



MACHAKOS UNIVERSITY

University Examinations 2017/2018

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 DESIGN CONCEPTS

DATE: 6/12/2017

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

This paper contains five questions.

Answer question one and any other two questions

Question 1 carries 20 marks

1.
 - a) Explain a presentation portfolio with reference to fashion design. (2 marks)
 - b) Highlight the difference between the Prang and the Munsell colour theories (2 marks)
 - c) Discuss the term aesthetics as applied to fashion design. (4 marks)
 - d) Identify (4) four ways by which emphasis may be accomplished during the production of apparel. (4 marks)
 - e) Describe the visual Effects of Pattern on clothing design. (4 marks)
 - f) Determine (4) ways in which texture influences the whole visual effect of a garment and its appearance. (4 marks)
2. Outline how the following types of balance can be achieved in apparel design. Use illustrations to support your answer. (15 marks)
 - i) Formal Balance
 - ii) Informal Balance
 - iii) Radial Balance

3. A client is in need of an outfit for a red-carpet event. Explain the design process that you will adopt in creating the outfit. (15 marks)
4. Give a presentation on the Physical and Psychological effects of line in apparel Design. (15 marks)
5. a) Explain the following color relationships to a classmate who has been away from college. (5 marks)
- i) Monochromatic colours
 - ii) Achromatic colours
 - iii) Analogous colours
 - iv) Single Split Complementary
 - v) Triadic colours
- b) A student on attachment in your firm needs to understand how to select colours when designing fashion products. Present to the student the types of message the following colours communicate in design. (10 marks)
- i) Black
 - ii) White
 - iii) Red
 - iv) Blue
 - v) Yellow