



# THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DGD)

## HISTORY OF ART

END OF SEMESTER EXAMS

**SERIES:** APRIL/MAY 2010

**TIME:** 2½ HOURS

### INSTRUCTIONS TO CANDIDATES

1. This paper consists of **THREE** sections **A**, **B** and **C**.
2. Answer a total of **FOUR** questions. Section **B** and **C** are compulsory.
3. Cheating leads to disqualification.
4. Switch off mobile phone.

## SECTION A

- Q.1 (a) Define the following terms:
- (i) History
  - (ii) Art work. (4 marks)
- (b) Explain the following art composition styles:
- (i) Painting styles
  - (ii) Drawing styles
  - (iii) Acting styles
  - (iv) Computer composition styles. (16 marks)
- Q.2 (a) Explain the following design principles.
- (i) Emphasis
  - (ii) Harmony
  - (iii) Unity. (12 marks)
- (b) Using your own imagination draw a simple picture to demonstrate the design principles mentioned in 2(a) above. (8 marks)
- Marked according to the student's presentation.**
- Q.3 (a) Describe any **FIVE** computer based artistic productions. (15 marks)
- (b) Explain the impact of digital art in modern advertising and visual communication in the society. (5 marks)
- Q.4 Explain the following art movements and identify any **TWO** great artists linked in each movement.
- (i) Renaissance
  - (ii) Impressionism
  - (iii) Expressionism
  - (iv) Cubism. (20 marks)

## SECTION B – ART WORK ANALYSIS

- Q.5 Analyze the given work of art by following the guidelines listed below. (30 marks)

*Scrutinize the artwork and understand what the artwork is trying to say over other opinions.*

*Get a first impression. What does the artwork make you feel? Sad? Happy? Angry? Utterly confused about what the artwork is trying to say?*

*Look at the colours, shades and tints. How do they affect the mood of the artwork?*

*Look for possible symbols, the more you analyze the artwork, the more you'll recognize and understand these symbols.*

*Notice the composition and perspective of the artwork. Is it cluttered? Symmetrical? What angle is it viewed?*

*Notice the lighting and shading. Use light for an impressive effect, light can tell the time of day the work took place. It can come from an artificial or natural source of lightning.*

*When you analyze the artwork, highlight the theme first and use all the knowledge of the artwork you gather to understand the theme. NB: The theme is the message of the artwork; what the artwork is saying.*

### **SECTION C - ESSAY**

- Q.6 Music industry in Kenya has grown extraordinarily for the last one decade and numerous youths are choosing it as their main career. Describe any **FIVE** 'forms of music' popularly practiced. (30 marks)