



SM – 446

II Semester B.Sc. (F.A.D.) Examination, May/June 2018
(CBCS) (2014-15 and Onwards) (F + R)
FASHION AND APPAREL DESIGN
14-FAD 204 A : Fashion Illustration and Design

Time : 3 Hours

Max. Marks : 70

- Instructions :** 1) **All Sections are compulsory.**
2) **Illustrate with sketches wherever possible.**

SECTION – A

I. Answer any ten of the following :

(10×2=20)

- 1) Define fashion illustration.
- 2) Name any two body types.
- 3) Define modesty.
- 4) Name one Indian fashion icon.
- 5) Name and sketch any one type of pocket.
- 6) Define style and trend.
- 7) Give two examples for FAD clothing.
- 8) What is mass dissemination theory ?
- 9) Sketch a pencil skirt.
- 10) Define trouser.
- 11) Give two example for set-in sleeves.
- 12) Sketch a “princess line dress”.

SECTION – B

II. Explain in detail any five of the following :

(5×4=20)

- 13) Bring out the importance of fashion centre in fashion marketing.
- 14) Bring out the importance of human behaviour on clothing.
- 15) Draw and explain 12-head theory.

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- 16) Sketch a ten head fashion figure with party wear.
- 17) Name types of shirts and illustrate any one type of shirt for women.
- 18) Define the terms :
 - 1) Fashion designer
 - 2) Taste
 - 3) Style
 - 4) Croquis.
- 19) Write a note on any one fashion illustrator.

SECTION – C

III. Answer **any five** of the following : **(5×6=30)**

- 20) Discuss the design concepts of one international designer.
- 21) Design and explain a corporate wear for a female executive.
- 22) Explain the advantages of casual clothing verses formal clothing.
- 23) Define silhouettes. Bring out the importance of silhouettes in garment designing.
- 24) Define sleeve. List, sketch and explain any four.
- 25) Write a brief note on origin of fashion.
- 26) Explain fashion psychology in clothing. "Clothing and Gender differentiation"
– Discuss.

SECTION – B

(5×4=20)

- II. Explain in detail **any five** of the following :
- 13) Bring out the importance of fashion centre in fashion marketing.
- 14) Bring out the importance of human behaviour on clothing.
- 15) Draw and explain 12-head theory.