

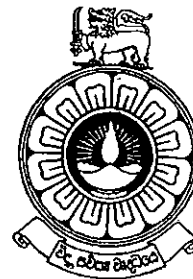
THE OPEN UNIVERSITY OF SRI LANKA

BACHELOR OF INDUSTRIAL STUDIES

FINAL EXAMINATION - 2011/2012

TTI5243- PRINCIPLES OF FASHION DESIGN

DURATION -THREE HOURS



DATE: 11 March 2012

TIME: 0930-1230 hours

Total Number of questions= 08

Number of questions to be answered = 06

Answer Question 01, which is Compulsory and additional five (05) questions. Question 01 carries twenty-five (25) marks and Question 02 to 08 carry fifteen (15) marks each.

Compulsory Question

01.

- a) What makes fashion interesting and unpredictable? Briefly explain (03 marks)
- b) Write three (03) consumer requirements in "fashion". (03 marks)
- c) What do you understand by the term of "latent period" in fashion life cycles? (03 marks)
- d) Name four (04) designing sources that influence fashion designing. (04 marks)
- e) Briefly explain "haute couture" designs in fashion. (03 marks)
- f) Briefly explain the term of "fashion forecasting". (03 marks)
- g) Name three (03) colour dimension categories. (03 marks)
- h) Name three (03) types of men's outfit styles. (03 marks)

(Total = 25 marks)

Answer any five (05) questions from the following seven (07) questions

- 02.a) Explain the term of "Fashion" according to your view point. (06 marks)
- b) "Fashion is something or someone that is vogue at present". Explain the above statement with your ideas. (06 marks)
- c) Name three (03) garment styles that can be found or worn in the society which disregard comfort and protection. (03 marks)
03. a) Explain the ways in which fashion is used to communicate in the society. (06 marks)
- b) Discuss three (03) factors that affect heat insulation in a garment. (03 marks)
- c) What do you understand by "Individuality Vs Conformity in clothing"? Explain with examples. (06 marks)
04. a) Briefly explain the term of "Visual Merchandizing" in fashion promotion. (03 marks)
- b) Why visual merchandising is an important promotional tool in fashion? Explain with your points of view. (06 marks)
- c) Explain the factors that need to be considered during store planning and designing with respect to visual merchandizing (06 marks)
- 05 a) Briefly explain the term of "fashion illustration" (03 marks)
- b) State three (03) characteristics of technical drawing in fashion. (03 marks)
- c) Draw a moving fashion figure illustration with nine (09) heads height. (06 marks)
- d) State three (03) factors to be considered while drawing fashion figure illustrations. (03 marks)
- 06 a) Illustrate or sketch the style variations given below, (06 marks)
- Peplum blouse style
 - Empire dress style
 - Harem pants

b) Write a style description for the skirt style shown in Figure 1.

(03 marks)

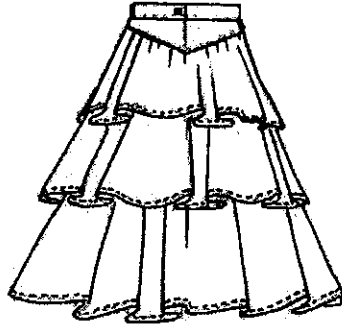


Figure 1

c) According to Siobhan Fahey, "Fashion goes round in circles". Discuss this statement with reference to fashion life cycle.

(06 marks)

07. a) "Ready to wear fashion business is becoming an international fashion enterprise": Discuss this statement with your viewpoints.

(06 marks)

b) "Italy and Paris are leading centres in textile & fashion business": State three (03) factors to prove this statement.

(03 marks)

c) Explain the role of new technology in fashion designing, production and fashion promotion.

(06 marks)

08. Write short notes on any three (03) of the following,

1. Fashion silhouette
2. Functions of clothing
3. "Contemporary"- Men's wear styling category
4. Bolero jacket
5. Karl Otto Lagerfeld

(05 x 3 = 15marks)