



**DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY**  
**UNIVERSITY EXAMINATIONS FOR THE**  
**DIPLOMA/ CERTIFICATE IN FASHION DESIGN AND INTERIOR DECORATION**  
**SEMESTER 2021/2022 ACADEMIC YEAR**  
**STAGE II MODULE III TCF 1221 SCREEN PRINTING AND BRANDING**

DATE : \_\_\_\_\_ TIME : 2 HOURS

**INSTRUCTION: ATTEMPT QUESTION ONE COMPULSORY AND ANY OTHER TWO**

**QUESTION ONE**

- a. Define the following terms in relation to screen printing and branding:
- i. Embossing (2marks)
  - ii. Printing (2marks)
  - iii. Branding (2marks)
- b. Discuss the following **fabric decoration methods** used for **garment branding**:
- i. Embroidery (3marks)
  - ii. Beading (3marks)
- c. Briefly discuss 2 **computer programs** that fashion designers use (5marks)
- d. Discuss following **printing techniques**:
- i. Laser etching (3marks)
  - ii. Heat transfer (3marks)

- e. List any 7 **sources of inspiration** for **logo** designing (7marks)

### **QUESTION TWO**

- a. Name 5 African Fashion brands (5marks)
- b. Sketch design detail for front and back views:
- i. Cabin crew Skirt suit (5marks)
- ii. Barrister Trouser suit (5marks)

### **QUESTION THREE**

- a. List the four disadvantages and 3 advantages of **heat transfer** (7marks)
- b. Discuss the **screen printing process** (8marks)

### **QUESTION FOUR**

- a. Highlight any 5 **situations to avoid with hand embroidery** (5marks)
- b. Sketch back and front views of **detailed branded football jersey**
- i. T-shirt (5marks)
- ii. Short (5marks)

### **QUESTION FIVE**

Design and sketch **Safaricom corporate wear promotion attire**, articulating the logo details on:

- a. Cap (3marks)
- b. T-shirt front and back view (6marks)
- c. Back pack (6marks)