

**B.TECH. DEGREE EXAMINATIONS: OCTOBER/NOVEMBER – 2008**

Third Semester

**TEXTILE TECHNOLOGY (FASHION TECHNOLOGY)****U07FT301: Concept of Fashion Designing**

Time: Three Hours

Maximum Marks: 100

**Answer ALL Questions: -****PART A (20 x 1 = 20 Marks)**

1. It is the path of a point moving in a space
  - a. Line
  - b. Shape
  - c. Point
  - d. Length of Line
2. The surface quality or appearance of an object is called
  - a. Rough Surface
  - b. Fine Surface
  - c. Texture
  - d. Texture Mapping
3. The distance or area between shapes
  - a. Shape
  - b. Space
  - c. Positive Space
  - d. Negative Space
4. when the balancing elements seem to carry the same visual weight or shape on each side of the composition
  - a. Balance
  - b. Unity
  - c. Symmetry Balance
  - d. Asymmetry Balance
5. Colours are having variations in value of one colour is called
  - a. Aromatic
  - b. Monochromatic
  - c. Analogous
  - d. Complementary
6. When there is a two complementary color pairs then it is called as
  - a. Monochromatic
  - b. Split Complimentary
  - c. Triadic
  - d. Tetradic
7. The intensity, or the brightness and dullness of color
  - a. Saturation
  - b. Value
  - c. Depth of Colour
  - d. Hue
8. Subtractive theory follows the primary colours as
  - a. RGB
  - b. CMYK
  - c. RYB
  - d. CMY
9. Line, Form, Shape and Texture are elements of
  - a. Design
  - b. Fashion
  - c. Colour
  - d. Principles of Design
10. When a specific group of people wear and use during a given time period is called
  - a. FAD
  - b. Fashion
  - c. Classic
  - d. Popular
11. The silhouette that are reinterpreted year after year because they are flattering and appropriate for many figures and occasions is called
  - a. Classic
  - b. Fashion
  - c. FAD
  - d. Popular
12. COUTURIER (KO-TOUR-JAIR) means
  - a. Designer
  - b. Fashion Designer
  - c. Female Designer
  - d. Male Designer
13. A French word which means a small shop where the garments and accessories are sold
  - a. Haute-Couture
  - b. Boutique
  - c. Fashion Trend
  - d. Mass Fashion
14. The professional models who actually wear the garments
  - a. Models
  - b. Mannequins
  - c. Designer
  - d. Fashion Model
15. A summary of collection, inspiration, theme and design tool that will help to remain focused and consistent as the procession of designing is called
  - a. Story Board
  - b. Mood Board
  - c. Colour Board
  - d. Theme Board

16. In the 1920s which famous designer encouraged tanning  
 a. Coco Chanel      b. Ralph Lauren      c. Betsy John      d. Christian Dior
17. The style for men's dress covered in ruffles and ribbons in a style known as Butadiene copolymers  
 a. Petticoat Breeches      b. Toga      c. Breeches      d. Petticoat
18. Chiton and Exoims is a costumes of  
 a. Greek      b. France      c. Britain      d. Roman
19. Palla, Tunica, Stola are costume of  
 a. Ancient Itly      b. Ancient India      c. Ancient Greek      d. Ancient Roman
20. Long scarf worn over the kameez  
 a. Pagdi      b. Choli      c. Orhan      d. Veil

**PART B (5 x 16 = 80 Marks)**

21. (a) Define: Fashion Design, Structural Design. Explain in detail how elements of design are applied in the field of fashion designing with neat and appropriate sketches.  
 (Or)
- 21.(b) (i) State principle of designing. Describe in detail how the emphasis and rhythm is used to design any products with neat and appropriate sketches. (8)
- (ii) Write short notes on following terms: (4+4 = 8)
- a. Harmony and Proportion      b. Fabric and Garment Designing
22. (a) What is a colour category? Explain the factors influencing the colour categories in detail with neat sketches wherever necessary.  
 (Or)
22. (b) (i) Write short notes on colour theories used in textile and apparel industry. (8)
- (ii) Explain in detail how the Colorimeters and CIE Lab is working to characterize the Colour Categories with neat and appropriate sketches. (8)
23. (a) Write brief notes on following terms: (4+4 = 8)
- a. Directional theories of fashion      b. Fashion life cycle  
 (Or)
23. (b) (i) Discuss on the Following Terminologies: (4+4 = 8)
- a. Haute couture      b. Fashion Shows
- (ii) Describe in detail the role and origin of fashion designer. (8)
24. (a) Discuss in detail the fashion forecasting and marketing research techniques used in fashion designing process.  
 (Or)
24. (b) Explain in detail the step by step procedure of fashion designing processes.
25. (a) (i) Explain list of costumes used during ancient period of Greek, Egypt and Rome with neat and appropriate sketches.  
 (Or)
25. (b) Write short notes on following terms: (4 x 4 = 16)
- a. Kalamkari      b. Dacca Muslin      c. Patola and Ikkat Saris      d. Jamdhani and Bandhani

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