



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2010/2011
OPEN, DISTANCE AND E-LEARNING EXAMINATION FOR THE DEGREE
OF BACHELOR OF EDUCATION AND BACHELOR OF ARTS

AAD 200: ART/DESIGN APPRECIATION 1

DATE: Monday 31st January 2011

TIME: 2.00p.m -4.00p.m

INSTRUCTIONS: Answer ALL questions below. All questions carry 10 points each.

- Q1. There are different levels of communication, from the very individual level to the global level. Briefly explain the nature of human communication under the following levels of communication:
- a) Intra-personal communication
 - b) Inter-personal communication
 - c) Small groups communication
- Q2. What is the nature of communication under the following modes of communication. Use model diagrams to explain them.
- a) Organizational communication
 - b) Mass communication
 - c) Inter-cultural communication
- Q3. Human communication can be explained in terms of S-R, and S-O-R model. Briefly explain what those models mean. What factors affect communication in those situations.

- Q4. Identify six major characteristics of African Art works, particularly as seen in sculptures and briefly explain the philosophies behind them. Use sketch diagrams to explain your points.
- Q5. Explain the role of the following social cultural factors in the promotion or Art production in Africa.
- a) Religion
 - b) Politics; Royalty and Leadership
 - c) Basic Human needs
- Q6. How do the following factors promote art production in Africa.
- a) Tourism/Trade and Commerce
 - b) Cosmetology and ornamentation
 - c) The Rites of Passage
- Q7. The **World Art of History** is divided into four main chronological periods with specific sub-sections. Identify at least two sub-sections of each chronological period shown below.
- a) The Ancient world
 - b) The middle Ages
 - c) The Renaissance
 - d) The modern world