



B.TECH DEGREE EXAMINATIONS: JUNE 2015

(Regulation 2009)

Third Semester

FASHION TECHNOLOGY

FTY102: Concepts of Fashion And Design

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. A ----- is a self contained defined area of geometric or organic form.
 - a) Texture
 - b) Size
 - c) Shape
 - d) Pattern
2. Decoration is the ----- of design
 - a) Luxury,
 - b) Fundamental,
 - c) Essential
 - d) Requirement,
3. Value is also called as -----
 - a) Shade
 - b) Tone
 - c) Tint
 - d) Dimension
4. Intensity or ----- is the brightness or dullness of a color
 - a) Strength
 - b) Value
 - c) Purity
 - d) Saturation
5. 'New look' collections were introduced by
 - a) Yves Saint Laurent
 - b) Christian Dior
 - c) Jean Paul Gaultier
 - d) Pierre Cardin
6. ----- is a famous Italian fashion designer.
 - a) Calvin Klein
 - b) Carolina Herrera
 - c) Giorgio Armani
 - d) Coco Chanel
7. ----- design became prominent during the 15th century through the 20th century,
 - a) American
 - b) Italian
 - c) French
 - d) Japanese
8. ----- changes are major determinants of emerging fashions, though they are affected by

other major factors.

- | | |
|-----------------------|------------------------|
| a) Trend and idea | b) Fashion and style |
| c) Forecast and trend | d) Social and cultural |
9. The ----- weaving tradition is of Bengali origin.
- | | |
|---------------------|---------------------|
| a) Jamdani | b) Paithani |
| c) Himrus and Amrus | d) Benaras Brocades |
10. ----- is most typically an unbleached or white cloth, produced from carded cotton yarn.
- | | |
|---------------------|-------------------|
| a) Benaras Brocades | b) Amrus |
| c) Muslin | d) Chanderi Saris |

PART B (10 x 2 = 20 Marks)

11. Write on the uniqueness of functional design.
12. Differentiate natural designs from stylized designs.
13. Enlist colour categories.
14. Mention impacts of colour harmony.
15. Identify the classification of fashion.
16. Highlight different stages of fashion life cycle.
17. Emphasize the significance of market research in design development process.
18. What is the contribution of a designer's board?
19. Differentiate body decoration from body ornamentation.
20. Illustrate any 2 designs used by ancient Egyptians.

PART C (5 x 14 = 70 Marks)

21. a) Describe on methods of introducing elements and principles of design in apparels design.

(OR)

- b) Justify how you will incorporate structural, decorative and functional designs in garment design development process.

22. a) Discuss on dimensions of colour and specify characteristics of different colours.

(OR)

- b) Elucidate various types of colour theory and justify their impact on garments.

23. a) Discuss elaborately on various types of fashion terminology and their significance.

(OR)

b) i) Describe about any two leading Indian fashion designers and their contributions to the fashion field (7)

ii) Explain types of designer and their contributions to the fashion field. (7)

24. a) Elucidate role of fashion forecasting agencies, techniques and presentation of forecast.

(OR)

b) i) Highlight the significant role of research inspiration in design development process. (7)

ii) Explain the significance and various components of a designer portfolio. (7)

25. a) Specify and elaborate on various factors that are influencing costume changes.

(OR)

b) Compare and highlight the special features of Egyptian and Grecian costumes.
