



# **TECHNICAL UNIVERSITY OF MOMBASA**

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG III)

**BGD 2109 : HISTORY OF ART AND DESIGN THEORY I**

END OF SEMESTER EXAMINATIONS

**SERIES:** DECEMBER 2013

**TIME:** 2 HOURS

## **INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A & B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

***This paper consists of Two printed pages.***

## SECTION A (Compulsory)

### QUESTION 1

- a) State the effectiveness of the following painting technique.
- i) Temper (5marks)
  - ii) Gauche (5marks)
  - iii) Pastels (5marks)
  - iv) Water color (5marks)
- b) Explain the following design terms.
- i) Copy (5marks)
  - ii) Color scheming (5marks)

## SECTION B (Attempt any TWO questions)

### QUESTION 2

Explain How the following design elements are responsible in coming up with an aesthetically sound design composition.

- i) Line
- ii) Texture
- iii) Form
- iv) Mass (20 marks)

### QUESTION 3

Highlight the characteristics linked with ‘impressionism’ and mention at least one impressionist Who played an important role in its development? (20 marks)

### QUESTION 4

State the main differences that exist between ‘Analytic cubism’ and ‘Synthetic cubism’. (20marks)

### QUESTION 5

Draw a diagram of a color wheel and indicate in it primary colors, secondary colors, complimentary colors, tertiary colors, and warm colors. (20 marks)