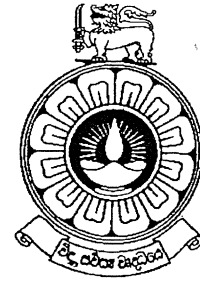


THE OPEN UNIVERSITY OF SRI LANKA  
 BACHELOR OF INDUSTRIAL STUDIES  
 FINAL EXAMINATION - 2013/2014  
 TTI5243 PRINCIPLES OF FASHION DESIGN  
 DURATION -THREE HOURS



DATE: 24 August 2014

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. Why timing is important for a successful fashion idea? (03 marks)
- b. What do you understand by "designer clothing"? (03 marks)
- c. Why is it important for fashion designers to observe street fashion? (02 marks)
- d. Why is it important for designers to be involved in fabric selection for fashion designing? (03 marks)
- e. What is the difference between 'classic proportions' and 'fashion proportions' with reference to human figure drawing? (03 marks)
- f. State four different ways in which variations can be brought about in ladies skirt styles. (02 marks)
- g. Give an example for tactical promotion. (03 marks)
- h. What do you understand by 'niche market'? (02 marks)
- i. What do you understand by the term 'haute couture'? (02 marks)
- j. State at least one special feature introduced by Karl Lagerfeld into the fashion world. (02 marks)

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

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

02. a. With suitable examples, explain how clothing can be used to communicate a message on the social identity and activities of the wearer. (05 marks)
- b. With suitable examples, explain based on the costumes people wear, how one can maintain individuality while conforming to the society. (05 marks)
- c. With suitable examples, explain how religions and traditions have influenced the modesty function of clothing. (05 marks)
03. a. "Fashion moves and changes according to the society". Discuss this statement with reference to fashion evolution. (06 marks)
- b. Fashion adoption can take place in one of the three ways: traditional adoption, reverse adoption or mass dissemination. With suitable examples explain each of these three types of adoptions. (06 marks)
- c. Distinguish between "Classic", "Fad" and "Cyclic" fashion. (03 marks)
04. a. In developing a collection the four factors that need to be considered are fashion trends, consumer behaviour, target group and economic scale of production. Explain why these factors are important in the development of collections. (08 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. (07 marks)

05. a. Colour of a garment is a very important ingredient that determines the buying decision of a consumer. Briefly explain the process of selecting colours for a fashion collection. (06 marks)
- b. Give examples of three different types of garment silhouettes and explain their importance for a particular garment style. (06 marks)
- c. What are the different ways by which rhythm can be created in fashion design? (03 marks)
06. 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. (09 marks)
- b. When sketching garments on the fashion figure considering the 'step' is important as it adds a lot of depth to the drawing. With reference to fashion drawing, what do you understand by the term 'step'? (06 marks)
07. a. With suitable diagrams, explain the different "waist-less dress styles" that are developed in women's fashion. (06 marks)
- b. With suitable diagrams, explain how variations can be introduced to trouser styles. (06 marks)
- c. Name three widely used men's coat styles. (03 marks)
08. a. Explain, briefly the external factors that influence consumer demand with reference to fashion market. (05 marks)
- b. With suitable examples, explain the difference between advertising and publicity. (04 marks)
- c. What do you understand by the term 'visual merchandising'? (03 marks)
- d. State what purposes are achieved through window displays in a store. (03 marks)

09. Write short notes on any three (03) of the following:

(3 x 05 = 15 marks)

- a) Importance of fashion shows
- b) Ingredients of a fashion show
- c) Haute Couture
- d) Coco Chanel
- e) Armani Exchange
- f) CAD in fashion