



MACHAKOS UNIVERSITY

University Examinations 2017/2018

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FIRST YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFM 105: INTRODUCTION TO FASHION DESIGN

DATE: 11/12/2017

TIME: 8:30 – 10:30 AM

INSTRUCTIONS:

- i) This paper consists of **five questions**.
- ii) Answer Question 1 and any other **two** questions.
- iii) Question 1=30 marks
- iv) Question 2 to 5=20 marks each

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following;
 - i) Fashion (1 mark)
 - ii) Fashion runway (1 mark)
 - iii) Fashion design portfolio (1 mark)
 - iv) Fashion collection (1 mark)
- b) Highlight the three categories of fashion accessories giving examples (6 marks)
- c) Explain the following types of fashion;
 - i) Haute couture (3 marks)
 - ii) Mass market fashion (3 marks)
 - iii) Ready-to-wear fashion (3 marks)
- d) List five sources of inspiration for a fashion designer (5 marks)
- e) Explain any three possible career options in the fashion industry (6 marks)

QUESTION TWO (20 MARKS)

Fashion design is generally considered to have started in the 19th century. Discuss the contributions of Charles Fredrick Worth to fashion design (20 marks)

QUESTION THREE (20 MARKS)

Research shows that fashion trends among University students keep changing. Discuss five ways through which fashion trends start and evolve among the university students.

(20 marks)

QUESTION FOUR (20 MARKS)

You have been invited to showcase your collection at the Machakos University culture week. Explain the fashion design development process you would adopt to come up with the collection.

(20 marks)

QUESTION FIVE (20 MARKS)

The human brain plays a key role in the success of a fashion designer. Discuss the hemispheres of the brain highlighting their functions and contributions towards the work of the designer.

(20 marks)