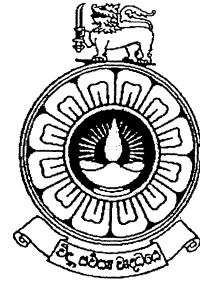


THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF INDUSTRIAL STUDIES
FINAL EXAMINATION - 2014/2015
TTI4245 PROCESS OF FASHION DESIGN
DURATION -THREE HOURS



DATE: 10 September 2015

TIME: 0930 - 1230 hours

Total Number of Questions = 07

Number of Questions to be answered = 05

Answer question 01, which is compulsory and additional four (04) questions.

All questions including Question 01 carries twenty (20) marks each.

Compulsory Question

01. a) State four (04) major components of garment costing. (04 marks)
- b) Name three (03) contemporary fashion designers. (03 marks)
- c) List down four (04) demographic data to be collected in a market research. (04 marks)
- d) State three (03) modern art movements that took place in the 20th century. (03 marks)
- e) Fashion has been expanding everywhere and it has evolved through the centuries and has become what it is now based on various adaptations. Mention two (02) examples which supports trickle up theory of fashion evolution. (03 marks)
- f) Name three (03) elements in market research. (03 marks)

(Total = 20 marks)

Answer any four (04) questions from the following six (06) questions

02. a) A fashion collection is something that designers put together each season to show their concepts of new trends. Describe three (03) factors that should be taken into account when developing a range. (12 marks)
- b) Fashion forecasting helps predict trends in the fashion industry. Briefly explain the fashion forecasting process and its benefits. (08 marks)
03. a) There are various international brands, which have gained much popularity that their national identity had long been forsaken and they have become universal entity. Name six (06) international brands which have gained massive popularity. (06 marks)
- b) Briefly explain the three (03) main stages of the designing process. (08 marks)
- c) Why is it important to carry out research during the process of designing and mention three (03) components included in a fashion marketing research? (06 marks)
04. a) Briefly discuss the term *Silhouettes* from the fashion point of view. (04 marks)
- b) Explain four (04) silhouette types with sample drawings of basic shapes. (12 marks)
- c) Men have an elaborated choice of shirts when it comes to getting their wardrobes together. Discuss about two (02) types of shirt silhouettes in terms of functionality. (04 marks)
05. a) Any designer has to decide which collection and the level of market is suitable for his/her collection based on the categories of clothing. State three (03) types of clothing categories based on the occasion of wearing. (03 marks)
- b) Describe each of the clothing categories described in question 5 (a) in terms of fabrication, colours, textures and silhouettes. (09 marks)

- c) Given here is a list of fabric types based on the fibre used or type of fabric construction: Linen, Raw silk, Viscose, Single jersey fabrics, Flannel, Nylon, Modal, Chiffon

From the list of fabrics given above choose at least two appropriate fabrics for each of the clothing types – sportswear, occasional wear, casual wear and formal wear.

(08 marks)

06. a) Street fashion is the term used to describe fashion that emerges not from studios, but from grass roots. Compare and contrast the specific features of **Punk** and **Hippie** sub cultures. (10 marks)

- b) Name four (04) other fashion subcultures that had spread in Europe over the last many decades (04 marks)

- c) Fashion is being fed by the cultural practices all around the world. With the help of three (03) examples, describe the influence of culture on fashion. (06 marks)

07. Write short notes on any four (04) of the following,

- a) Fashion weeks
- b) Modern Art movements and fashion
- c) Haute Couture
- d) Fashion draping
- e) Colours in fashion

(4 x 05 = 20 marks)