

MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFM 404: COMPUTER APPLICATION IN FASHION AND TEXTILE

DATE: 2/12/2019

TIME: 8.30-10.30 AM

INSTRUCTIONS:

- i) This paper consists of FIVE questions.
- ii) Answer Question 1 and any other two questions.

QUESTION ONE (20 MARKS)

- a) Write short notes on the following terms as used in some fashion graphic software for fashion designing
 - i. Art board (2 marks)
 - ii. pattern (2 marks)
- b) Give **THREE** (3) advantages of computer application in fashion and textile design (3 marks)
- c) Explain **FOUR** (4) why a design company would prefer vector images instead of bitmap images in Computer Aided Design for fashion (4 marks)
- d) Differentiate between Graphic Software and Graphic Hardware (2 marks)
- e) List down **FIVE** (5) conditions of a good Computer Aided Design workstation. (5 marks)
- f) When building a complex document using many layers in Adobe illustrator. Outline **TWO** (2) steps on how to hide the content on all layers except one (2 marks)

QUESTION TWO (15 MARKS)

CAD/CAM utilizes the computer as a tool for all the three phases of fashion product development. Discuss.

QUESTION THREE (15 MARKS)

Elaborate the following features of the CAD software and describe an advantage of each to a fashion designer in marketing a clothing line

- a) Hatching
- b) 3D modelling
- c) Augmented reality
- d) Zoom
- e) 3D body scanning

QUESTION FOUR (15 MARKS)

The market trend today has seen the use of Artificial Intelligence (AI) /Machine learning in business and industries. Discuss the use of this technology in the fashion and textile industries.

QUESTION FIVE (15 MARKS)

You are the lead fashion designer asked to give a talk on application of CAD systems at Styro fashion house.

- a) Discuss **THREE** graphical display devices that are used by the fashion design house to display graphical information (6 marks)
- b) Describe the user- interface of Gemini software to the audience (9 marks)