

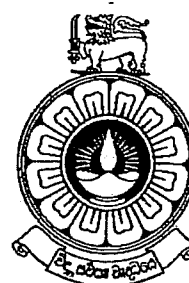
THE OPEN UNIVERSITY OF SRI LANKA

BACHELOR OF INDUSTRIAL STUDIES

FINAL EXAMINATION - 2012/2013

TTI3243 CONCEPT OF FASHION DESIGN

DURATION –THREE HOURS



DATE: 02 August 2013

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 carry twenty (20) marks each.

Compulsory Question

01. a. To develop any design several basic elements are used. Name any three such basic elements. (03 marks)
- b. One of the ingredients of design is balance. Name three (03) types of balance that are used in design (03 marks)
- c. Female body shapes have been defined by various names. State four (04) of the basic female body shapes. (04 marks)
- d. By adding textures to a design its quality can be enhanced. State three (03) such textures that can be added to the design to enhance its quality. (03 marks)
- e. Gradation is a kind of repetition that involves timed movement and a visual beat. State two (02) different ways of adding gradation in a design (02 marks)
- f. State three (03) style features belonging to the Regency era fashions. (03 marks)
- g. Name two (02) influences that had an effect on fashion styles of 1960s. (02 marks)

Answer any Four (04) questions from the following Six (06) questions

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

02. a. Explain the term *complimentary colour* in colour theory. (06 marks)
- b. Compare and contrast *colour circle* and *colour wheel*. (06 marks)
- c. Briefly explain the following terms:
- i. Subtractive colour (04 marks)
- ii. Colour saturation (04 marks)
03. a. Explain the term *optical illusion* in design. (06 marks)
- b. State three (03) types of illusions that are related to cognitive illusion. (04 marks)
- c. With the help of suitable diagrams, discuss four (04) ways of practicing optical illusion in fashion design. (10 marks)
04. a. Briefly explain the term *silhouette* in fashion. (06 marks)
- b. Sketch the three (03) types of fashion silhouette given below (06 marks)
- Shift dress
 - Bell line dress
 - A- line dress
- c. *Gibson girl* represented the ideal feminine beauty in the beginning of the 20th century. Discuss four (04) style features that came out of *Gibson girl* fashion style. (08 marks)

05. a. Discuss three (03) factors that significantly influenced the development of fashion in the late 19th century. (06 marks)
- b. Explain four (04) style features coming out of 1970's fashion. (08 marks)
- c. Christian Dior introduced the *New Look* in 1947. Explain three (03) prominent style features seen in this fashion collection. (06 marks)
06. a. Explain the term *rhythm* with reference to design principles. (06 marks)
- b. Discuss three (03) ways of creating rhythm in design. (06 marks)
- c. Discuss four (04) ways of adding *emphasis* to a design (08 marks)
07. Write short notes on any four (04) of the following: (4 x 05 = 20 marks)
- a. Design
- b. Fashion
- c. Visual texture
- d. Decade of anti-fashion
- e. Victorian era fashion