

QUESTION BANK

Fashion Design Method

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.

Pavas Semester Examination 2025-26

Paper Code: FD7P652P

Paper Title: Fashion Design Methods

No supplementary answer book will be provided

Max. Marks: 100

Time: 02 Hrs.

Part No.	Q. No.	Question in Hindi/ English
		(Attempt All Questions. Answer Every question 50 words) (10*4) (सभी प्रश्न हल करें। हर प्रश्न का उत्तर 50 शब्दों में दें)
1.	i.	Define the term fashion design research. फैशन डिज़ाइन रिसर्च शब्द को परिभाषित करें।
	ii.	What is the primary purpose of conducting research in fashion design? फैशन डिज़ाइन में रिसर्च करने का मुख्य मकसद क्या है?
	iii.	Name any two common sources of inspiration for fashion designers. फैशन डिज़ाइनरों के लिए प्रेरणा के किन्हीं दो आम स्रोतों के नाम बताइए।
	iv.	List any two visual research methods used to explore design inspiration. डिज़ाइन प्रेरणा खोजने के लिए इस्तेमाल किए जाने वाले किन्हीं दो विज़ुअल रिसर्च तरीकों की सूची बनाएं।
	v.	What are the key components of a design brief? डिज़ाइन ब्रीफ के मुख्य घटक क्या हैं?
	vi.	Define concept note in the context of design research. डिज़ाइन रिसर्च के संदर्भ में कॉन्सेप्ट नोट को परिभाषित करें।
	vii.	What is the importance of the time and action plan in a design project? एक डिज़ाइन प्रोजेक्ट में टाइम और एक्शन प्लान का क्या महत्व है?
	viii.	State one difference between primary and secondary research in design. डिज़ाइन में प्राइमरी और सेकेंडरी रिसर्च के बीच एक अंतर बताएं।
	ix.	What does review of literature help in achieving during the research process? रिसर्च प्रोसेस के दौरान लिटरेचर रिव्यू किस चीज़ को हासिल करने में मदद करता है?
	x.	What is a mood board used for in the concept development process? कॉन्सेप्ट डेवलपमेंट प्रोसेस में मूड बोर्ड का इस्तेमाल किस लिए किया जाता है?

(Attempt All Questions. Answer Every question in 100 words) (5*6)
(सभी प्रश्न हल करें। प्रत्येक प्रश्न का उत्तर 100 शब्दों में दें।)

2.	i.	Explain how research helps in transforming inspiration into a fashion product. समझाओ कि रिसर्च किस तरह प्रेरणा को फैशन प्रोडक्ट में बदलने में मदद करती है।
	ii.	Describe the methods used to finalize an inspiration in the research process. रिसर्च प्रोसेस में किसी प्रेरणा को अंतिम रूप देने के लिए इस्तेमाल किए जाने वाले तरीकों के बारे में बताएं।
	iii.	What are the essential elements to be included in a concept board? एक कॉन्सेप्ट बोर्ड में कौन-कौन से ज़रूरी एलिमेंट शामिल होने चाहिए? समझाएँ
	iv.	Why is it important to define aim and objectives in a design brief? डिजाइन ब्रीफ में लक्ष्य और उद्देश्यों को परिभाषित करना क्यों महत्वपूर्ण है?
	v.	Discuss the various stages involved in developing a fashion concept — from inspiration to product realization. फैशन कॉन्सेप्ट डेवलप करने में शामिल अलग-अलग चरणों पर चर्चा करें — प्रेरणा से लेकर प्रोडक्ट बनने तक।

(Attempt Any 2 Questions. Answer Every question in 300 words) (2*15)
(किन्हीं 2 प्रश्नों के उत्तर दें। प्रत्येक प्रश्न का उत्तर 300 शब्दों में दें।)

3	i.	Critically analyze the process of design research in fashion — from identifying inspiration sources to developing a final product. Include references to real-world designer practices. फैशन में डिज़ाइन रिसर्च की प्रक्रिया का आलोचनात्मक विश्लेषण करें - प्रेरणा के स्रोत पहचानने से लेकर फाइनल प्रोडक्ट बनाने तक। इसमें असल दुनिया के डिज़ाइनर तरीकों के उदाहरण शामिल करें।
	ii.	Create a detailed design brief for a sustainable fashion collection inspired by an urban theme. Mention all essential components — aim, objectives, methodology, time plan, and budget. शहरी थीम से प्रेरित एक सस्टेनेबल फैशन कलेक्शन के लिए एक डिटेल्ड डिज़ाइन ब्रीफ बनाएं। सभी ज़रूरी कंपोनेंट्स बताएं — लक्ष्य, उद्देश्य, कार्यप्रणाली, समय योजना और बजट।
	iii.	Discuss in depth the significance of review of literature and bibliographic referencing in fashion design research. How does it strengthen academic and creative outcomes? फैशन डिज़ाइन रिसर्च में लिटरेचर रिव्यू और बिब्लियोग्राफिक रेफरेंसिंग के महत्व पर विस्तार से चर्चा करें। यह एकेडमिक और क्रिएटिव नतीजों को कैसे मज़बूत बनाता है?