

**BACHELOR OF ARTS  
(FASHION DESIGN) / (FASHION  
MERCHANDISING AND PRODUCTION)**

**Term-End Examination**

**December, 2011**

**BFD-001 : BASICS OF FASHION DESIGN**

*Time : 3 hours*

*Maximum Marks : 100  
(Weightage : 60%)*

---

*Note : Attempt all questions. Internal choice indicated.*

---

1. What do you understand by principles of design? 5
2. Explain repetition and radiation with the help of an example each. 5
3. Explain the following (*any six*): 5x6=30
  - (a) Balance
  - (b) Intensity
  - (c) Haute couture
  - (d) Silhouette and its types
  - (e) Free lancing
  - (f) Golden mean
  - (g) Mass market
4. What is colour ? Explain any two colour harmonies. 10

5. Enumerate and explain the difference areas of work in fashion industry. 10
  6. Explain any 2 elements of design. Also give visual example to support your answer. 20
  7. Explain the process of designing a collection and designing a garment in detail. 20
-