

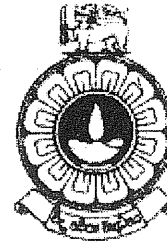
THE OPEN UNIVERSITY OF SRI LANKA

BACHELOR OF INDUSTRIAL STUDIES

FINAL EXAMINATION - 2008/2009

TTI5243 PRINCIPLES OF FASHION DESIGN

DURATION - THREE HOURS



044

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DATE: 27 March 2009

TIME: 1400 - 1700 Hours

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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. Why do you think that change is an integral part of fashion? Give examples to support your argument. (03 marks)
- b. What are the reasons that motivate consumers to buy new clothing? (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. Explain a few social factors that have affected the fashion trends in recent years. (03 marks)
- e. What is the difference between a production sketch and a fashion illustration? (03 marks)
- f. Illustrate the difference between the Empire dress and the Princess style dress. (03 marks)
- g. What are the external factors that influence consumer demand for fashion clothing? (02 marks)
- h. What is the difference between reactive promotion and tactical promotion? (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. Gabrielle Chanel (Coco Chanel) is credited for accomplishing two standards in women's fashion. What are these two standards? (02 marks)

**Answer any Five questions from the following Nine questions**

02. a. "Timing is the key to a successful idea". Discuss this statement with suitable examples. (05 marks)
- b. The great fashion designer, the late Coco Chanel once said, "If there is no copying, how are you going to have fashions?" Explain what she intended by this statement. (05 marks)
- c. "Man wants to maintain individuality, while conforming to the society." Discuss this statement with suitable examples. (05 marks)
03. a. With suitable examples explain how the dresses we wear communicate different messages, both intentional and unintentional. (08 marks)
- b. With the help of fashion life cycle diagrams, explain what you understand by classic, fad and cyclic fashion styles. (07 marks)
04. a. Discuss the various tools used by fashion forecasters to determine the fashion trends. (05 marks)
- b. Explain with examples how various fashion design sources influence a fashion designer in developing a new fashion idea. (06 marks)
- c. With suitable examples explain how ethnic culture has influenced the world of fashion. (04 marks)
05. a. With suitable examples explain how religions can significantly influence fashion and streamline fashion trends. (07 marks)
- b. How do moral attitudes develop in our mind and thus influence the purchasing of a garment according to the hierarchy of needs? (05 marks)
- c. What do you understand by "purchasing power" of the consumer? (03 marks)

06. a. Design principles, which are important in designing a garment, serve as guidelines for combining the design elements that have been selected. The five main principles of design are balance, proportion, rhythm, emphasis and unity. Explain how these design elements could be incorporated in fashion garments.

(10 marks)

b. With suitable examples, discuss the importance of fabric selection and colour in fashion designing. (05 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. Answer any one of the following questions:

a. What are the difference ways by which style variations could be introduced to ladies' blouses? Illustrate your answers with suitable examples. (15 marks)

b. Explain the different ways in which style variations could be adopted to ladies' dresses. Illustrate your answers with suitable diagrams. (15 marks)

c. Explain the different ways in which style variations could be adopted to men's trousers. Illustrate your answers with suitable diagrams. (15 marks)

09. a. 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. (10 marks)

b. What are the steps involved in drawing a pleat? Using these steps draw a pleated skirt. (05 marks)

10. 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. Write short notes on the following:
- i. Haute Couture
  - ii. Christian Dior
  - iii. Esprit
- (03 x 3 = 09 marks)

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