

UGANDA MARTYRS UNIVERSITY NKOZI
SCHOOL OF ART AND SOCIAL SCIENCE
DEPARTMENT OF DEVELOPMENT STUDIES
BACHELOR OF ARTS IN FASHION AND TEXTILE DESIGN
YEAR III SEMESTER I EXAMINATION 2021 – 2022
BAFT 3105: FASHION SHOWCASING AND EXHIBITION

DATE: 19TH /07/2022

TIME: 2:00-5:00PM

INSTRUCTIONS: Answer ALL questions.

1. As a fashion designer, with support of examples explain what you understand by the following terms:

- a) Professional fashion exhibition **(5 marks)**
- b) Fashion showcasing. **(5 marks)**
- c) Discuss the roles of exhibition and showcasing in the modern fashion industry. **(15 marks)**
- 2a) Select a problem from the immediate environment and develop a design brief. **(10 marks)**
- b) With support of illustrations, create a fashion design concept aligned towards solving the above problem basing on the design brief developed. **(15 marks)**
- 3a) As a fashion designer, explain what you understand by the term public relations. **(5 marks)**

Everyone knows how hard it can be as a brand organizer to promote their newest collection and get it in front of the eyes of the fashion community. Basing on the above statement;

- b) Discuss the five steps you should follow to organize a fashion show and ensure it will not only be successful but also memorable. **(20 marks)**

4a) Discuss the following terms in relation to fashion trade:

Branding (2 marks)

Pricing (2 marks)

Advertising (2 marks)

Fashion partnerships (2 marks)

Fashion collaborations (2 marks)

b) As a fashion designer, discuss how branded clothing spells your market success. (15 marks)

END