



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

**FOURTH YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF ARTS IN TEXTILES & APPAREL
DESIGN WITH INFORMATION TECHNOLOGY**

MAIN CAMPUS

ADT 343: FASHION ILLUSTRATION II

Date: 7th January, 2016

Time: 11.00 - 1.00 pm

INSTRUCTIONS:

- Answer ALL questions from SECTION A in the Answer Booklet.
- Answer question ONE and any other TWO from SECTION B in the answer booklet provided.



SECTION A- 30 MARKS

Answer ALL questions from section A in the answer booklet provided

Q1. a) Differentiate between:

- i. Structural design and decorative designs.
- ii. Symmetrical balance and asymmetrical balance. (4mks)

b) Describe three (3) types of fashion designers (6mks)

Q2. a) Explain three (3) variations of fashion adoption process. (3mks)

b) Using illustrations, explain the following terms:

i) Unequal rhythm

ii) Fashion illustration

iii) Trims

iv) Accessories (4mks)

Q3. a) State six (6) features that can help one to build a fashion illustration portfolio. (3mks)

b) Explain any four (4) areas a fashion illustration would be used to show information. (4mks)

Q4.a) Give six (6) characteristics of a child's figure. (3mks)

b) Give six (6) ways by which a fashion designer may gain experience in fashion illustration. (3mks)

SECTION B- 20 MARKS

Answer any TWO questions from this section. Each question carries 10 marks.

- Q5. One fashion designer stated “We don’t design clothes. We design dreams.” Basing your arguments on this statement, discuss the work of a fashion designer. (10mks)
- Q6. a) Using illustrations, describe briefly how you would sketch a human face. (5mks)
- b) Describe five (5) characteristics of a good applied design. (5mks)
- Q7. a) Discuss how fabric design and pattern/motif affect the selection of a fabric. (5mks)
- b) Your friend is short and plumb. Discuss the selection of garments which will enhance her appearance. (5mks)