

**D 802**

B.Sc. (Applied Science) DEGREE EXAMINATION, APRIL/MAY 2003.

First Year

Apparel and Fashion Technology

FT 1.5 — FASHION ART AND DESIGN CONCEPT

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Couture.
2. What is fashion and what influences fashion change?
3. Explain the terms : Tint, Tone and Shade.
4. Define Silhouette.
5. Define fad with an example.
6. Define fashion forecasting. Name one magazine for the same.
7. What is Draping?
8. Differentiate seam and stitch.
9. Define the terminologies savile row and seventh avenue.
10. What is a Boutique?

PART B — (5 × 16 = 80 marks)

11. (i) Match the following : (4 × 1 = 4)
- |                   |   |
|-------------------|---|
| (1) Pret-a-porter | (A) Original Paintings of Textile Designs |
| (2) Alta Moda     | (B) Ready to wear                         |
| (3) Haute couture | (C) Dress Making houses in Paris          |
| (4) Croquis       | (D) Italian Couture.                      |
- (ii) Fill in the country of the Designer : (6 × 1 = 6)
- (1) Polo Ralph Lauren is a \_\_\_\_\_ designer.
  - (2) Gabrielle chanel is a \_\_\_\_\_ designer.
  - (3) Ritu Beri is a \_\_\_\_\_ designer.
  - (4) Christian Dior is a \_\_\_\_\_ designer.
  - (5) Giorgio Armani is a \_\_\_\_\_ designer.
  - (6) Donna Karan is a \_\_\_\_\_ designer.
- (iii) Define the following. (4 × 1.5 = 6)
- (1) Chain stores.
  - (2) Flagship stores.
  - (3) Franchising.
  - (4) Licensing.
12. (a) Discuss briefly about fashion cycles and length of cycles. (16)

Or

- (b) (i) Is there a well-known movies star or public figure (either male or female) in the news whom you feel is a fashion leader? – Write a short report with examples of how this person influences the way others dress. (8)
- (ii) Define the following :
- (1) Fashion leaders. (8)
  - (2) Fashion Followers.

13. (a) Classify seams and their types with suitable examples : (16)

Or

(b) Classify stitches and their types with suitable examples : (16)

14. (a) (i) Write the following : (6 × 2 = 12)

- (1) Straight Collar
- (2) Peter Pan Collar
- (3) Sailor Collar
- (4) Mandarin Collar
- (5) Collar with stand
- (6) Roll Collar.

(ii) Define Dart. (2)

(iii) Define Pleat. (2)

Or

(b) Define the following : Esthetic and practical criteria on which the consumers rely on for fashion selection (any EIGHT) : (8 × 2 = 16)

- (i) Appearance
- (ii) Colour
- (iii) Texture
- (iv) Style
- (v) Price
- (vi) Fit
- (vii) Comfort
- (viii) Appropriateness
- (ix) Brand or designer label
- (x) Fabric performance and care
- (xi) Quality
- (xii) Convenience.

15. (a) Describe the following concepts in designing : (any FOUR) (4 × 4 = 16)
- (i) Achromatic
  - (ii) Monochromatic
  - (iii) Polychromatic
  - (iv) Harmony
  - (v) Balance.

Or

- (b) Explain in detail about CAD and elucidate its use in fashion art and design concept. (16)
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