



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FIRST YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFM 101: ART AND DESIGN CONCEPTS

DATE: 26/3/2021

TIME: 8.30-10.30 AM

INSTRUCTIONS:

This paper consists of **FIVE** questions.

Answer **Question 1** and any other **TWO** questions

Question 1 carries 20 marks

Question 2-5 carry 15 marks each

QUESTION ONE (20 MARKS)

- a) Differentiate between a weak and a strong apparel design. (2 marks)
- b) Explain two (2) colours schemes that can be effectively used by a designer to create Harmony in apparel design. (4 marks)
- c) Differentiate the following terminologies as applied to art and design. (4 marks)
 - i. Tactile and visual textures
 - ii. Value and Intensity
- d) Highlight four (4) general needs in garments that must be fulfilled in functional design for the garment to perform well in whole or in print. (4 marks)
- e) With the aid of drawings of a blouse design, clearly differentiate between formal and informal balance. (6 marks)

QUESTION TWO (15 MARKS)

Describe to the participants in a fashion seminar characteristic portrayed in three (3) female body types commonly found among the female population. Use illustrations to support your answer.

(15 marks)

QUESTION THREE (15 MARKS)

You are introducing art and design concepts to a first year fashion design class. Present a lecture on the physical and psychological effects of line in apparel design. (15 marks)

QUESTION FOUR (15 MARKS)

As a fashion designer suggest how you would suitably dress three (3) shapes commonly found in men in the population. Use illustrations to support your answer. (15 marks)

QUESTION FIVE (15 MARKS)

You are training a design class on colour choice for fashion accessories. Using relevant illustrations, Discuss three (3) dimensions of colour (15 marks)