



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

FIRST YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

HFM 101: ART AND DESIGN CONCEPTS

DATE: 3/12/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS:

This paper consists of **FIVE** questions.

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

Question 1 carries 20 marks

Question 2-5 carry 15 marks each

QUESTION ONE (20 MARKS)

- a) Describe gradation the term with reference to fashion design. (2 marks)
- b) Explain the term creativity as applied in fashion design. (2 marks)
- c) Highlight four (4) ways by which texture influences fashion fabrics (4 marks)
- d) Explain four (4) psychological effects of line in apparel design (4 marks)
- e) Describe four (4) visual Effects of Pattern on clothing design. (4 marks)
- f) Highlight four (4) ways in which fashion designers employ lines in a composition (4 marks)

QUESTION TWO (15 MARKS)

Using a conceptual framework, explain the design process that you will adopt in creating an outfit for a graduation ceremony.

QUESTION THREE (15 MARKS)

A new student has just joined firm as an intern.

- a) Discuss with the student five (5) major color schemes that can be applied in apparel design (5 marks)
- b) Present to the student five (5) types of message portrayed by colours in design (10 marks)

QUESTION FOUR (15 MARKS)

Present a talk on two (2) broad classifications of design. Use illustrations to support your answer.

QUESTION FIVE (15 MARKS)

With the aid of illustrations of a blouse, make a seminar presentation on how various types of balance can be achieved in apparel design