MACHAKOS UNIVERSITY

University Examinations 2017/2018

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

SECOND YEAR SECOND SEMESTER EXAMINATION

DIPLOMA IN FASHION DESIGN AND MARKETING

FDD 209: FASHION MODELING AND DISPLAY

DATE: 11/12/2017   **TIME: 8:30 – 10:30 AM**

INSTRUCTIONS
Answer question 1 and any other two questions

1. a)   Define the following

          i)   Fashion

          ii)   Modelling

          iii)   Style

          iv)   Portfolio   (8 marks)

    b)   Differentiate run away model and super model   (4 marks)

    c)   Highlight the purpose of good grooming   (5 marks)

    d)   Outline the distinctive feature of high fashion modelling (5 marks)

    e)   State three importance of fashion show   (6 marks)

    f)   Briefly explain portfolio layout   (4 marks)

2. a)   Mood board are used by a designer to communicate a given idea. Outline steps of
           developing a mood board.   (12 marks)

    b)   Discuss personal grooming   (8 marks)

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3. a)   For modelling to be successful a model must possess certain skills. As a designer describe any four (4) skills   (16 marks)

    b)   Highlight standard requirement for a high fashion model.   (4 marks)

4. Illustrate and describe the following female body shapes.

    i) Apple shape   (5 marks)

    ii) Rectangular shape   (5 marks)

    iii) Shape   (5 marks)

    iv) X-shape   (5 marks)

5. a)   Color as an element of design is very important when creating designs. Describe the following colors citing two examples of each

    i)   Secondary colors   (5 marks)

    ii) Tertiary colors   (5 marks)

    b)   With the aid of a diagram, explain a color wheel   (10 marks)