



MACHAKOS UNIVERSITY

University Examinations 2022/2023 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:15/12/2022

TIME: 11:00 – 1:00P.M

INSTRUCTIONS

Answer **QUESTION ONE** and any other **TWO QUESTIONS**

QUESTION ONE (20 MARKS)

Define the following terms:

- | | |
|--------------------|----------|
| a) Elements of art | (2marks) |
| b) Warm colors | (2marks) |
| c) Contour Line | (2marks) |
| d) Visual texture | (2marks) |
| e) Silhouette | (2marks) |
| f) Aesthetics | (2marks) |
| g) Repetition | (2marks) |
| h) Hue | (2marks) |
| i) Value | (2marks) |
| j) Scale | (2marks) |

QUESTION TWO (15 MARKS)

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 THREE (15 MARKS)

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

QUESTION FOUR (15 MARKS)

Lines offer a path of vision for the eyes when wearing an outfit. Discuss several functions of lines on garments

QUESTION FIVE (15 MARKS)

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