



THE KENYA POLYTECHNIC UNIVERSITY COLLEGE

**GRAPHIC ARTS DEPARTMENT
DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN OPTION)
END OF YEAR I EXAMINATIONS
NOVEMBER 2007
INTRODUCTION TO ART & DESIGN
3 HOURS**

INSTRUCTIONS TO CANDIDATES:

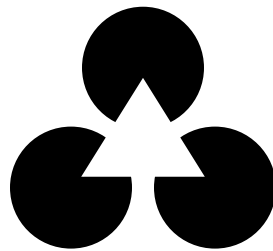
Answer any FIVE questions.

All questions carry equal marks and the maximum marks for each part of a question are as shown.

This paper consists of 3 printed pages

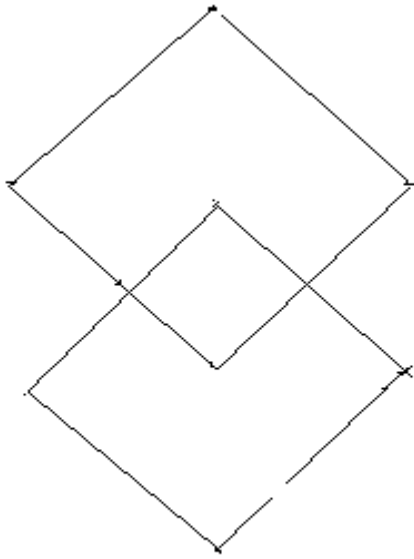
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1. Explain how choice of colour in interior design can affect mood in:
 - (a) A hospital (10 marks) (b) A hotel (10 marks)
2. (a) Enumerate FIVE sources of psychological/cultural meanings of colours. (10 marks)
 - (b) Explain the meaning and applications of the five associations in 2(a). (10 marks)
3. (a) Explain the terms figure and ground. (4 marks)
 - (b) Explain how figure and ground are applied in two-dimensional design. (10 marks)
 - (c) Explain how the principle of balance relates to figure and ground. (6 marks)
4. Even though the triangle shown below is not joined together, we still perceive a triangle due to the principle of closure.
 - (a) Explain how this effect is achieved. (10 marks)
 - (b) Outline the visual effects the circles' proximity (closeness) convey. (6 marks)
 - (c) Explain the principle of harmony in relation to the figure. (4 marks)



Closure

5. The principle of symmetry describes the instance where the whole of a figure is perceived rather than the individual parts which make up the figure.
 - (a) Explain how the figure below is perceived. (10 marks)
 - (b) State the number of lines that make up the figure. (4 marks)
 - (c) Outline THREE functions of line as an element of design. (6 marks)



Symmetry

6. The principle of similarity states that items which share visual characteristics such as shape, size, colour, texture, value or orientation will be seen as belonging together. Discuss the application of the principle in the building industry. (20 marks)
7. Art has many purposes. It has often served as propaganda or social commentary.
 - (a) Explain Art a propaganda or social commentary. (10 marks)
 - (b) Explain how the ODM and PNU parties could use art as propaganda or social commentary in present campaigns. (10 marks)