

B.TECH. DEGREE EXAMINATIONS: APRIL / MAY 2009

Third Semester

TEXTILE TECHNOLOGY (FASHION TECHNOLOGY)

U07FT301 Concepts of Fashion and Design

Time: Three Hours

Maximum Marks: 100

Answer ALL the Questions:-

PART A (20 x 1 = 20 Marks)

1. The silhouette that emphasizes the bust and hip by highlighting a fitted waist.
A) Extreme volume silhouette B) Hour glass Silhouette
C) Rectangular Silhouette D) Slim-line Silhouette
2. Which element decides the quality of an object with respect to light reflected by it?
A) Form B) Shape C) Texture D) Colour
3. Identify the neckline that suits best for a square face line.
A) 'V' neckline B) Square neckline
C) Horizontal neck line D) Wide neck line
4. Match the following design principles:

1) Balance	a) Movements
2) Emphasis	b) Spaces
3) Harmony	c) Unity
4) Proportion	d) Focal point
5) Rhythm	e) Equilibrium

A) 1-b, 2-c, 3-d, 4-e, 5-a B) 1-d, 2-e, 3-b, 4-c, 5-a
C) 1-e, 2-d, 3-c, 4-b, 5-a D) 1-b, 2-d, 3-a, 4-c, 5-b
5. S1: Warm hues minimize the apparent body size and shape.
S2: Warm hues are known as advancing hues.
S3: Advancing hues create an illusion of moving forward.
A) S1 & S2 are false S3 is true B) S1 & S2 are true S3 is false
C) S1 is true S2 & S3 are false D) S1 is false S2 & S3 are true
6. Choose tint, tone and shade of the hue red respectively.
A) Rose, Pink, Maroon B) Pink, Rose, Maroon
C) Maroon, Pink, Rose D) Maroon, Rose, Pink

7. Match the following:

- | | |
|----------------------------|--------------|
| 1) Analogous colour scheme | a) R, B, Y |
| 2) Split complimentary | b) RV, R, RO |
| 3) Triad | c) BV, RV, Y |

A) 1-a, 2-b, 3-c B) 1-b, 2-c, 3-a C) 1-c, 2-a, 3-b D) 1-a, 2-c, 3-b

8. The colour that is sophisticated, associated with Royalty and highly fashionable formal evenings.

- A) Red B) Purple C) Yellow D) Blue

9. This is the structure of the fashion cycle of a Classic.

- A) Bell shape B) Plateau
C) Straight line D) Inverted 'U'

10. These are those people with too much money to spend and who became slaves to Designer Signature Styles.

- A) Fashion Innovators B) Fashion Motivators
C) Fashion Victims D) Fashion followers

11. Match the following:

- | | |
|------------|------------------|
| 1) France | a) Calvin Klein |
| 2) Italy | b) Zandra Rhodes |
| 3) America | c) John Galiano |
| 4) England | d) Tom Ford |

A) 1-a, 2-b, 3-c, 4-d B) 1-d, 2-c, 3-b, 4-a

C) 1-c, 2-d, 3-a, 4-b D) 1-a, 2-c, 3-b, 4-d

12. In which stage of fashion cycle retailer's offer knock-offs?

- A) Introduction B) Decline C) Rising D) Rejection

13. This is a representative collection of a designer's best work.

- A) Mood board B) Resume C) Portfolio D) Fashion Show

14. All the members of the design room team use these boards to guide them through cutting, pattern making and sample construction.

- A) Accessory board B) colour board C) Fabric board D) Style board

15. The term that refers to a period of time during which fashion products are sold.

- A) Fashion Season B) Fashion Trends
C) Fashion Shows D) Fashion cycle

16. S1: The first step in preparation of mood board is finalizing the colour palette.

S2: Mood board should reflect on target customer and chosen season.

A) S1 is true and S2 is false B) S1 is false and S2 is true

C) S1 and S2 are true D) S1 and S2 are false

17. Yarn tie and dye is the special feature of this traditional textile.

A) Dacca Muslin B) Bandhani C) Patola D) Ikkat

18. The traditional textile "Mulmal Khas" belongs to this place.

A) Dacca B) Chanderi C) Baluchar D) Pattan

19. The sadi of Maharashtrian women is of this draping style.

A) Nivi B) Kacha C) National D) Kalashetra

20. Tabi of Japanese costume refers to

A) Collar B) Sleeve C) Skirt D) Socks

PART B (5 x 16 = 80 Marks)

21. (a) Define Line. Explain the different types of straight line with illustration.

(OR)

(b) Define Motif. Discuss the types of motif with neat sketches.

22. (a) Write in detail about the dimensions of colour.

(OR)

(b) Explain the following:

(i) Prang's colour system (ii) Colour Harmonies

23. (a) Describe the phases of Fashion Cycle with the graph.

(OR)

(b) Elaborate on Fashion Adoption Theories with illustration.

24. (a) Describe the Fashion Forecasting process.

(OR)

(b) Elaborate on designer's fabric board with illustration.

25. (a) Explain the following with neat sketches:

(i) Egyptian Skirts (ii) 15th century English women's head dresses.

(OR)

(b) (i) Illustrate and explain the Bengali style of draping sari.

(ii) Explain the features of Patola.
