



# MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)

University Examinations 2015/2016

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF  
SCIENCE IN FASHION DESIGN AND MARKETING

AAD 200: ART APPRECIATION I

Date: 1/8/2016

Time: 11:00 – 1:00 PM

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## INSTRUCTIONS:

- *Question ONE is compulsory(30 marks)*
- *Attempt 2(TWO) additional Questions. All answers should be accompanied by appropriate line drawings/sketches.(40 marks)*

1. Describe the following terms in relation to African Art:

- a) Iconography (2 marks)
- b) African Art (2 marks)
- c) Name **two** prominent East African Art movements and describe their characteristics. (6 marks)
- d) Illustrate an African mask showing **(6) six** characteristics of African art (6 marks)
- e) Examine (3) **three** functions served by African Art. (6 marks)
- f) Outline the key elements in ancient Egyptian fashion that shaped contemporary fashion. (8 marks)

- 2 You have been requested by the Ministry of Culture, to design attires to be worn at the celebration themed '*International Cultural Exhibition*'. Explore at least **2(two)** regional African Art ideas (West Africa) that would inspire your design process. Expound using sketches on main elements of inspiration used to produce unique designs. (20 marks)
  
- 3 A young graduate promoted to County Commissioner approached you to design his/her clothing and accessories for various functions he is to attend. The designs should communicate rich traditional African ideas, affluence and high social status. Advise (using sketches) how you would achieve the above discussing your inspiration from Central Africa. (20 marks)
  
- 4 A major Cultural event is to be hosted in Nairobi; its design theme is '*East Africa builds stronger relationships with South Africa*'. Highlight in detail five elements and features that would inspire your Fashion design proposal. (20 marks)
  
- 5 Compare and Contrast the art of the West versus traditional African Art while focusing on the statement '*Art for Art's sake*'. (20 marks)