



MACHAKOS UNIVERSITY

University Examinations 2021/2022

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FIRST YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)

HFM 101: ART AND DESIGN CONCEPTS

DATE: 26/1/2022

TIME: 11.00-1.00 PM

INSTRUCTIONS

This paper consists of FIVE QUESTIONS

Answer Question 1 and any other two questions

Question ONE is compulsory and carries 20 marks

Question 2-5 carries 15 marks each

QUESTION ONE (COMPULSORY) (30 MARKS)

Define the following terms:

- | | |
|------------------------|-----------|
| a) Elements of art | (2 marks) |
| b) Contrast | (2 marks) |
| c) Contour Line | (2 marks) |
| d) Tone | (2 marks) |
| e) Silhouette | (2 marks) |
| f) Hue | (2 marks) |
| g) Tactile texture | (2 marks) |
| h) Harmony | (2 marks) |
| i) Value | (2 marks) |
| j) Rhythm and movement | (2 marks) |

QUESTION TWO (15 MARKS)

Garments come in different styles depending on the trends. Discuss various ways that you can achieve balance in a garment

QUESTION THREE (15 MARKS)

Discuss the Prang color System

QUESTION FOUR (15 MARKS)

Fashion professionals and consumers must consider the dynamics of fabric texture. Discuss effects of texture on physical proportion of a person.

QUESTION FIVE (15 MARKS)

Discuss types of lines in relation to the feeling it creates on the garment and the wearer