



MACHAKOS UNIVERSITY

University Examinations for 2021/2022 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HUMANITIES

FIRST YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR
BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFM 101: ART AND DESIGN CONCEPTS

DATE:31/8/2022

TIME: 8.30-10.30 AM

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 (20 MARKS)

Define the following terms

- a) Principles of design (2 marks)
- b) Elements of art (1 mark)
- c) Name three types of balance (3 marks)
- d) Discuss types of texture (4 marks)
- e) Describe five ways you can apply rhythm in surface decoration of a fabric (10 marks)

QUESTION TWO (15 MARKS)

Shapes have been used in fashion for illustration purposes. Discuss the different types of body shapes for women

QUESTION THREE (15 MARKS)

As a lecturer give a talk to first year students on the developing a drawing by using lines in drawing

QUESTION FOUR (15 MARKS)

Clothing covers the body and defines the wearer. Using examples give a talk on effects of color tones on personality of the wearer

QUESTION FIVE (15 MARKS)

As a fashion designer you use sketches to convey a concept/idea. Discuss how you can implement elements of art to increase emphasis in designing.