



# MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FIRST YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFM 101: ART AND DESIGN CONCEPTS

DATE: 24/2/2021

TIME: 8.30-10.30 AM

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## INSTRUCTIONS:

This paper consists of **FIVE** questions.

Answer **Question one** and any other **TWO** questions

Question one carries 20 marks

Question 2-5 carry 15 marks each

### QUESTION ONE (COMPULSORY) (20 MARKS)

- a) Differentiate between weak and strong apparel design. (2 marks)
- b) State the psychological meaning of the following colors in design (2 marks)
  - i. Blue
  - ii. Black
- c) Differentiate the following terminologies as applied to art and design. (4 marks)
  - i. Tactile and visual texture
  - ii. Value and Intensity
- d) Describe four(4) qualities of a good garment design. (4 marks)
- e) Describe the following color relationships to a classmate who has been away from college.
  - i. Achromatic colours
  - ii. Analogous colours
  - iii. Single Split Complementary
  - iv. Triadic colours (4 marks)
- f) Highlight four (4) visual effects of pattern in Fashion Design (4 marks)

**QUESTION TWO (15 MARKS)**

Give a presentation on the broad classifications of design. Use illustrations to support your answer

**QUESTION THREE (15 MARKS)**

Present to a first-year class the physical and psychological effects of line in apparel design.

**QUESTION FOUR (15 MARKS)**

A client is in need of an outfit for a red carpet event. Using a conceptual framework, explain the design process that you could adopt in creating the outfit.

**QUESTION FIVE (15 MARKS)**

Describe how three (3) major types of balance can be achieved in apparel design. Use illustrations to support your answer.