

# **MACHAKOS UNIVERSITY**

#### University Examinations 2018/2019

## SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

## DEPARTMENT OF FASHION DESIGN AND MARKETING

## FIRST YEAR SECOND SEMESTER REGULAR EXAMINATION FOR

#### DIPLOMA IN FASHION DESIGN AND MARKETING

#### HFM 037: FASHION ILLUSTRATION AND PHOTOGRAPHY.

#### DATE: 9/5/2019

TIME: 2:00 – 4:00 PM

(6 marks)

(2 marks)

#### INSTRUCTIONS

#### Answer Question One and Any Other Two Questions.

#### QUESTION ONE (COMPULSORY) (30 MARKS)

#### a) Define the following terms

- i) Photography
- ii) Illustration
- iii) Fashion illustrator
- b) State any three principles of design (6 marks)
- c) Explain three factors that influence fashion trends. (6 marks)
- d) Outline the importance of figure drawing.

#### **QUESTION TWO (15MARKS)**

A silhouette should match the body structures, but some variations are needed to add interesting effects. With illustrations explain the four basic shapes found in the majority of garments.

#### **QUESTION THREE (15 MARKS)**

Using illustrations draw an eight (8) head female figure.

## **QUESTION FOUR (15 MARKS)**

A friend of yours has been invited to cocktail party and wants you to design for her an evening dress suitable for the occasion. On a female figure provided illustrate a suitable style for her.

### **QUESTION FIVE (15 MARKS)**

As a fashion designer you have been invited to Armani School of Fashion to give a talk on the topic "A Good fashion drawing." Describe the content of the speech.