

M.F.D. (CBCS Pattern) Semester - IV  
**MFD242 / 4T-1 - Core-I - Conceptual Design Development**

P. Pages : 2

Time : Three Hours



**GUG/S/23/13569**

Max. Marks : 80

- Notes :
1. All questions are compulsory.
  2. All questions carry equal marks.
  3. Draw neat diagrams wherever necessary.

1. a) Write down the role of Rohit Bal and Ritu Beri in Building Indian fashion industry. **8**
- b) Illustrate a beautiful design using Indian Jewellery as a theme. **8**

**OR**

- c) Write a detail note on the life and forte of following designers **16**
- i) Sabyasachi Mukherjee
  - ii) Manish Malhotra.
2. a) Differentiate between the work and forte of following designers. **8x2 =16**
- i) Donna Karan and Issey Miyake.
  - ii) Doke and Gabbana and Alexander McQueen.

**OR**

- b) Explain following looks in detail along with an illustration inspired from each look. **8x2 =16**
- i) Gothic look
  - ii) Bohemian look
3. a) Write down about “The father of Haute Couture”. **8**
- b) Explain the following along with importance **4x2 =8**
- i) Survey board
  - ii) Swatch board

**OR**

- c) Who created Hobble skirt? Write about his style of designing and forte. **8**
- d) Write down the importance of Inspiration board, mood board and storyboard and how they are related to each other in conceptualizing a design. **8**

4. a) Write down the step by step process for creating a kids line with suitable example. **16**

**OR**

b) What is Khaka designing? Explain various placement methods of motifs involved in Khaka designing with suitable diagrams. **16**

5. Write in short **any four**. **4x4**

**=16**

a) Rohit Khosla brands.

b) Karl Lagerfeld work as the head of 'Channel'.

c) Forte of Cristobel Balenciaga.

d) Importance of presentation techniques.

e) Client board and its importance.

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