



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG III)

BGD 2201 : HISTORY OF ART AND DESIGN THEORY II

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) Explain the following principles of Art and Design
- i) Harmony (5 marks)
 - ii) Rhythm (5marks)
 - iii) Balance (5marks)
 - iv) Unity (5marks)
- b) State the following paper characteristics
- i) Density (5marks)
 - ii) Texture (5marks)

SECTION B (Attempt any TWO questions)

QUESTION 2

Explain achievement realized during the ‘Renaissance art movement’ and highlight contributions made by the Italian Renaissance Painter, ‘michelangel’ (20 marks)

QUESTION 3

Write a short account on ‘Cubism’ and alongside with it mention at least two architects involved in its development (20 marks)

QUESTION 4

Explain ‘Expressionism’ and mention at least Two artists who contributed immensely towards its development. (20 marks)

QUESTION 5

Outline qualities which show that ‘aesthetics’ is the backbone of art and visual communication at large. (20 marks)