

TEST BANK TO ACCOMPANY:

This series of test questions, created for use with your students, provides short answer, multiple-choice, true/false, fill in the blank and discussion/essay questions based on the text and arranged by chapter. A separate answer key is available.

CHAPTER 1:

WHAT IS COLOUR FORECASTING?

- 1 Colour forecasting requires knowledge and practice of which areas?
- 2 Colour forecasters must develop their palettes with two sets of customers in mind. What are these two sets?
- 3 The goal of the colour forecaster is to enable the manufacturers, brands and retailers to provide merchandise that will _____ to consumers and promote _____.
- 4 In what ways can the use of colour in fashion affect us?
- 5 Our understanding of and communication using colour are a result of our cultural leanings. How is the colour red used and perceived in Eastern cultures and in the West?
- 6 List three of the many connotations of black.
- 7 Through _____ and _____, the colour forecaster identifies the small and large changes in consumer lifestyles and preferences, and tracks current and emerging trends.
- 8 What is meant by a 'market segment'? Give an example.
- 9 What is meant by 'brand identity'?
- 10 The entire process of developing, manufacturing and transporting a product for sale including its components, manufacturing operations, logistics and shipping is known as what?
 - a. the collective selection
 - b. the market segment
 - c. the supply chain
 - d. the distributive network
 - e. none of the above

Discussion/essay questions

- 1 Discuss why you think colour forecasting is both an art and a science. What creative processes are required? How is science involved?
- 2 Briefly explain what is meant by 'societal changes' and how such changes might affect consumer colour preferences. Give some examples.

CHAPTER 2:

WHY AND HOW HAS COLOUR FORECASTING EVOLVED?

- 1 Which natural dyestuffs were used to colour ancient textiles such as wool, silk, linen and cotton?
- 2 Why did the colour of clothing become more important during the Renaissance? What colours were preferred by the nobility and why?
- 3 Why did the invention of the mechanized weaving loom and industrial yarn-spinning machinery in the eighteenth century lead to brighter colours in fabrics?
- 4 What is the first aniline dye discovered by William Henry Perkin in 1856 called?
 - a. purpura
 - b. mauveine
 - c. malachite
 - d. methyl blue
 - e. none of the above
- 5 What is 'haute couture'?
- 6 In 1915, which organization in America became the first one to forecast and coordinate colours for an entire industry?
- 7 The invention and commercialization of which two synthetic fibres required new dyestuffs and methods of dyeing?
- 8 What does BCC stand for?
 - a. British Colour Collection
 - b. Blaszczyk Color Card
 - c. British Colour Council
 - d. British Colour Card
 - e. none of the above

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CHAPTER 3:

THE LANGUAGE OF COLOUR

- 9 The invention of which two synthetic fibres in the 1950s inspired a range of new branded fibres and fabrics?
- 10 DuPont (now Invista) was among the fibre companies marketing these new fibres to the buying public. Name three of the company's fibre brands that continue to this day.
- 11 What effect did the globalization of the sourcing chain have in the 1970s?
- 12 What is 'prêt-à-porter' otherwise known as?
 - a. haute couture
 - b. ready-to-wear
 - c. retail brand
 - d. aspirational fashion
 - e. none of the above
- 13 Briefly explain the importance of fabric fairs?
- 14 Which company in 1963 introduced an innovation in colour matching technology?
- 15 _____ has become a key driver for product development in the twenty-first century.

Discussion/essay questions

- 1 Write a short essay on early textiles and the role trade played in the development and use of dyestuffs.
- 2 Explain the significance of Paris as a centre of fashion from the mid nineteenth to the early twentieth century. Why is Paris still influential today?
- 3 Consider the importance of the fashion press in colour forecasting. What role did early women's magazines play as fashion advisors? How did magazine editors once assist the fibre and fabric manufacturers? What role do fashion magazines play today in forecasting?
- 4 Discuss the ways in which you think the Internet has altered colour forecasting and trend development in the twenty-first century.

- 1 Briefly explain what is meant by each of the following four components of colour:
 - hue
 - value
 - chroma
 - colour temperature
- 2 What is the difference between a 'shade' and a 'tint'?
- 3 The addition of _____ to a hue creates a tone.
- 4 What is the main factor which affects our perception of colour?
- 5 What is the term for colours that match under one light source but do not match under another?
 - a. metamorphosis
 - b. substration
 - c. alphanumeric
 - d. metamerism
 - e. none of the above
- 6 What is 'simultaneous contrast' (or Chevreul's Law)?
- 7 What are the three primary colours of light?
- 8 Two primaries of light can be mixed to form a _____.
- 9 What is the difference between additive colour theory and subtractive colour theory?
- 10 True or false? The primary colours of paints, pigments and dyestuffs are red, yellow and blue.
- 11 Which are the printing primaries?
 - a. magenta, yellow and black
 - b. red, yellow and blue
 - c. red, green and blue
 - d. cyan, magenta and yellow
 - e. none of the above
- 12 How are tertiary colours created?

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- 13 What is the system devised by Albert Munsell to designate colours by hue, value and chroma known as?
- analogous
 - chromatic
 - harmonic
 - alphanumeric
 - none of the above

- 14 True or false? A monochromatic colour scheme combines two or more colours that are shades, tints or tones of two different hues.

- 15 Select two from the following colour schemes and briefly explain what each means in relation to the colour wheel:
- analogous colour scheme
 - complementary colour scheme
 - split complementary scheme
 - triadic colour scheme
 - tetradic colour scheme
 - double split complementary

- 16 What is the difference between a colorimeter and a spectrophotometer?

- 17 Briefly explain what the 'SCOTDIC system' is.

Discussion/essay question

- 1 Write a brief outline of early colour theory and the evolution of the colour wheel from Isaac Newton to Josef Albers. Why are colour theory and colour wheels important today for colour forecasters, designers, manufacturers and retailers?

CHAPTER 4:

UNDERSTANDING COLOUR CYCLES

- What is the difference between a 'fad', a 'trend', and a 'colour cycle'?
- Why are colour cycles now becoming shorter?
- What is meant by 'aspirational fashion'?

- 4 Outline the significance of each of the following consumer groups identified by Everett Rogers and referenced by Malcolm Gladwell:
- innovators
 - early adopters
 - early majority
 - late majority
 - laggards
- 5 Briefly explain what happens to a new colour in a 'bell curve'.

Discussion/essay question

- 1 Discuss the importance of the Aesthetics (Arts and Crafts) movement in England instigated by William Morris from the 1860s. What did the movement react against and what did it advocate? Research further some of Morris' colours, prints, tapestries and embroidery patterns and consider why they re-emerge periodically as design influences for fashion and interiors.

CHAPTER 5:

COLOUR FORECASTING TOOLS AND METHODOLOGIES

- What is meant by 'zeitgeist'? How can a colour forecaster track this?
- What does Martin Raymond mean by 'brailling'?
- Why must a colour forecaster not rely too heavily on hard data?
- Briefly explain what Tim Brown means by 'design thinking'?

CHAPTER 6:

COLOUR APPLICATION

- Specifying the number of colours and percentage of each colour within a range is known as _____.
- What is meant by a 'retail brand'? Give some contemporary examples.

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- 3 What is another term for 'apparel categories'?
 - a. market segment
 - b. retail classification
 - c. supply chain
 - d. distributive network
 - e. none of the above
- 4 When is a colour said to have 'over-performed'?
- 5 True or false? In general in womenswear the lower the price point, the more sophisticated the colourway.
- 6 _____ is the way product is displayed in store.
- 7 When developing the overall palette or suggesting colour combinations for textiles or apparel, why is it important that a colour forecaster keep the proportion of cool and warm colours in mind?
- 8 Why have environmental concerns begun to alter the colours achievable on some fabrics?

CHAPTER 7:

INTUITION AND INSPIRATION IN COLOUR FORECASTING

- 1 Creativity is driven both by inspiration and intuition. What is meant by these terms?
- 2 In contemporary culture, who have become muses and style icons? Give some examples.
- 3 Briefly explain the difference between right-brain thinking and left-brain thinking.