



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2013/2014**

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE  
DEGREE OF BACHELOR OF ARTS IN DESIGN (INTERIOR  
DESIGN) WITH INFORMATION TECHNOLOGY  
(MAIN CAMPUS)

**ADI 102: ART AND DESIGN CONCEPTS**

*Date: 19<sup>th</sup> November, 2013*

*Time: 8.30 - 10.30 a.m.*

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**INSTRUCTIONS:**

- This paper consists of SECTION A and SECTION B.
- Answer ALL questions from SECTION A in the answer booklet provided.
- Answer question SIX and any other question from SECTION B in the answer booklet.

**SECTION A: 30 marks**

**SECTION B: 20 marks**

**SECTION A- 30 MARKS**

**ANSWER ALL QUESTIONS FROM THIS SECTION ON THE ANSWER BOOKLET PROVIDED. BEGIN EACH ANSWER ON A FRESH PAGE.**

1. Define the following terms:
  - a. Abstract shapes
  - b. Texture
  - c. Movement
  - d. Colour proportion
  - e. Simultaneous contrast (5 Marks)
  
2. Suggest five ways a designer or artist can use lines. (5 Marks)
3. State what the following shapes denote
  - a. Horizontal line
  - b. Vertical line
  - c. Diagonal line
  - d. Horizontal and vertical lines in combination
  - e. Curved lines (5 Marks)
  
4.
  - a. List two types of shapes (2 Marks)
  - b. Suggest what the following shapes denote
    - i. Square
    - ii. Circles
    - iii. Triangles (3 Marks)
  
5. Advance the following:
  - a. Four uses of squares and rectangles in a design
  - b. Three uses of circles in a design
  - c. Three uses of triangles in a design (4 Marks)

**SECTION B- 20 MARKS**

**ANSWER QUESTION SIX AND ANY OTHER QUESTION FROM THIS SECTION IN THE ANSWER BOOKLET PROVIDED.**

6. "Two dimensional forms can create the illusion of three dimensional shapes and spaces." Discuss five ways through which this illusion can be achieved. ( 10 Marks)
7. Discuss compositional movement (10 Marks)
8. Explain the principle of symmetrical balance ( 10 Marks)
9. Discuss colour relationships (10 Marks)