

B.TECH. DEGREE EXAMINATIONS: NOV/DEC 2010
Third Semester
TEXTILE TECHNOLOGY (FASHION TECHNOLOGY)
FTY 102: Concept of Fashion Design

Time: Three Hours

Maximum Marks: 100

Answer ALL Questions:-
PART A (10 x 1 = 10 Marks)

- _____ is a law of relationship
a. Balance b. Rhythm c. Proportion d. Emphasis.
- _____ is a principle of design
a. colour wheel b. silhouette c. proportion d. forecast
- The _____ is a warm colour
a. Green b. Orange c. Yellow d. Pink
- _____ was the first workable system to reproduce color in print
a. Munsell color system b. light theory system
c. pigment color system d. Prang's color system
- _____ is a short lived fashion.
a. Street fashion b. FAD c. style d. children's fashion
- _____ refers to creation of exclusive custom-fitted clothing
a. mass collection b. mass fashion c. haute couture d. chic
- Internationally recognized designers often set fashion directions is called as
a. Popular b. Contemporary Fashion c. Designers styling d. Trend setting
- Palla, Tunica are costumes of
a. Greek b. France c. Roman d. Ancient India
- _____ is a Grecian garment
a. Chiton b. Toga c. Stola d. Farthingale
- Murukkupattu is used in _____ sarees.
a. Paithani b. Baluchari c. Kancheepuram d. Chanderi

PART B (10 x 2 = 20 Marks)

- Differentiate between decorative and functional design
- What is motif and how does it affect fabric designing?
- What are advancing and receding colours.
- Define texture. List the types of textures.
- What are types of garments meant for mass retail and haute couture?
- Bring out the significance of prototype in international fashion market.
- Brief about Himrus and Amrus.
- Differentiate between kalamkari and paithani.
- List out few fashion forecasting agencies and mention their role in international fashion business.
- Define Dacca Muslin.

PART C (5 x 14 = 70 Marks)

21. a) Elucidate the various types of decorative designs with relevant sketches.

(OR)

b) Discuss the principles of design with neat diagrams

22. a) Explain the Prang colour system with neat sketches.

(OR)

b) Explain the different types of colour harmonies with suitable illustrations.

23. a) Discuss the following:

i. Classification of fashion

(5)

ii. Fashion Trend

(5)

iii. Haute Couture

(4)

(OR)

b) Explain the following:

i. Fashion Life Cycle

(7)

ii. Fashion Adoption Theories

(7)

24. a) Write short notes on:

(7)

i. Analyzing the brief

ii. Research Inspiration

(7)

(OR)

b) Elaborately discuss the creation of designer boards and portfolio presentation

25. a) Discuss the various factors that influence the costume changes

(OR)

b) Explain the following Indian traditional costumes.

(i) Bandhani.

(4)

(ii) Paithani sarees.

(3)

(iii) Ikkat.

(3)

(iv) Kalamkari.

(4)
