

5.0 THE YEAR 2019 KCSE EXAMINATION MARKING SCHEMES

5.1 ART AND DESIGN (442)

5.1.1 Art & Design Paper 1 (442/1)

SECTION A (20 marks)

1. (a) Definition of the term art;

Art is a form of communication where an artist uses skills and imagination to express their feelings, thoughts and observations and use them to create aesthetic objects, environments or experiences through drawing, painting, sculpture etc.

2 x 1 = 2 marks

(b) Two characteristics of line that convey a specific mood are its;

- direction or movement,
- Quality or weight.

$\frac{1}{2} \times 2 = 1$ mark

(c) Three contrasts between the elements shape and form;

Shape	Form
(i) Basic figures/outlines like rectangles, circles, triangles, and squares	Complex structures like sphere, cube, cone, etc.
(ii) 2 Dimensional (has basic dimensions of length and width)	3 Dimensional (has length, width, and a 3 rd dimension – the height).
(iii) Described depending on the number of its sides	Described by virtue of the area of space bordered by the lines.
(iv) exist in the space of flat and simple drawings, prints and painting surfaces	exist outside the confines of a flat paper or canvas space

Any 3 x 1 = 3 marks

(d) Sketching is a rapidly executed free hand drawing with little concern for accuracy that is not intended as a finished work.

2 x 1 = 2 marks

(e) Two ways of spacing in typography;

- Letter spacing
- Line spacing
- Word spacing

Any 2 x 1 = 2 marks

(f) Value of ornamentation in art;

It embellishes/decorates and adds detail to an object, interior or architectural structure which makes it more interesting, arresting and beautiful.

Any 2 x 1 = 2 marks

(g) **Two reasons for washing fabric before dyeing;**

- (i) helps assure even colour and good penetration of dye.
- (ii) To remove hidden waxes, oils and dirt.
- (iii) To soften the fabric by removing starch.

Any 2 x 1 = 2 marks

(h) **Distinction between ascenders and descenders in lettering & examples.**

Ascenders	Descenders
<u>Strokes above body</u> of lowercase letters	<u>Strokes below body</u> of lower case letters
An ascender is the portion of a minuscule letter that extends above the <u>mean line</u> of a <u>font</u> . That is, the part of a <u>lower-case letter</u> that is <u>taller than</u> the font's x-height	Descender is the portion of a <u>letter</u> that extends below the <u>baseline</u> of a <u>font</u> . The line that descenders reach down to is known as the beard line .
The ascenders are the parts of lowercase characters that lie <u>above the mean line</u> .	Descenders are parts of a character that lie <u>below the baseline</u>
e.g., d, f, h, k	e.g. g, j, p, y, q

Any 2 x 1 = 2 marks

(i) **The function of an armature in a sculptural process;**

It provides structure and stability/ framework, when a plastic material such as wax, paper or clay is being used as the medium. It helps make the initial model three-dimensional.

2 x 1 = 2 marks

(j) **Description of photomontage technique;**

It involves use of cut up or whole photographs that are superimposed and pasted to create a composition.

2 x 1 = 2 marks

SECTION B (25 marks)

2.(a) Mark of the horizon and middle ground



Horizon $\frac{1}{2}$ mark
 Middle ground $1\frac{1}{2}$ mark
Total = 2 marks

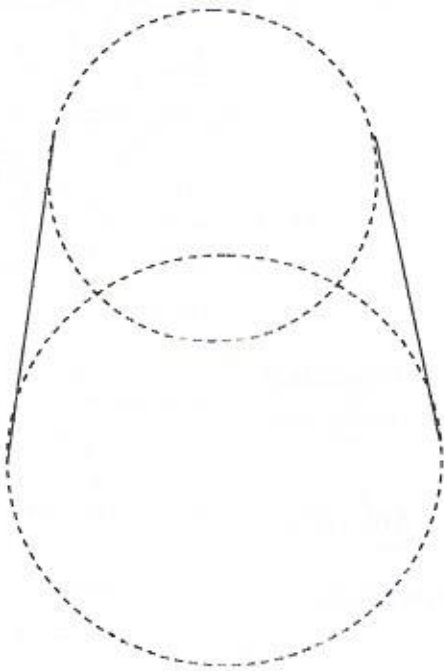
(b) How atmospheric perspective has been achieved in the painting;

- As the distance between the objects and the viewer increases, the contrast^{1m} between the object and its background decreases,
- Vegetation details^{1m} within the painting also decreases.
- The colours of the painting also become less saturated^{1m} as it shifts towards the background colours fade off to a bluish greyish shade which is dull and hazy.

Any 3 x 1 = 3marks

Total = 5 marks

3.



Positioning of the two circles 2 marks
 Positioning of body of cylinder 2 marks
 Overall placement 1 mark

Total = 5 marks

4. (a) (i) **Problem labelled X is;** a waist or draw-in

1 mark

(ii) **Three ways of avoiding the problem:**

- The warp tension should not be too tight, but needs to be tight enough to get the sheds to open.
- There must be enough slack in the weft that it can bend as it goes over and under the warps.
- The weft should not be pulled tight as it is passed through the shed, this may cause the selvages to draw in.

Any 3 x 1 = 3 marks

(b) **Two main purposes of sizing the warp in a weaving process:**

- (i) to increase the strength of the yarns,
- (ii) to reduce the yarn hairiness that would cause problems in weaving process,
- (iii) to increase the abrasion resistance of the yarn against other yarns and various weaving machine elements,
- (iv) to reduce fluff and fly during the weaving process

Any 2 x ½ = 1 mark

Total = 5 marks

5. **CD and Album cover with reference to;**

(a) (i) **Lettering;**

- (i) font is stylized, in varied colours; jumbled up and in 3D connoting the artist's surname;

- (ii) The title is in lowercase and in very small font size that is barely legible; it doesn't dominate the CD cover connoting that it's not the most important element of the album's identity.

Any correct explanation = 1½ marks

(ii) Imagery;

- (i) The image is very girly with the artist in a pink dress, long hair and all stretched out seated atop letter A which is in 3D;
- (ii) the fact that she is looking at the camera connotes that she is confident and engaged with the audience despite the title of the song; 'the fear'.

Any correct explanation = 1½ marks

Any well justified opinions should be rewarded

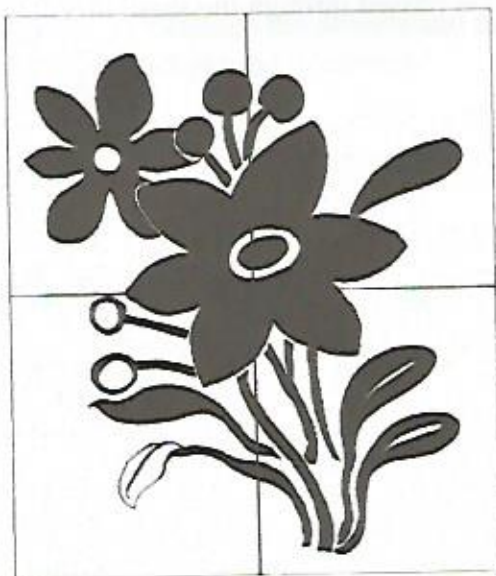
(b) Two functions of a CD cover

- Protect the CD from general wear and tear.
- Designed for the artist to advertise the content.

2 x 1 = 2 marks

Total = 5 marks

6. Composite panel of the tile



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Floral motif drawing = 1 mark
Tiles correctly aligned each 1 x 4 = 4 marks
Total = 5 marks

SECTION C (15 marks)

7 (a) Two types of posters

- i) Advertisement poster
- ii) Political poster
- iii) Educational poster
- iv) Event poster
- v) Religious poster

Each $\frac{1}{2} \times 2 = 1$ mark

(b) Four characteristics a good advertisement poster should have:

- i) Type large enough to be viewed to 10-15 times your format width.
- ii) Simple and clear layout for the reader to find the information.
- iii) Include all important information such as date, time, location, and contact name and telephone number.
- iv) Dominate elements such as a headline or image that will quickly catch reader's eye. This can be emphasized by size, colour or value.
- v) Artwork/ illustration that is related to the message.
- vi) The types/letters and imagery arranged in a logical, functional sequence.

Any 4 x 1 = 4 marks

(c) Five methods of advertising with examples of each

i) Online advertising (aka digital)

Via the Internet (World Wide Web)

ii) Cell Phone & Mobile Advertising

This uses cell phones, iPads and other portable electronic devices with internet connectivity. Current trends in mobile advertising involve major use of social media such as Twitter, Instagram, Snapchat and Facebook.

iii) Print advertising; print can be split into three sub-categories:

- a. Periodical advertising magazine, a newspaper, or anything else that comes out at regular intervals,
- b. Brochures, Leaflets, Flyers, Handouts and Point of Sale Advertising, novelties; pens, cups, key holders,
- c. Direct Mail Advertising.

iv) Guerrilla Advertising

Also referred to as ambient media, Guerrilla advertising (or marketing). It is a broadly used term for anything unconventional, and usually invites the consumer to participate or interact with the product in a way.

v) Broadcast Advertising

A mass-market form of communication including television and radio, broadcast advertising (Television Advertising/ telemarketing)

vi) **Outdoor Advertising**

Also referred to as out-of-home (OOH) advertising, billboards, bus shelter posters, fly posters and large digital boards

vii) **Public Service Advertising (PSA)**

Primarily designed to inform and educate rather than sell a product or service. They traditionally appear on TV and radio.

viii) **Product Placement Advertising**

These are promotional branded goods and services within the context of a show or movie.

Any method 5 x 1 = 5 marks

Examples 5 x 1 = 5 marks

Total = 10 marks

Total = 15 marks

8. **Process of developing a two colour full repeat floral design using batik technique.**

Step 1: Pre-wash fabric to remove any impurities that might interfere with dyeing, ^{½m}

Step 2: Design the floral pattern, ^{½m}

Step 3: Choose the colour scheme, ^{1m}

Step 4: Transfer the pattern, ^{1m} directly on the material using a pencil or cut the pattern out from the paper and sprinkle the edges with powdered graphite from the pencil.

Step 5: Melt premixed wax ^{½m} [paraffin & beeswax] in a double boiler ^{½m},

Step 6: Stretch the fabric on a wooden frame or hoop^{1m} [which will keep the fabric flat and horizontal or work on some newsprint paper or a piece of cardboard]

Step 7: Apply melted wax with a tjanting tool to create detail and fine line designs or with a small brush or with a stick ended with a sponge or cotton wool, ^{1m}

Step 8: Prepare the dyebath for first colour which should be the lightest colour; according to the manufacturer's instructions ^{1m}

Step 9: Dip the fabric in the dye bath ^{1m}

Step 10: Rinse and allow to dry. ^{1m}

Step 11: Repeat steps 5-8 above for the 2nd colour, waxing areas after dyeing that should remain the 1st colour, dye darkest colour ^{3m}

Step 12: Remove the wax using one of these methods: ^{2m}**Boil the wax out** in boiling water. OR **Iron the wax out in** between layers of absorbent paper/newsprint

Step 13: Wash fabric with a detergent or white vinegar to remove any leftover wax. dry and iron fabric.^{1m}

Award correct sequence of steps as allocated

Total = 15 marks

9. (a) **Type of sculpture; high relief**

2 x 1 = 2 marks

(b) **Steps of producing the wooden sculpture**

- i) Sketch the design. ^{1m}
- ii) Outline and transfer the sketch ^{1m} to the piece of wood using a pencil to lightly mark the intended cuts and gouges, this will aid in more precise, and prevent un-fixable mistakes.
- iii) Remove the background ^{1m}
- iv) Cut the basic shapes. ^{1m} Remove as much wood as possible until the basic shape of the final piece be visualized within the block of wood using a chisel and mallet. ^{1m}
- v) Rough out the form/define the basic shapes ^{½m} for grounding after obtaining the basic shape, use a large u-gouge ^{½m} to remove as much excess material as possible until the overall form of the piece develops; undercut for depth ^{1m}
- vi) Carving the face ^{1m}; identify the largest planes and work on those forms first. As the larger shapes come into focus, gradually ease way to the smaller, more well-defined forms, the hand ^{1m}.
- vii) Refine the facial features and fingers ^{1m}
- viii) Detailing: ^{½m} add fine details, using a riffler file ^{½m} once the overall form is complete, switch to the smaller tools and add detail to the carving in this case the fore lines, folds on the face fingers, eyebrows, beard.
- ix) Sharpen edge using a rasp ^{1m}
- x) Finish by sanding ^{½m} a smooth surface, along the grain, to protect the finished piece apply a polyurethane wood finish ^{½m}

Correct sequence of steps as highlighted = 13 marks

Total = 15 marks

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