the importance of a thought board in early-stage design development.
7. How do brands like Zara and H&M use research in their design process?
8. Discuss how color and fabric selection support concept development.

9. What are the objectives of a design brief?
  10. Write briefly about any one case study (Zara Studio / H&M Conscious / Benetton).
  11. Explain the role of feedback in concept finalization.
  12. What is the significance of budgeting in design brief development?
  13. How does a Time & Action Plan support the design workflow?
  14. Write a short note on the relationship between brand identity and design decisions.
  15. Explain why visual boards are used by designers.
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### **C. LONG QUESTIONS (8–10 marks each)**

*(Answers expected in detailed paragraphs with explanations)*

1. Define a design brief. Explain its components with suitable examples.
  2. Discuss the complete process of concept building—from research to inspiration.
  3. Explain with examples how fashion brands develop concepts for their collections.
  4. Describe the methodology followed after receiving a design brief.
  5. Discuss the role of design research in shaping a fashion collection.
  6. Explain in detail the process of creating a concept board.
  7. What is design brief development? Discuss literature review, budgeting, hypothesis, and TNA as part of the process.
  8. Compare the design approaches of Zara, H&M Conscious, and Benetton using examples from the notes.
  9. Discuss the importance of user profile and target market analysis while designing a collection.
  10. Explain the transition from concept to product in fashion design (sketching, sourcing, sampling, tech pack development).
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### **D. VERY LONG QUESTIONS / ESSAY QUESTIONS (12–15 marks each)**

*(Answers expected in full-length essay format with industry examples)*

1. **Explain the entire Fashion Design Methods workflow** from research → concept → design brief → concept board → material testing → sketch development → tech pack creation. Use brand examples (Zara, H&M, Benetton, Shahi Exports).
2. **Describe in detail the development of a design brief** in fashion design.  
Explain:
  - Literature and market research
  - Hypothesis building
  - Budget and costing

- Time & Action Plan
  - Project objectives
  - Deliverables and evaluation criteria
- Use relevant examples from global fashion brands.
3. **Evaluate the importance of concept finalization** in the fashion design process.
- Discuss:
- Need for clarity
  - Brand alignment
  - Concept boards
  - Concept notes
  - Creative vs. commercial balance
  - Industry case studies
4. **Discuss the role of research in shaping modern fashion design**, with reference to competitive analysis, sustainability, user needs, market positioning, and global fashion practices (Zara, H&M, Benetton, Jockey, Shahi).
5. **Write a comprehensive essay on the nature, components, aims, objectives, and methodology of a design brief**, highlighting its importance for students preparing for internships in export houses and retail brands.