



MACHAKOS UNIVERSITY

University Examinations 2019/2020

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

THIRD YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFM 302: CREATIVE PROFESSIONAL PRACTICE

DATE: 9/11/2020

TIME: 2.00-4.00 PM

INSTRUCTIONS:

This paper consists of five questions.

Answer Question 1 and any other two questions

Question 1 carries 30 marks

Question 2-5 carry 20 marks each

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Elaborate on three (3) functions of each of the following departments as they apply to operating a successful fashion studio:
- i. Design (3 marks)
 - ii. Marketing (3 marks)
 - iii. Production (3 marks)
 - iv. Operations (3 marks)
- b) List five (5) elements of a self-promotional package for creative professional practice. (5 marks)
- c) Identify three (3) unique phenomenon driving the *Afrikan* fashion industry that would impact on a fashion studio's professional portfolio. (3 marks)

QUESTION TWO (20 MARKS)

A local client has made an order for an *athleisure* range inspired by indigenous aesthetics. Elaborate on five (5) factors you would consider in the design process for a successful range.

QUESTION THREE (20 MARKS)

- a) Describe *your title* and the *your role* within the ‘company’ your group formed during the semester-long project. (8 marks)
- b) What was the operating name of your *Creative Professional Practice* ‘company’? (2 marks)
- c) Provide an annotated sketch of you ‘company’ logo and identify its inspiration. (4 marks)
- d) Identify two (2) positive contributions you made to the success of your ‘company’. (4 marks)
- e) List two (2) challenges that you identified in the process of running the ‘company’ (2 marks)

QUESTION FOUR (20 MARKS)

- a) Describe the following frameworks as they apply to creative professional practice in Kenya:
 - i. Legal (4 marks)
 - ii. Ethical (4 marks)
 - iii. Work (4 marks)
- b)
 - i) Identify two (2) professional fashion design association/network in Kenya. (2 marks)
 - ii) Describe three (3) benefits of membership for an emerging fashion firm. (6 marks)

QUESTION FIVE (20 MARKS)

Describe four (4) tools you would employ in a professional presentation to a prospective international client who is seeking to launch an *Afrikan* fashion collection.