



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

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

HFM 207- COMPUTER APPLICATION IN TEXTILE

DATE: 2/12/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS:

- i) This paper consists of **FIVE** questions.
- ii) Answer Question 1 and any other **two** questions.
- iii) Question 1=20 marks
- iv) Question 2 to 5=15 marks each

QUESTION ONE (20 MARKS)

- a) State the difference between the following terms as used in Computer fashion application
 - i. Adobe illustrator and Adobe Photoshop (2 marks)
 - ii. CAD and CAM (2 marks)
 - iii. Selection tool and Direct selection tool in Adobe illustrator (2 marks)
- b) Give advice on THREE (3) factors one should consider in purchase of the Computer equipment for graphics (3 marks)
- c) Explain FIVE (5) features of computer graphic software (5 marks)
- d) Write short notes on the following Computer application capabilities in fashion and textiles
 - i. Textile mapping (2 marks)
 - ii. Rendering (2 marks)
 - iii. Virtual Reality (2 marks)

QUESTION TWO (15 MARKS)

- a) You have manually sketched a handbag on a drawing paper. Describe how you would convert this illustration in to a vector image in adobe illustrator. (5 marks)
- b) Discuss FIVE (5) advantages of digital illustration over traditional manual illustration (10 marks)

QUESTION THREE (15 MARKS)

- a) A design company is using a CAD/CAM package to design and produce fashion products for their customers. Discuss the use of CAD in Research and Design phase of fashion product development (9 marks)
- b) Identify THREE (3) social media apps that a fashion retailer can use, and give advice on when to apply the app chosen (6 marks)

QUESTION FOUR (15 MARKS)

You have been tasked to equip ZARA fashion house with computer systems to enable digital fashion design process. Prepare a detailed description of the basic CAD systems to procure

QUESTION FIVE (15 MARKS)

- a) Explain FIVE steps used in creating a custom-made library of zippers as symbols for use in adobe illustrator (5 marks)
- b) Citing examples discuss how a fashion designer can leverage the computer in sales and marketing of fashion and textiles products. (10 marks)