



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2015/2016

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF ARTS IN INTERIOR DESIGN, FINE
ARTS & TEXTILE WITH INFORMATION TECHNOLOGY**

MAIN CAMPUS

ADI 102: ART AND DESIGN CONCEPTS

Date: 12th January, 2016

Time: 8.30 - 10.30 am

INSTRUCTIONS:

- This paper consist of SECTION A and B
- Using the examination booklet provided answer ALL questions in SECTION A
- Answer any TWO questions in SECTION B.



SECTION A- 40 MARKS

USE THE EXAMINATION BOOKLET AND ANSWER ALL QUESTIONS IN THIS SECTION.

1. Briefly define the following terms : (8 Marks)
 - a) Shape
 - b) Colour
 - c) Rhythm
 - d) Balance
2. a) State and explain any three (3) characteristics of a Line as seen in the composition. (4¹/₂ Marks)
b) A designer has two (2) types of textures to utilise in his/her work, with an illustration explain them (3marks)
3. a) Discuss three (3) types of shapes giving examples of each. (4¹/₂ Marks)
b) Artist and designers use shape for various reasons when executing their work, what importance are attach to shape as an element of art. (3 marks)
4. a) A designer has categories of colour to choose before executing a client's artwork, list four (4) and give examples of each. (8 Marks)
b) What are some of the ways of creating color harmony? (3 marks)
5. a) How do artists apply the elements and principles of design to convey meaning in their artwork? (2 Marks)
b) State and explain with illustration two (2) ways of expressing textures (4 marks)

SECTION B ANSWER ANY TWO (2) QUESTIONS IN THIS SECTION

6. a) With illustration, how do an artist arrange the elements of art and design in a composition to achieve balance (6 Marks)
b) Discuss how designers can visual elements to create attention among the users to increase demand for their products (4 Marks)
7. a) The first year students were given an assignment to redesign the University sculpture and illustrate how it will appear in front of the administration block. How will they use proportion as a principle to execute the assignment? (5 Marks)
b) How does a designer create unity when working on the interior fittings of a conference room (5Marks)
8. a) Why is the choice of colour important when designing products and services for other cultures. (3marks)
b) what are some of the factors that influence symbolism of a color (7marks)