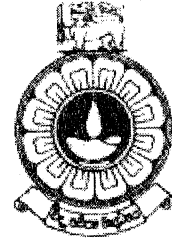


THE OPEN UNIVERSITY OF SRI LANKA
 BACHELOR OF INDUSTRIAL STUDIES
 FINAL EXAMINATION - 2007/2008



TTI5243 PRINCIPLES OF FASHION DESIGN

DURATION - THREE HOURS

DATE: 05 May 2008

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. What are the three factors that regulate the ventilation between the skin and the clothing? (03 marks)
- b. With suitable examples explain how laws and legislation influence fashion? (03 marks)
- c. Collection is a range of garment styles designed for a particular market. What factors need to be considered in developing a collection? (02 marks)
- d. As a fashion designer, when selecting the colour for a garment what are the factors that need to be considered? (03 marks)
- e. What are the steps that guide in developing and speeding up the ability of drawing a clothed figure? (03 marks)
- f. Illustrate the difference between Straight Panelled Skirt and Godet skirt. (03 marks)
- g. What do you understand by the terms "market share" and "market potential"? (02 marks)
- h. What are the main reasons for which fashion shows are staged? (02 marks)
- i. Paul Poiret established his fashion house in 1906. What are the two things in fashion industry that were pioneered by him? (02 marks)
- j. Why is Yves Saint Laurent is considered as the "saviour of France"? (02 marks)

Answer any Five questions from the following Nine questions

02. a. "Fashion is both imitation and innovation". Discuss this statement with suitable examples. (05 marks)
- b. According to Bruce Oldfield, "Fashion is more usually a gentle progression of revisited ideas". What does he mean by this statement? (05 marks)
- c. "The modesty function of clothing is both time-based and culture based." Discuss this statement with suitable examples. (05 marks)
03. a. According to Flugel our attitude towards clothing is based on the extent of displacement of narcissism and autoeroticism. Do you agree or disagree with this viewpoint. Discuss your viewpoint with suitable examples. (08 marks)
- b. How are fashion classified based on duration of acceptance? Discuss the classification based on fashion life cycles. (07 marks)
04. a. Discuss the steps involved in developing a fashion product. (04 marks)
- b. Explain how the role of women in the society has influenced the fashion industry. (04 marks)
- c. Explain with examples how various fashion design sources influence a fashion designer in developing a new fashion idea. (07 marks)
05. a. Design principles are an important tool in designing fashion garments. With suitable examples explain the five design principles that are used in fashion designing. (10 marks)
- b. Briefly discuss how CAD systems have revolutionised the fashion industry. (05 marks)
06. a. Draw a male figure and a female figure according to fashion proportions. (10 marks)
- b. Briefly explain the points that need to be considered when fitting a garment onto a fashion figure. (05 marks)

07. a. What are the steps involved in drawing ruffles and frills? (05 marks)
- b. Illustrate how cascade ruffles are developed. (04 marks)
- c. With the help of diagrams explain how variations in skirts could be brought about by changing the length of the skirt. (06 marks)
08. a. Fashion promotion has two functions. What are these two functions? How can they be realised? Discuss with suitable examples. (08 marks)
- b. Visual merchandising has three purposes. Discuss how these three purposes are realised by use of various types of displays. (07 marks)
09. a. Fashion shows could be classified based on the sponsor and audience. Explain the objectives of these different classes of fashion shows. (06 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. "Fashion is made to become unfashionable". Discuss what Coco Chanel meant by this quote. (05 marks)
10. Write short notes on the following:
- a. Fashion adoption
- b. Importance fabric selection in fashion
- c. Charles Frederick Worth (05 x 3 = 15 marks)

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