



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

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

AAD 200: ART AND DESIGN APPRECIATION 1

DATE: 19/01/2021

TIME: 8.30-10.30 AM

INSTRUCTIONS:

This paper consists of **FIVE questions**.

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

Question 1 carries 30 marks

Question 2-5 carry 20 marks each

QUESTION ONE (30 MARKS)

- a) Describe the following terminologies in relation to African art
 - i. Iconography (2 marks)
 - ii. Aesthetics (2 marks)
- b) Highlight four (4) characteristics of Egyptian sculptures (4 marks)
- c) Explore six (6) factors that promote art in East and Central Africa (6 marks)
- d) Explain your understanding of form in Africa Art (6 marks)
- e) Outline five (5) major characteristics common to African arts. (10marks)

QUESTION TWO (20 MARKS)

Submit to a panel of examiners five (5) social-cultural factors that promote African Art

QUESTION THREE (20 MARKS)

You have been selected to represent your class in an international Arts festival. Present a lecture on African Art as practiced by the following ethnic groups:

- a) Ashante (5 marks)
- b) Maasai (5 marks)
- c) Ndebele (5 marks)
- d) Baganda (5 marks)

QUESTION FOUR (20 MARKS)

Your school has been invited for an exchange program with a foreign university. Make a presentation on ancient Egyptian fashion under the following:

- a) Clothing (5 marks)
- b) Ornaments (5 marks)
- c) Hairstyles (5 marks)
- d) Footwear (5 marks)

QUESTION FIVE (20 MARKS)

You are a panelist in an Arts forum. Compare and contrast the Western notion of Art for Art's sake, with the functional nature of traditional African Arts.