



Study Program	: Advanced Certificate in Apparel Technology
Name of the Examination	: Final Examination
Course Code and Title	: TAI2289 Introducing Fashion
Academic Year	: 2019/20
Date	: 24 <sup>th</sup> July 2020
Time	: 14:00 - 17:00 hrs
Duration	: 3 hours

### General Instructions

1. Read all instructions carefully before answering the questions.
  2. This question paper consists of seven (07) questions in four (04) pages.
  3. Write down your Index Number in all the pages of answer scripts.
  4. **Answer compulsory question number one (01) and any other four (04) questions. All questions carry equal marks (20 marks).**
  5. Answer for each question should be commenced from a new page. If a question has many parts, all the parts should be answered in the chronological order under the same question.
  6. Write down the answered question numbers in the answer book.
  7. This is a Closed Book Test (CBT).
  8. Answers should be in clear handwriting.
  9. Do not use red colour pens.
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Compulsory question

- 01.
- a) Name three (03) properties of "Colour". (03 marks)
  - b) Name three (03) principles of design. (03 marks)
  - c) State three (03) types of illustration techniques that practice in fashion illustration. (03 marks)
  - d) State four (04) "Consumer types" based on the fashion adaptation. (04 marks)
  - e) Write two (02) main influences on fashion world with mid Victorian period. (02 marks)
  - f) State three (03) types of fashion subcultures come out with 20<sup>th</sup> century. (03 marks)
  - g) Name two (02) types of fashion collections designed by Japanese fashion designer, Issey Miyake. (02 marks)

Answer any four (04) questions from the following six (06) questions

02. a) Explain two (02) types of characteristics that need to define a specific market segment and consumers. (06 marks)
- b) Briefly explain the term "Designer label" garment category referring to the fashion market levels. (04 marks)
- c) Briefly explain the "Decline stage" of fashion product life cycle. (04 marks)
- d) Explain three (03) functions of clothing. (06 marks)
03. a) Briefly discuss three (03) prominent style features belong to early Victorian era. (06 marks)
- b) Briefly explain three (03) features of the "Peasant" clothing in early medieval period. (06 marks)
- c) Briefly discuss four (04) characteristics of western fashion movements happened in 1960s. (08 marks)

04. a) Briefly discuss four (04) features of "Punk fashion" come out with late 20th century. (08 marks)
- b) Explain two (02) characteristics of "Skin head" fashion come out with mid 20th century. (06 marks)
- c) Briefly explain three (03) style features of "New look" fashion collection designed by Christian Dior. (06 marks)
05. a) Briefly explain three (03) factors that basically need to investigate for "Design brief". (06 marks)
- b) Explain "Form" related to the elements of design. (05 marks)
- c) Briefly explain three (03) techniques that able to develop the "Perspective look" in design. (09 marks)
06. a) Briefly explain the term "Intensity" related to the basics of colour theory. (03 marks)
- b) Explain "Additive colours" in design. (04 marks)
- c) Explain three (03) color schemes belong to the colour wheel. (09 marks)
- d) Briefly explain two (02) ways of subtractive colour mixing. (04 marks)
07. Write short notes on any four (04) of the following. (20 marks)
- a) Antonio Lopez
- b) Stella McCartney
- c) Regency fashion era
- d) Haute couture
- e) Style features of ancient Greece clothing
- f) Intimate apparel