



MACHAKOS UNIVERSITY

University Examinations 2017/2018

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

SECOND YEAR SECOND SEMESTER EXAMINATION

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

AAD 200: ART DESIGN APPRECIATION 1

DATE: 6/12/2017

TIME: 2:00 – 4:00 PM

Instructions

This paper contains five questions.

Answer question one and any other two questions

Question 1 carries 30 marks

Question 2-5 carry 20 marks each

1. a) Explain the following terminologies as applied in Art appreciation
 - i) Iconography (2 marks)
 - ii) Symbolism (2 marks)
 - iii) Aesthetics (2 marks)
- b) Highlight (4) four characteristics of pre historic cave arts (4 marks)
- c) Give (5) five characteristics of Egyptian Art (5 marks)
- d) Describe the elements of the African Aesthetics (5 marks)
- e) Ethnographic approach to understanding African Art is very essential.

- i) Identify the following ethnic groups according to the countries that they belong. (5 marks)
- Ashanti
 - Bambara
 - Bakuba
 - Dinka
 - Mangbetu
- ii) Sighting examples, describe the type of art works produced by each these groups. (5 marks)
2. i) You have met a team of visitors from Australia in the Museum of Africa's Visual arts. Explain to them (5) five points to consider for a deeper understanding of African arts (10 marks)
- ii) Discuss with the visitors the influence of African Art on western Art and design (10 marks)
3. African arts are characterized by some unique features that distinguish them from arts of other regions of the world. Explore the general characteristics and functions of African Art (20 marks)
4. Your Fashion design Class is embarking on a research to explore Ancient Egyptian practices as a source of inspiration for design. Elaborate on aspects of clothing, ornamentation and headgears. (20 marks)
5. i) United Nations Education, Scientific and Cultural Organization (UNESCO) has invited you for a conference on "Sustainable Design". Make your contribution with specific reference to the bark cloth craft of the Baganda. (10 marks)
- ii) Contemporary fashion design has been greatly influenced by African Art. Explain the nature and significance of Ndebele house paintings and their contribution in this field. (10 marks)