



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

DIPLOMA IN FASHION DESIGN AND MARKETING

HFM 059: FASHION DESIGN PROJECT AND SHOW PRODUCTION

DATE: 9/12/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS:

Answer question one and any other two questions

QUESTION ONE (20 MARKS)

- a) Define the following terms
 - i. Fashion design project
 - ii. Model
 - iii. Collages
 - iv. Themed collection (8 marks)
- b) Briefly explain what show production is (4 marks)
- c) Distinguish between a mood board and a story board (4 marks)
- d) Highlight four (4) points to consider when choosing accessory (4 marks)

QUESTION TWO (15 MARKS)

you have been given a class assignment to prepare a mood board

- a) Discuss five (5) points to consider when making and preparing a mood board (5 marks)
- b) Systematically outline steps of developing a mood board (10 marks)

QUESTION THREE (15 MARKS)

In fashion principles of design are very important to a designer, explain the basic principles of design applicable to fashion

QUESTION FOUR (15 MARKS)

As a fashion student discuss giving examples the difference between a two (2) dimensional and three (3) dimensional design collages

QUESTION FIVE (15 MARKS)

Your lecturer has given out an assignment to prepare articles for studio display and presentation

- a) Explain the importance of studio display and presentation (5 marks)
- b) Discuss steps and measures that you will consider to come up with an attractive display (10 marks)