



MACHAKOS UNIVERSITY

UNIVERSITY EXAMINATIONS 2022/2023

SCHOOL OF HUMANITIES AND SOCIAL SCIENCE

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DEPARTMENT OF FASHION DESIGN AND MARKETING

**FIRST YEAR FIRST SEMESTER REGULAR EXAMINATION FOR THE DEGREE OF
BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING**

HFM 101: ART AND DESIGN CONCEPTS

Date:

Time: 2 HOURS

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 1

Define the following terms:

- | | | |
|--------|-----------------|----------|
| (i) | Elements of art | (2marks) |
| (ii) | Warm colors | (2marks) |
| (iii) | Contour Line | (2marks) |
| (iv) | Visual texture | (2marks) |
| (v) | Silhouette | (2marks) |
| (vi) | Aesthetics | (2marks) |
| (vii) | Repetition | (2marks) |
| (viii) | Hue | (2marks) |
| (ix) | Value | (2marks) |
| (x) | Scale | (2marks) |

Question 2

- (i) 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 3

- (i) 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

(15marks)

Question 4

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

(15marks)

Question 5

- (i) 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

(15marks)