

Roll No.....

Total No. of Printed Pages: 1

Total No. of Questions: [09]

B. Sc. (Fashion Technology) (Semester –2nd)
ELEMENTS AND PRINCIPLES OF DESIGN
Subject Code: BFTE2211
Paper ID: [130206]

Time: 03 Hours

Maximum Marks: 60

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section- A

(2 marks each)

Q1. Write briefly:

- a) Fashion
- b) Texture
- c) Silhouettes
- d) Fad
- e) Color theory
- f) Importance of key words
- g) Blouse
- h) Specification sheet
- i) Customer profile
- j) Visual design

Section- B

(5 marks each)

- Q2. Discuss any top five inspirational sources of fashion.
- Q3. What is inspiration board? How it is differs from mood board?
- Q4. Write a note on principles of design.
- Q5. Illustrate Pant and Jacket.
- Q6. What is fashion illustration? What is its importance?

Section- C

(10 marks each)

- Q7. What is a mood board? What to include on a mood board?
- Q8. Write a detailed note on elements of design with examples.
- Q9. Explain demographic and psychographic characteristics of customer, with the help of examples.