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**

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   (6 marks)

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.   (2 marks)

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.