

THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF INDUSTRIAL STUDIES
FINAL EXAMINATION- 2011/2012
TTI3243 - CONCEPT OF FASHION DESIGN
DURATION - THREE HOURS



DATE: 02 MARCH 2012

TIME: 0930-1230 HOURS

Total Number of Questions = Seven (07)

Number of Questions to be answered = Six (06)

Answer Question 1, which is compulsory and additional five (05) questions. Question 1 carries twenty-five (25) marks and Questions 2 to 7 carry fifteen (15) marks each.

1. a.) Define the term design (3 Marks)
b.) Explain what do you understand by "fashion"? (3 Marks)
c.) What are the components of an art work? (3 Marks)
d.) What are the basic female figure types? (6 Marks)
e.) State five (05) characteristics of a basic line? (5 Mark)
f.) Define the word "Texture" (3 Marks)
g.) What are the two categories of Textures? (2 Marks)

2. a.) What are the factors that seriously affected the fashion world in the mid Victorian period 1860-1882? (4 Marks)
b.) With suitable examples explain the eastern influences on western fashion prior to the twentieth century. (6 Marks)
c.) Explain the influence of Napoleon Bonaparte on the fashion world in the Regency Era. (5 Marks)

3. a.) Explain the influences of music, cinema and designers on 1950s fashion. (6 Marks)
b.) Explain the influence of Hippy culture on 1960s fashion. (4 Marks)
c.) Why is 1990's known as the "decade of anti-fashion"? (5 Marks)

4. a.) What is "Balance" in principles of design? (3 Marks)
- b.) What are the three types of balance? (3 Marks)
- c.) What are the four (04) main techniques of adding 'Emphasis' to the design? (4 Marks)
- d.) Describe the importance of inter-relationship of design principles for a good design (5 Marks)
5. a.) What is a silhouette? (3 Marks)
- b.) Explain the differences between triangular body type and inverted triangular body type? (4 Marks)
- c.) "Fashion is not something that exists in dresses only. Fashion is in the sky, in the street; fashion has to do with ideas, the way we live and what is happening." - Coco Chanel. Explain this statement in your own words. (8 Marks)
6. a.) Explain how to use lines to the best advantage in clothing to enhance the appearance of the body shape (7 Marks)
- b.) Describe how various sewing patterns and fabrics create optical illusions on garments (8 Marks)
7. a.) What is meant by primary colours? (3 Marks)
- b.) Describe the effect of texture on clothing (4 Marks)
- c.) State four synthetic fabric types and their texture qualities. (8 Marks)