



B.TECH DEGREE EXAMINATIONS: NOV/DEC 2014

(Regulation 2009)

Third Semester

FASHION TECHNOLOGY

U13FTT301: Concepts of Fashion Design

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. A _____ is defined as a two or more dimensional area that stands out from the space next to or around it due to a defined or implied boundary,
 - a) Colour
 - b) line
 - c) Shape
 - d) Texture
2. _____ can be described as timed movement through space; an easy, connected path along which the eye follows a regular arrangement of motifs.
3. _____ colors are those that tend to advance in space and can be overwhelming.
 - a) Cool
 - b) Grey
 - c) Neutral
 - d) Warm
4. _____ may be defined as the strength or dominance of the colour.
5. _____ refers to conforming to the current fashion and adopting it.
 - a) Style
 - b) Chic
 - c) Trend
 - d) Haute Couture
6. _____ is **fashion** that is considered to have emerged not from studios, but from the grassroots and is generally associated with **youth culture**, and is most often seen in major urban centers
7. _____ are often used by designers to enable a person to illustrate visually the direction of style which they are pursuing.
 - a) Portfolio Presentation
 - b) Mood boards
 - c) Designer boards
 - d) Fashion forecasting

23. a) (i) How do you interpret the stages of Fashion Life cycle? (12)
(ii) Name atleast four French fashion Designers. (2)

(OR)

- b) (i) Elaborate on the fashion Adoption theories (12)
(ii) List any four Indian fashion Designers (2)

24. a) (i) Assess the role of fashion forecasting agencies for developing a product. (7)
(ii) Discuss the techniques followed in the presentation of the forecast. (7)

(OR)

- b) (i) Give the importance of fashion shows. (7)
(ii) Appraise how the design process is carried out in the fashion industry. (7)

25. a) Justify that Egyptian costumes are the oldest form of clothing in the ancient civilization.

(OR)

- b) Explain the origin and the importance of Patola and Bhandhani textiles.
