



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)

University Examinations 2015/2016

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

SECOND SEMESTER EXAMINATION FOR DIPLOMA IN FASHION DESIGN AND
MARKETING

FDD 209: FASHION MODELING AND DISPLAY

Date: 2/8/2016

Time: 2:00 – 4:00 pm

INSTRUCTIONS:

- *This paper consists of FIVE questions.*
- *Answer question one and other two questions in this paper.*

1. a) Define the following terms
 - i. Super model (3 marks)
 - ii. A dressmaking model (3 marks)
 - iii. Couturier (2 marks)
 - iv. Fashion show (2 marks)
 - v. Mannequin (2 marks)

- b)
 - i) State THREE acts of modeling. (3 marks)
 - ii) Highlight the main seasons in a fashion year. (3 marks)
 - iii) State the standard weight requirement for a high fashion female model. (1 mark)

- iv) Highlight the standard height measurement for a high fashion male model. (1 mark)
- v) Explain fashion mood board (3 marks)
- vi) Describe mass market in fashion industry. (3 marks)
- c) State the meaning for each of the following colours and where it could be used
 - i. Green (2 marks)
 - ii. Orange (2 marks)
- 2. a) Describe the following types of fashion models;
 - i. Promotional (5 marks)
 - ii. Petite (5 marks)
 - iii. Freelance (5 marks)
 - iv. Plus-size (5 marks)
- 3. a) Outline the standard requirements for the following;
 - i. Female fashion model (10 marks)
 - ii. Male fashion model (7 marks)
- b) Describe a fashion illustrator (3 marks)
- 4. a) Draw a well labeled colour wheel (10 marks)
- b) Describe the following colours;
 - i. Complementary (4 marks)
 - ii. Analogous (3 marks)
 - iii. Yellow (3 marks)
- 5. a) Highlight considerations to make before displaying work for exhibition. (6 marks)
- b) Sketch a female fashion figure in a pose and show the following;
 - i. Drapes
 - ii. Decorative stitching
 - iii. Front bodice opening with buttons and buttonholes
 - iv. Hat
 - v. Long sleeve with decorative stitched cuff
 - vi. Shoes (14 marks)