



MACHAKOS UNIVERSITY

University Examinations 2017/2018

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

SECOND YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFD 203: DRAWING AND ILLUSTRATION

DATE: 13/12/2017

TIME: 11:00 – 1:00 PM

INSTRUCTIONS:

This paper consist of **Five Questions**.

Answer Question 1 and any other **Two questions**.

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Explain why it is necessary for a fashion designer to have a portfolio. (3 marks)
- b) Briefly explain FIVE factors to consider when selecting a color for a design/style (5 marks)
- c) Describe FIVE qualities of a fashion designer (5 marks)
- d) Using a sketch explain the difference between:-
 - i) gores and yokes (4 marks)
 - ii) flat and figure sketches (4 marks)
 - iii) structural and decorative line (4 marks)
- d) Explain the use of mood board in fashion designing (3 marks)
- e) Differentiate between haute couture and stylist designer (2 marks)

QUESTION TWO (20 MARKS)

Using the scale of eight heads, Design and illustrate a semi-formal costume for women of age group between 25-29 years inspired from traditional fabrics and also design accessories

- i) Show the front and back view
- ii) label the design features and trimmings
- iii) Suggest the suitable fabric for the design. explain your choice
- iv) draw two suitable accessories to complete the total look for the outfit

QUESTION THREE (20 MARKS)

Two clients one short and plump and the other tall and slender have approached you to design a garment. Using the principles and elements of design, explain and illustrate to each a suitable apparel design.

QUESTION FOUR (20 MARKS)

You have been selected to review existing tools and equipment in the design room and prepare a fresh list of items. Briefly give a complete list of TEN tools and equipment, stating their use, care and storage

QUESTION FIVE (20 MARKS)

- a) With the aid of a diagram illustrate FIVE dress silhouettes you would design for a working class woman. (15 marks)
- b) Suggest FIVE places/ways that would draw your inspiration from (5 marks)