

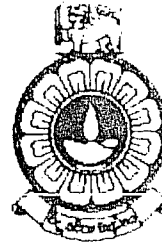
THE OPEN UNIVERSITY OF SRI LANKA

DIPLOMA IN INDUSTRIAL STUDIES

FINAL EXAMINATION - 2006/2007

TTI4243 / TTD2243 INTRODUCTION TO FASHION

DURATION - THREE HOURS



110/4

DATE: 15 March 2007

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. Briefly explain how clothing can be considered as a paralanguage. (03 marks)
- b. Briefly explain how clothing can be used to "put across an image". (03 marks)
- c. Name four sources from which fashion designers get ideas for their new designs. (02 marks)
- d. Briefly explain how the texture of a fabric plays its role as an element of design. (03 marks)
- e. What is the difference between a production sketch and a fashion illustration (03 marks)
- f. What are the different ways by which style variations are introduced in T-Shirts? (02 marks)
- g. What are the different ways by which style variations are introduced in women's swimwear? (02 marks)
- h. Name four external factors that affect consumer demand. (03 marks)
- i. Briefly state the influence of computers in fashion designing. (02 marks)
- j. What do you understand by the term "collection" in the fashion perspective? (02 marks)

Answer any Five questions from the following Nine questions

02. a. "Clothing was born out of necessity". Argue this statement with suitable examples. (05 marks)
- b. In the clothing-human body interface, to maintain a balance between heat and moisture in the microclimate some sort of ventilation is required. Discuss the factors that regulate the ventilation in this interface. (05 marks)
- c. Discuss the features that must be incorporated in garments worn by divers. (05 marks)
03. a. 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)
- b. "Fashion is old as time and is new as tomorrow". Discuss this statement with reference to consumer's expectations of fashion. (05 marks)
- c. With suitable examples, explain how laws and legislation play a role in determining fashion evolution. (05 marks)
04. a. Taking a few Sri Lankan clothing examples explain how these clothing are used to communicate the ethnicity and religion of the person wearing it. (05 marks)
- b. Man wants to maintain individuality while conforming to the society. Discuss this statement in the light of the costumes people wear. (05 marks)
- c. Why is it important that certain jobs need uniforms? Give a description with suitable examples. (05 marks)
05. a. Colour of a garment is an important ingredient that determines the buying decision of a consumer. With reasons, discuss the factors that influence selection of colour for a particular garment in the design stage. (07 marks)
- b. Discuss why silhouette of a garment is important for particular styles. (04 marks)
- c. Explain why the silhouette of garments have not changed over a period of time. (04 marks)

06. a. Fashion merchandise is classified into four fashion levels. Discuss these fashion levels and give the type of promotional strategy that must be adopted at each of these levels. (08 marks)
- b. What are the attributes and purpose of visual merchandising? How are they realised in a fashion store. (07 marks)
07. a. Fashion adoption takes place in three different ways: traditional adoption, reverse adoption and mass dissemination. With suitable examples explain each of these adoption methods. (08 marks)
- b. Draw a typical fashion life cycle graph and explain the salient features in the graph. (07 marks)
08. a. What are the steps involved in drawing a pleat? Using these steps draw a pleated skirt. (05 marks)
- b. Explain the different ways in which style variations could be adopted to men's trousers. Illustrate your answers with suitable diagrams. (06 marks)
- c. When drawing garments on to the body of human figures there are places where garments edge finishes and the body emerges from beneath it. While sketching, what special attention must be given at these points? (04 marks)
09. 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)

10. Write short notes on the following:

- a. Concept Board
- b. Haute couture
- c. Modern trends in sportswear fashion

(05 x 3 = 15 marks)

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