



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)