



MACHAKOS UNIVERSITY

University Examinations 2020/2021

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: 12/8/2021

TIME: 8:30 – 10:30 AM

INSTRUCTIONS:

Answer question one and any other two.

QUESTION ONE (COMPULSORY) (20 MARKS)

- a) Define the following terms
 - i) Rhythm (2 marks)
 - ii) Fashion show (2 marks)
 - iii) Collage (2 marks)
- b) Highlight four points to consider in selection of type of display to use in a store. (4 marks)
- c) Briefly explain the purpose of fashion show in the fashion industry (3 marks)
- d) Outline four (4) distinctive feature of high fashion modelling (4 marks)
- e) Highlight three points to consider in selection of accessories (3 marks)

QUESTION TWO (15 MARKS)

As a fashion model agent discuss with your clients on the five (5) different types of fashion show production citing two advantages of each.

QUESTION THREE (15 MARKS)

Elements of design are very key to a designer, explain five (5) basic elements of design.

QUESTION FOUR (15 MARKS)

Visual merchandizing is key in fashion display and presentation. Discuss any five ways of visual merchandizing presentation.

QUESTION FIVE (15 MARKS)

- a) As a fashion design supervisor explain to your staff the different female body shapes. (10 marks)
- b) Briefly discuss the type of apparel that would appropriate for any one female body shape. (5 marks)