

THE OPEN UNIVERSITY OF SRI LANKA

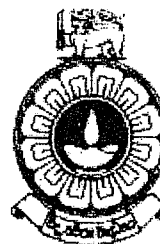
BACHELOR OF INDUSTRIAL STUDIES

FINAL EXAMINATION - 2006/2007

BTI5243 PRINCIPLES OF FASHION DESIGN

DURATION - THREE HOURS

03 1/2



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 (02 marks)
- f. What are the different ways by which style variations are introduced in T-Shirts? (02 marks)
- g. Name four promotional tools used by fashion merchandisers to promote their products. (02 marks)
- h. State the objectives of Trade, Retail and Press fashion shows. (03 marks)
- i. The famous fashion designer Christian Dior introduced the "New Look" collections in 1946. What was the salient feature of this fashion collection? (03 marks)
- j. Why is Ralph Lauren described as the first person to sell lifestyle and not just fashion? (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 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. 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)
04. a. Discuss the importance of fashion forecasting considering the tools used for fashion forecasting. (05 marks)
- b. What are the social factors that influence fashion? Discuss each of them in detail with suitable examples. (05 marks)
- c. How do moral attitudes develop in our minds? How do these attitudes influence the purchase of a garment according to the hierarchy of needs? (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 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. Draw human figures according to classic proportions and fashion proportions. (09 marks)
- b. Discuss the four steps that could be used as guides in developing and speeding up the ability of drawing a clothed figure. (06 marks)
7. 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 drawn 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)
8. 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)
- a. Briefly explain why it is important to perform market research before planning any promotional campaign. (03 marks)
- b. During personal selling, the sales person can increase sales by "trading up" or "suggestion selling". What do you understand by the two terms: trading up or suggestion selling? (04 marks)
- c. "If fashion had ultimate garments, trends or designs, there would be no fashion movement". Considering this statement, elaborate on how the five principles of fashion movements help the fashion industry to be on the move. (08 marks)

10. Write short notes on the following:

- a. Concept Board
- b. Haute couture
- c. Gabrielle Coco Chanel

(05 x 3 = 15 marks)

COPYRIGHTS RESERVED