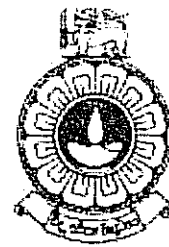


THE OPEN UNIVERSITY OF SRI LANKA
 BACHELOR OF INDUSTRIAL STUDIES
 FINAL EXAMINATION - 2005/2006
 TTI5243 PRINCIPLES OF FASHION DESIGN
 DURATION - THREE HOURS



DATE: 20 March 2006

TIME: 0930 - 1230 Hours

Total Number of Questions = 10

Number of Questions to be answered = 06

Answer Question 1, which is compulsory and additional five (05) questions.

Question 1 carries twenty-five (25) marks and Questions 2 to 10 carry fifteen (15) marks each.

Compulsory Question

01. a. Protection is one of the primary functions of clothing. Explain how this function is achieved in clothing designed for skiers. (03 marks)
- b. "Man wants to maintain individuality, while conforming to the society." How can this statement be confirmed by the clothing people wear? (03 marks)
- c. What do you understand by the term "collection" in the fashion perspective? (02 marks)
- d. Briefly state the influence of computers in fashion designing. (03 marks)
- e. What are the most common elements or components of a trouser that are manipulated to bring about style variations in trousers? (02 marks)
- f. What are the different ways by which style variations are introduced in women's swimwear? (02 marks)
- g. Name four internal factors that affect consumer demand. (02 marks)
- h. State the reasons why retailers and manufacturers continuously promote themselves (03 marks)
- i. The famous fashion designer Charles Frederick Worth introduced two new silhouettes to the fashion world, the Bustle, and the Princess line. Describe these two silhouettes. (03 marks)

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- j. Yves Saint-Laurent had numerous achievements and innovations. He successfully adopted traditionally male garments to suit the needs of the contemporary women. Name the two garments he presented repeatedly in endless variations. (02 marks)

Answer any Five questions from the following Nine questions

02. a. The great fashion designer, the late Coco Chanel once said, "If there is no copying, how are you going to have fashions?" Explain what he intended by this statement. (05 marks)
- b. In most instances it is perceived that modesty function of the clothing is contrary to the attraction function. With suitable examples, explain that this is not so all the times. (05 marks)
- c. Explain the importance of moisture absorption and moisture transport functions of textile fibres in providing a physiologically comfortable garment to the wearer both in humid and cold climatic conditions. (05 marks)
03. a. Fashion is old as time and is new as tomorrow. Discuss this statement with reference to consumer's expectations of fashion. (05 marks)
- b. With suitable examples, explain how laws and legislation play a role in determining fashion evolution. (05 marks)
- c. With suitable examples, explain how clothing acts as a paralanguage. (05 marks)
04. a. With suitable examples, explain the importance of gathering ideas before launching a fashion style. (04 marks)
- b. With suitable examples, explain how class structure, and role of women have influenced the Sri Lankan dress styles. (04 marks)
- c. What do you understand by a Concept Board? What elements are included in a concept board? Illustrate a simple concept board for a evening shirt. (07 marks)

05. a. Draw a fashion illustration and a production sketch for a ladies dress. Indicate the all the information that are provided in a production sketch. (07 marks)
- b. What are the four basic steps that should be followed to draw a moving figure? Using these steps draw a walking fashion figure of a woman with proper fashion proportions. (08 marks)
06. Explain the different ways in which style variations could be adopted to ladies' skirts. Illustrate your answers with suitable diagrams. (15 marks)
07. a. Merchandise is generally classified in four fashion levels: Advanced Fashion, Updated Fashion, Traditional Fashion, and Classic Fashion. With suitable examples explain each of these fashion levels. (08 marks)
- b. Displays located at the point of sale consist of three types: Exterior display, Window display and Interior display. With suitable examples explain how each of these displays achieves the objectives of visual merchandising. (07 marks)
08. a. The levels of promotion that occur among the different types of firms in the fashion industry, and between each type of firm and the consumer, have been categorised as National, Trade and Retail. With suitable examples explain differences between these types of promotion. (06 marks)
- b. Briefly explain the objectives having exclusive fashion shows for different segments of the fashion industry, such as, traders, retailers and press. (05 marks)
- c. Briefly discuss the various ingredients that are required to produce a good fashion show. (04 marks)
09. a. Design principles, which are important in designing a garment, serve as guidelines for combining elements. Briefly explain, with illustrations, the various design elements that are used to create harmonious designs. (09 marks)
- b. Explain the importance of fabric and colour selection with reference to fashion designing. (06 marks)

10. Write short notes on any three of the following:

- a. Influence of economy and technology on fashion
- b. Modern trends in sportswear fashion
- c. History of haute couture
- d. Influence of Italian designers on the fashion industry
- e. Steps involved in drawing ruffles (you should illustrate the steps)

(05 x 3 = 15 marks)

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