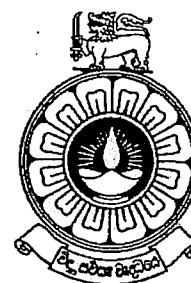


**THE OPEN UNIVERSITY OF SRI LANKA**  
**BACHELOR OF INDUSTRIAL STUDIES**  
**FINAL EXAMINATION - 2012/2013**  
**TTI5243 PRINCIPLES OF FASHION DESIGN**  
**DURATION –THREE HOURS**



**DATE: 11 August 2013**

**TIME: 0930 - 1230 Hours**

**Total Number of Questions = 09**

**Number of Questions to be answered = 06**

**Answer question 01, which is compulsory and additional five (05) questions.**

**All questions including Question 01 carries twenty-five (25) marks and the rest of the five questions carry fifteen (15) marks.**

**Compulsory Question**

01. a. Give three reasons that would justify the concept of fashion being an art. (03 marks)
- b. 'Clothing is a type of paralanguage spoken by people.' What do you understand by this statement? (03 marks)
- c. Designer gather design ideas from numerous sources. Name atleast three such design sources. (03 marks)
- d. State two areas in the fashion industry where CAD systems are used. (02 marks)
- e. State the difference between a 'Production Sketch' and a 'Fashion Illustration'? (03 marks)
- f. Name two different styles of men's coats. (02 marks)
- g. State three (03) external factors that influence consumer demand. (03 marks)
- h. State two factors that need to be considered while planning a show. (02 marks)
- i. What do you understand by the term 'haute couture'? (02 marks)
- j. Name at least one fashion line introduced by Christian Dior which became famous among the fashion consumers. (02 marks)

**Answer any Five (05) questions from the following Eight (08) questions**

[Whenever necessary, include suitable diagrams while answering the questions given below]

02. a. With suitable examples, explain how, in order to fulfil the attraction function of clothing some times comfort function is sacrificed. (05 marks)
- b. Briefly explain the factors relevant to a garment that regulate the ventilation in the microclimate between the skin and the clothing. (05 marks)
- c. With suitable examples explain how ethnicity and religion are communicated through the clothing we wear. (05 marks)
03. a. Explain the various ways by which fashion adoption takes place. (06 marks)
- b. Display of physique is one of the factors that has influence fashion evolution throughout the history. Explain with suitable examples, how display of physique has influenced fashion evolution. (06 marks)
- c. Distinguish between “Classic”, “Fad” and “Cyclic” fashion. (03 marks)
04. a. Fashion forecasting is an important step in fashion designing. Explain some of the tools that are used in fashion forecasting. (06 marks)
- b. With suitable examples, explain how social factors such as class structure, changing lifestyles and role of women have influenced the world of fashion. (09 marks)
05. a. With suitable examples, explain the five design principles: balance, proportion, rhythm, emphasis and unity. (10 marks)
- b. Explain how seasons, climate and type of garment influence the colour selection for a garment design. (05 marks)

06. a. Using the four basic steps draw a 10 head moving figure. (08 marks)
- b. Develop a face in profile in four steps. (07 marks)
07. a. With suitable diagrams explain how style variations can be introduced to skirts. (06 marks)
- b. With suitable diagrams explain the various body fitting dress styles for ladies. (06 marks)
- c. Briefly explain the difference between women's suits and women's coordinates. (03 marks)
08. a. Based on the reason for which the promotion is carried out it can be categorized as, pro-active, reactive, strategic and tactical. Explain each of these types of promotional methods. (08 marks)
- b. Briefly discuss the types of displays located at the point of sale (04 marks)
- c. What are the different purposes of visual merchandising? (03 marks)
09. Write short notes on any three (03) of the following: (3 x 05 = 15 marks)
- a. Levels of promotion
- b. Princess line
- c. Yves Saint Laurent
- d. Esprit
- e. Garment silhouette