



UNIVERSITY OF MORAUWA

APTITUDE TEST for the selection of candidates for the BACHELOR OF DESIGN IN FASHION DESIGN & PRODUCT DEVELOPMENT conducted by the Department of Textile & Clothing Technology 2015/2016.

Date: 5th June 2016

Time: 2 1/2 hours

This paper comprises of 5 Sections, Section A, Section B, Section C, Section D and Section E. The Question paper is in English and all answers must be in English. Sinhala and Tamil translations are provided overleaf only for clarification purposes for Section E.

Please follow instructions before answering each section. If they are not followed, it will result in a lower mark.

Answers to all questions should be in the spaces provided only and in the drawing paper.

Instructions:

Write your Admission number in the cage provided. Please write answers to question in Section A. Suggest you spend about 15 minutes.

Then go to Section B and answer the questions. Suggest 30 minutes

Next go to Section C and answer the multiple choice questions. Colour the relevant cage in the last page using a lead pencil. Suggest you spend about 30 minutes.

Next answer Section D. Suggest 30 minutes

Finally answer Section E. Suggest 45 minutes

NOW check whether you have answered all the questions in the order that they appear.

Marks:

Section A	_____	
Section B	_____	
Section C	_____	
Section D	_____	
Section E	_____	

பின்வரும் உருவமானது தட்டில் அல்லது தளத்தில் (அதன் விட்டம் வழியாக இரண்டு பிடிக்கையுடைய) வட்டமான கோப்பையையும் பீரிசையும் காட்டுகிறது.

(அ) மேற்குறிப்பிடப்பட்டவைகளைத் தனி அலகாகக் கருதி, மேலேயிருந்து பார்க்கும்போது காண்பதை வரைக. வடிவங்களை நன்றாகக் கவனிக்க.

(ஆ) விரும்பிய திசையில் படத்தை அளவுக்கேற்ற சிறிதாகவோ பெரிதாகவோ ஆக்குக.

(இ) இவ்வடிவம் 4 முறை இருக்கத்தக்கதாக அதனை 3 முறை மீண்டும் வரைந்து புதிய படத்தை ஆக்கவும். இப்படத்தை அடுத்த படிக்குப் பாவிக்கவும்.

கடைசி படைப்பு (நிறந்தீட்டிய படம்):

6"X6" சதுரத்தில் புடவைக்கான வடிவமைப்பை ஆக்குக.

(அ) மேலே (இ) இலுள்ள படத்தை கீழ்க்கண்ட செயல்கள் இரண்டைப் பாவித்து மாற்றி புதிய வடிவமைப்பை ஆக்குக. இடைவெளியில் செயலை எழுதுக.

ஒன்றுமேலொன்று படிதல், சேர்த்தல், அளவு மாற்றுதல், சுழற்றுதல்

(ஆ) மூன்று நிறங்களை மட்டும் பாவித்து நிறந்தீட்டுக. வெள்ளை, கறுப்பு, சாம்பல் அல்லது ஏதாவது மூன்று நிறங்களைப் பாவிக்க.

(இ) உமது நிர்மாணத்தின் புடவையின் பாவனையைக் குறிப்பிடுக. வரைதந்தாளின் அடியில் வலது பக்கத்தில் விடையை எழுதுக.:

Please indicate GCE (A/L) Stream you have followed out of Arts, Bio Science, Bio Systems Technology, Commerce, Engineering Technology, Physical Science or Other stream.

Fashion product development involves knowledge and interest in many aspects of the fashion business. Some of these could be in, film & TV, music, art and craft, cultural heritage, sports, backed by technology, management, business skills, marketing, and customer knowledge.

Write a paragraph relating your A Level subjects/stream to any ONE of the above underlined knowledge areas indicated by you in the space below.

Stream _____ Knowledge area _____

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Please read the following passage and answer the questions in the space provided.

Trends play an important role in the world of fashion. One must understand how they work and how they can be used to your best advantage. One will have to decide how focussed on trends a particular customer base is. Initial research carried out in this area should give a good understanding of the potential customer and you should be able to determine whether the shopper is trend-driven. You should develop your product accordingly and your product success will be determined by your ability to meet the needs of your customers. The following paragraphs will show you how to find out what your customers actually want and how they are influenced by trends.

What is a Fashion Trend?

A fashion trend can be defined as the movement of fashion over a period of time. What is in fashion one season may be out in the next. Fashion trends are all about the 'latest' or the 'newest'. In recent years 'new' has tended to mean that the product has been missing or scarce in the marketplace for a while and is being reintroduced by designers or retailers. It may only be truly new to the generation of consumers who missed the trend the first time round.

Trends do not have to be seasonal. The 1990's saw the start of a trend for more casual dressing in the workplace that still can be seen today. Other trends burst into the stores, are worn for a very limited time, then disappear just as quickly as they emerged. These varying life-spans of trends are known as 'fashion cycles'. A trend's fashion cycle is determined by the number of people that buy into the look(adopters) and how quickly it takes for the look to take off and eventually die out. In order for something to become fashionable it has to be accepted by the consumer although a designer or retailer may push a particular style, if it is not bought and worn by customers, there is no trend.

Within the fashion cycle itself we can identify different categories of trends by looking at the lifespan of the trend as well as the speed of the rise and decline of the adoption period. Some of the key differences within the cycle include *Classics, Fads and Cycles within cycles*.

A Classic is a fashion look that has been around longer than expected. Retailers sell classics season after season. Examples include the white shirt, the trench coat and the little black dress(LBD). The style never completely dies. Fads are those products that have a very short shelf-life, arriving on the scene with a big splash, only to disappear just as quickly. Although fads have a short lifecycle, savvy designers and retailers are able to capitalise on fads to keep customers and the press interested. Successful designers are able to tinker with design elements (such as colour, texture or silhouette) to offer 'newness' to a popular product, keeping it fresh and maximising its lifespan. A great example of this is, again, the LBD, which has become a staple of any fashionista's wardrobe. It is always being updated. This difference is called Cycles within cycles.

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1. What is a Fashion Trend?

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2. Fashion trends are all about the and the

3. What is meant by the life-span of a trend?

.....

4. What is a Classic in fashion trend?

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5. What is the category of fashion trend that arrives on the scene with a big splash, only to disappear just as quickly?

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6. What is the purpose of initial research that is carried out?

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7. In fashion, 'new' has tended to mean that the product has been missing or scarce in the marketplace for a while. What is the role of the Designer in this case?

.....

8. What is the name given to the number of people that buy into a new look.

.....

9. Expand LBD and write the fashion trend category it belongs to.

.....

10. Designers are able to tinker with design elements. Explain what a silhouette is?

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Section C

1. Select the brand logo which is not associated with common sportswear.



a



b



c



d



e

2. Primary colours are

- a. Red, Green, Cobalt Blue
- b. Vermilion, Magenta, Cyan
- c. Red, lemon Yellow, Cyan
- d. Vermillion, Magenta, Cobalt blue
- e. Red, Green, blue

3. The first Sinhala movie to win an award at the Cannes film festival was:

- a. Rekawe
- b. Kadawunu Poronduba
- c. Gamperaliya
- d. Ranmuthuduwa
- e. Golu Hadawatha

4. What is the colour that most commonly represent 'purity'?

- a. Blue
- b. Grey
- c. White
- d. Green
- e. Red

5. What colour is considered as the complementary colour of white?

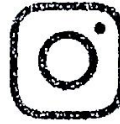
- a. Blue
- b. Grey
- c. White
- d. Green
- e. Black

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6. Ena De Silva was a well-known Sri Lankan designer and she was famous for?
- Folk art
 - Batik and Hand Embroidery
 - Handlooms
 - Pottery
 - Painting
7. Kirithi Sri Karunaratne was a famous Sri Lankan
- Writer
 - Politician
 - School principal
 - Ayurvedic physician
 - Fashion Designer
8. A trouser category that was work-wear and later became fashion in USA. Which is the most popular type of trouser worn in the world.
- Khaki
 - Denim
 - Cotton twill
 - Sarong
 - Bell bottoms
9. A person who is considered a fashion Icon who came from the football field and excelled in the sport is,
- Sangakkara
 - Mahela
 - David Beckham
 - Maradona
 - Ronaldo
10. An Oscar award winning movie on the theme of Global Warming in which Leonardo DiCaprio played the main role is
- 11th Hour
 - 12th Hour
 - Merchant of Venice
 - Breakfast at Tiffany's
 - Three degrees

11. What are the well known Sri Lankan Handloom textile brands that are catering to the local market?
- Selyn & Kolanka
 - Barefoot
 - Kelani Fabrics
 - Kandygs
 - All of the above
12. Japanese and Sri Lankan traditional dresses are
- Salwar Kameez and pyjama
 - Kimono and Osariya/sari
 - Sarong and banian
 - Cloth and Jacket
 - Shirt and trouser
13. Sari is a common attire of a majority of Sri Lankan women. Which of the following is not normally considered a sari material?
- Georgette
 - Chiffon
 - Benares
 - Polythene
 - Handloom cotton
14. Sri Lanka is considered as a quality garment manufacturer for export markets. Three international brands manufactured in Sri Lanka for export are;
- NIKE, Victoria's Secret, GAP
 - Nolimit, Fashion bug and Marks & Spencer
 - Nolimit, Fashion bug and Odel
 - GAP, Levis and Kandy
 - Odel, House of Fashion and Kelly Felder
15. The most celebrated Sri Lankan painter. His style of painting was based on Cubism?
- Pablo Picasso
 - Claude Monet
 - Van Gogh
 - George Keyt
 - Tissa Ranasinghe

16. Select the order in which the following social media logos appear?



- a. Facebook, Instagram, Twitter, Pinterest
 - b. Facebook, Twitter, Pinterest, Instagram
 - c. Twitter, Pinterest, Instagram, Facebook
 - d. Facebook, Twitter, Instagram, Pinterest
 - e. Pinterest, , Twitter, Instagram, Facebook
17. Which one of the following cities is not considered as a fashion capital?
- a. Paris
 - b. New York
 - c. Milan
 - d. Colombo
 - e. London
18. Which of the following combinations are not included in fashion items
- a. Sunglasses, handbags and slippers
 - b. Shirt, tie and trouser
 - c. Shoes, hats and glass bangles
 - d. Floor tiles, bata slippers and hose pipe
 - e. Cosmetics, handbags and jewellery
19. Colonial influences have had an impact on Sri Lankan lifestyle. Beeralu or pillow lace is a craft introduced due to which colonial influence in Sri Lanka?
- a. British and Portuguese
 - b. Dutch and British
 - c. Dutch and Portuguese
 - d. Portuguese, Dutch and British
 - e. Portuguese
20. The most suited natural fibre material to be worn in a tropical climate is
- a. Wool
 - b. Polyester
 - c. Cotton
 - d. Rubber
 - e. Nylon

- a. Playright and Photographer
 - b. Two photographers
 - c. Film Directors
 - d. Two playwrights
 - e. Not Sri Lankans
22. Currently, GSP is a much spoken of trade agreement that is expected to benefit Sri Lanka. Which Country or Countries are involved in offering this concession?
- a. France & Germany
 - b. Japan & South Korea
 - c. United Kingdom
 - d. European Union
 - e. None of the above
23. 'Mothercare' is a well-known brand for
- a. Adults handbags and slippers
 - b. Baby and maternity products
 - c. Menswear
 - d. Swimwear
 - e. Cosmetics, handbags and jewellery
24. Velvet is a textile fabric that has a special look and feel. They are
- a. Shiny and smooth
 - b. Shiny but rough
 - c. Red and black stripes
 - d. Used for making flags
 - e. Thorny and wet
25. Silk is a natural fibre. How do we extract silk? by
- a. Importing from China
 - b. Mixing cocoons with mulberry leaves
 - c. Freezing cocoons
 - d. Boiling silkworm cocoons
 - e. Trade agreement

26. Which of the following roles best describes the work of a costume designer?
a. Designing apparel for dance and theatre production
b. Designing stage sets and props for theatre production
c. Communicating production plans for props and makeup
d. Communicating production specifications for non-apparel items
e. None of the above

27. According to regulator restriction, which of the following textile items must be designed to reduce a fire hazard??

- a. Bed linen
- b. Children's sleepwear
- c. Lounge covers
- d. School uniforms
- e. Fashion underwear

28. In support of breast cancer research, Australian fashion designers have incorporated a symbol into their clothing designs. What is this?

- a. Blue ribbon
- b. Pink ribbon
- c. Red dot
- d. Black collar
- e. Yellow spot

29. Functional design is used to achieve a specific aim. Which of the following is an example of functional design?

- a. Decorative embroidery
- b. False pocket
- c. Lace trim
- d. Velcro fastening
- e. All of the above

30. Who is the author of the renowned publication titled "Medieval Sinhalese Art"?

- a. Ananda Coomaraswamy
- b. Senaka Senanayake
- c. H S Sarath
- d. D B Nadarajasingham.
- e. None of the above

Section D

D1) A skirt with six panels (3 in front and 3 at the back) is to be made using polyester cotton self coloured knit fabric. The waist measurement was taken as 30". It is usual to reduce the waist measurement by 3" in a stretch garment. Take away this amount from the waist measurement and divide by the number of panels to obtain the width of each panel. Calculate the width of each panel at the waist. Sketch the garment and show the steps in calculation.

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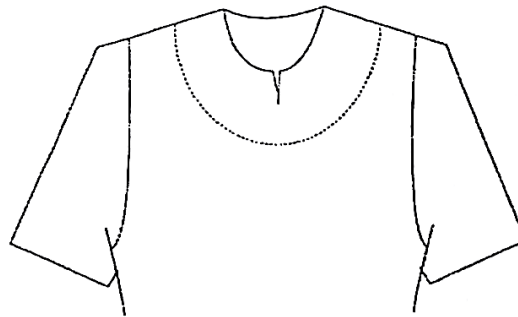
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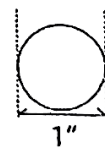
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D2) A ladies blouse is decorated using round buttons in the shape of an arc round the neck. The measurement of the arc round the neck is 60cm. Each button has a diameter of 1". If the distance between two buttons is 1", calculate the button requirement and show steps in calculation. 1" = 2.5 cm.



Button



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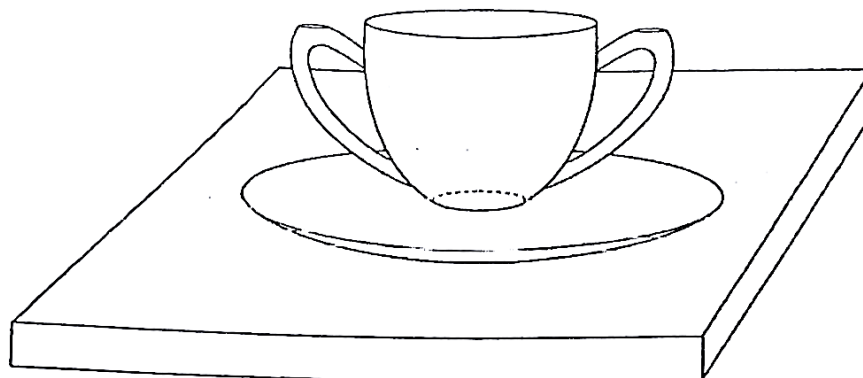
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(Fold the drawing paper vertically in two halves. Use the left hand side half to draw your developments or line drawings. The final coloured drawing should be on the right hand side of the paper. You may request rough paper if needed).

The following figure shows a circular cup (having two handles along its diameter) and a saucer placed on a tray or base.



Developments:

- Considering the above as a single unit, sketch the top view (what you see when you look at something from directly above), paying attention to the geometric shapes.
- Scale this drawing, up or down in any direction.
- Create a new drawing by repeating this pattern 3 times so that you will now have 4 times the pattern. Use this developed creation for the next step.

Final creation (coloured drawing):

You are required to make a print design for a Textile Fabric and produce the final drawing in an approximately 6 inch square. (6" x 6")

- Use two of the following actions and change the drawing in step c) to create a new design. Name the actions in space provided.

Overlap, Merge, Scale, Rotate

.....

- Colour this drawing using only three shades or colours. You may use white, grey and black or any three colours or shades to colour the drawing.
- You have now created a design for an all over print. Indicate clearly the end-use of this textile fabric. Write your answer at the bottom of the right hand side of the drawing sheet.

Colour the relevant cage using a lead pencil.

Question	a	b	c	d	e	Question	a	b	c	d	e
1	☐	☐	☐	☐	☐	16	☐	☐	☐	☐	☐
2	☐	☐	☐	☐	☐	17	☐	☐	☐	☐	☐
3	☐	☐	☐	☐	☐	18	☐	☐	☐	☐	☐
4	☐	☐	☐	☐	☐	19	☐	☐	☐	☐	☐
5	☐	☐	☐	☐	☐	20	☐	☐	☐	☐	☐
6	☐	☐	☐	☐	☐	21	☐	☐	☐	☐	☐
7	☐	☐	☐	☐	☐	22	☐	☐	☐	☐	☐
8	☐	☐	☐	☐	☐	23	☐	☐	☐	☐	☐
9	☐	☐	☐	☐	☐	24	☐	☐	☐	☐	☐
10	☐	☐	☐	☐	☐	25	☐	☐	☐	☐	☐
11	☐	☐	☐	☐	☐	26	☐	☐	☐	☐	☐
12	☐	☐	☐	☐	☐	27	☐	☐	☐	☐	☐
13	☐	☐	☐	☐	☐	28	☐	☐	☐	☐	☐
14	☐	☐	☐	☐	☐	29	☐	☐	☐	☐	☐
15	☐	☐	☐	☐	☐	30	☐	☐	☐	☐	☐