Teacher Answer Key

Case Study

1. A brief specifies the target customer, price point, season, occasion, and hard constraints, which turns vague preference into testable requirements. Once Luis had written under sixty dollars, machine washable, and cold-climate commuter on paper, he could check each sketch against those limits and see that eight of them used dry-clean-only fabrics or details he did not have time to sew.

2. The reading explains that a designer who has not defined the customer ends up designing for themselves and cannot explain why any decision was made. Because Luis had defined a bus commuter wearing a backpack, the rectangular silhouette was a decision traceable to a documented customer need rather than a preference, so the justification already existed before the judge asked.

Multiple Choice

1. D

2. B

3. A

Matching

1-D, 2-C, 3-A, 4-E, 5-B

Fill-in-the-Blank

1) emphasis, 2) flat, 3) fad

Short Answer (Sample Responses)

Q1: Without a brief the designer has not defined the target customer, price point, or constraints, so they end up designing for themselves rather than for anyone specific. That leaves them unable to explain why any decision was made, because there is no stated requirement that a decision could be measured against.

Q2: Saying a design does not work gives the designer nothing to act on, while naming the principle identifies exactly what to change. The reading's example shows that pointing out the emphasis competes with the neckline and the proportion is bottom-heavy converts a vague reaction into two specific, fixable problems.

Q3: The distance between a sketch and a manufacturable garment is large, requiring flat sketches, tech packs, drafted and graded patterns, sewn samples, and repeated fit corrections before production. All of that technical translation work takes far

more people than the concept stage, which is why most actual jobs in the industry sit in those roles rather than in illustration.