



# **MACHAKOS UNIVERSITY**

**University Examinations 2022/2023 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:15/12/2022**

**TIME: 11:00 – 1:00P.M**

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## **INSTRUCTIONS**

Answer **QUESTION ONE** and any other **TWO QUESTIONS**

### **QUESTION ONE (20 MARKS)**

Define the following terms:

- |                    |          |
|--------------------|----------|
| a) Elements of art | (2marks) |
| b) Warm colors     | (2marks) |
| c) Contour Line    | (2marks) |
| d) Visual texture  | (2marks) |
| e) Silhouette      | (2marks) |
| f) Aesthetics      | (2marks) |
| g) Repetition      | (2marks) |
| h) Hue             | (2marks) |
| i) Value           | (2marks) |
| j) Scale           | (2marks) |

### **QUESTION TWO (15 MARKS)**

Garments come in different styles depending on the trends

- |  |            |
|--|------------|
| (a) Discuss various ways that you can achieve emphasis in a garment. | (11 marks) |
| (b) Define the terms contrast and emphasis                           | (4 marks)  |

**QUESTION THREE (15 MARKS)**

A home owner has approached you as a designer to decorate a room. Based on the color wheel analyze factors that you will consider on selection of colors for a room

**QUESTION FOUR (15 MARKS)**

Lines offer a path of vision for the eyes when wearing an outfit. Discuss several functions of lines on garments

**QUESTION FIVE (15 MARKS)**

The principles help the designer to understand how to create suitable designs in order to achieve the goals of clothing. Briefly discuss ways to achieve rhythm and movement in a garment. Use illustrations to define rhythm in a garment of choice