

**MANIPAL UNIVERSITY****SEVENTH SEMESTER B. DES. (FD) DEGREE EXAMINATION – NOVEMBER 2017****SUBJECT: BFD 411 – FASHION STYLING**

Wednesday, November 08, 2017

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer any FIVE complete questions.  
✍ Illustrate wherever necessary.

**1. Explain the following:**

- 1A. Talent
- 1B. Pull letter
- 1C. Character styling
- 1D. What are the two main areas of print styling and how are they different?
- 1E. Cheat sheets
- 1F. Personal shoppers
- 1G. Clip file
- 1H. Continuity bible
- 1I. Dress form
- 1J. Editorial credits

(1 mark×10 = 10 marks)

2. Explain fashion calendar in detail and why is it important to stick to a story when shooting?

(10 marks)

3. Take any movie character from the movie Devil wears Prada and style 5 looks for the same.

(10 marks)

- 4A. Describe the difference between how horizontal, vertical, diagonal, and curved lines affect the wearer.

- 4B. List at least five differences between romantic vintage style and bohemian.

(5+5 = 10 marks)

5. Style 5 looks for an Editorial shoot.

(10 marks)

- 6A. What makes a fashion icon?

- 6B. List and describe four types of pants.

- 6C. List three rules for creating professional portfolios.

(3+4+3 = 10 marks)

