



# MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

SECOND YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFM 205: APPAREL FOR SPECIAL GROUPS

DATE: 23/3/2021

TIME: 2.00-4.00 PM

---

## INSTRUCTIONS:

This paper consists of five questions.

Answer Question 1 and any other two questions

Question 1 carries 20 marks

Question 2-5 carry 15 marks each

### QUESTION ONE (COMPULSORY) (20 MARKS)

- a) Identify the countries/regions in which the following synonyms of *Universal Design* originate from:
- i. Kyoyo-Hin (3 marks)
  - ii. Design for All (3 marks)
  - iii. Inclusive Design (3 marks)
  - iv. Transgenerational Design (3 marks)
- c) Define the following concepts as they relate to disability:
- i. Prejudice (4 marks)
  - ii. Discrimination (4 marks)

### QUESTION TWO (15 MARKS)

Describe three (3) unique biopsychosocial characteristics that are relevant to the design of adaptive apparel for a person with visual impairment.

**QUESTION THREE (15 MARKS)**

Describe five (5) factors influencing design and marketing of boys' apparel based on the natural phenomenon of growth (from infancy to teenage).

**QUESTION FOUR (15 MARKS)**

- a) Define the concept of *Universal Design*. (5 marks)
- b) List at least five (5) *Universal Design* principles that are applicable to apparel design. (10 marks)

**QUESTION FIVE (15 MARKS)**

Using annotated illustrations, elaborate on three (3) ways in which *Design Thinking* could inform the design of protective wear for women.