



PRINCIPLES OF DESIGN

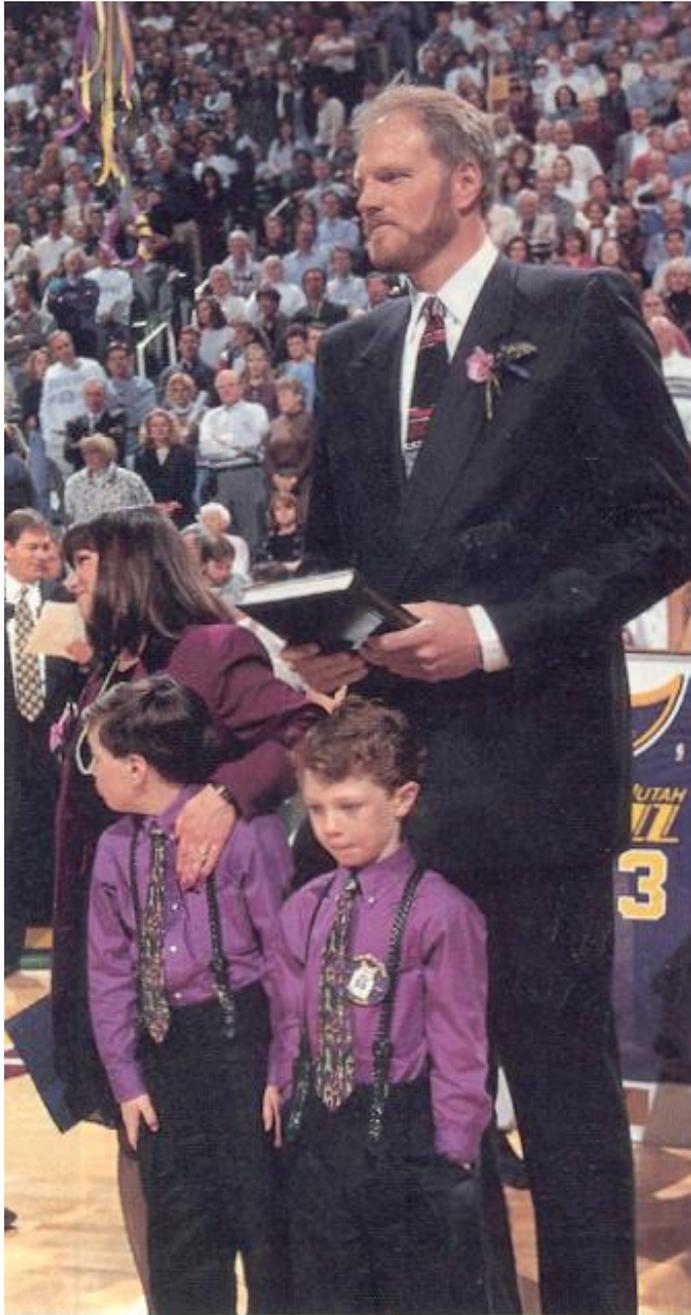


PRINCIPLES OF DESIGN

- Proportion & Scale
 - Balance
 - Emphasis
 - Rhythm
 - Harmony
- RULES
 - The principles of design are the rules that govern how we use each of the elements of design in any given art work.



**PROPORTION
/SCALE
FLATTERING THE
FIGURE**



- **Scale**: Relates to the absolute size of an object or space compared to *other things*.
- **Proportion**: How the lines/shapes divide the space, garment into parts. Compared to *the whole*.
- Proportion = Ratio's



1/2 to 1/2 2/5 to 3/5 1/3 to 2/3 1/4 to 3/4

Small and average sized textures are suitable for most garments. Large textures can overpower a garment



Moderately sized trims, neither too large nor too small, work best for most garments



PROPORTION= RATIOS

- Any fashion can be divided into parts and compared, which creates a ratio.
- Draw visual lines across the design to begin.
- Where there is a line, color, texture or shape change begin the first part of your ratio.
- The second part of the ratio is the remaining part of the outfit.





BALANCE IN FASHION



BALANCE

- The parts of a design are arranged so they achieve a feeling of rest and equilibrium
- Refers to how *lines, shapes, colors, textures, and patterns* are used to break up an area or space into parts.
- You can manipulate the elements of design to increase or decrease apparent visual weight.



TWO TYPES OF BALANCE

- Within balance there are two main methods to create equilibrium
 - Symmetrical Balance
 - Asymmetrical Balance



SYMMETRICAL BALANCE

- Both sides are EXACTLY the same, a mirror image of each other.
- This type of balance gives a very solid and professional look.
- Symmetrical balance is referred to as formal balance.

SYMMETRICAL EXAMPLES





ASYMMETRICAL BALANCE

- The design is balanced, but each side is different in some way.
- This type of balance tends to draw attention to a particular area.
- **Asymmetrical** is referred to as **informal** balance.

ASYMMETRICAL EXAMPLES





EMPHASIS IN FASHION



EMPHASIS

- A dominant focal point or center of interest in a garment or an outfit created by the use of line, shape, color, texture, and/or pattern.
- A point for the eye to rest on for a period of time.
- An outfit without a dominant point of interest appears uninteresting, boring, and unfinished.



TOO MUCH EMPHASIS

- Two or more dominant areas or points of emphasis, are distracting and confusing... the eye becomes overly stimulated and the effect is spotty and displeasing.
- Other points of interest may be present... but they must be less obvious in their claim for attention. The eye notices them, does not rest there, but returns to the dominant point.



EXAMPLES OF EMPHASIS





**THE
RHYTHM
OF FASHION**



RHYTHM

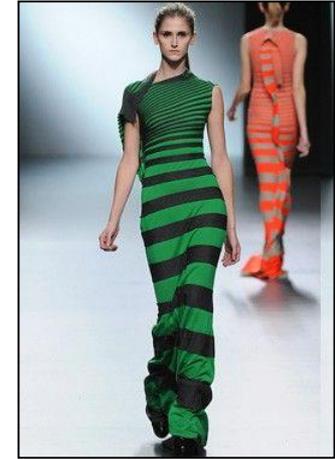
- Refers to how attention is led around the garment or the outfit.
- Rhythm is achieved when the lines, shapes, colors, textures, or patterns in clothing and accessories are arranged to lead the viewer's eye easily from one part of the garment to another.



RHYTHM BY GRADATION



- Gradual change in lines, shapes, color values or textures within the design
- The degree of change must be **SMALL** or a jumpy, choppy effect will result.





RHYTHM BY OPPOSITION

- Alternation of two or more lines, shapes, colors, textures, or patterns. Causes contrast or opposing details in a design.
- Examples: yellow then blue stripes in a shirt, beads used against feathers, sheer then opaque fabric used.





RHYTHM BY REPETITION

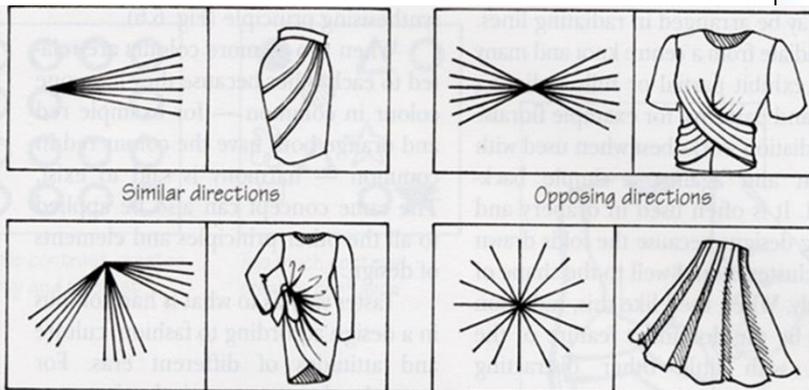
- Repetition of line, shape, color, texture, or pattern within the design
- Examples: row of buttons, trim on collar and cuffs, the same color used several times.





RHYTHM BY RADIATION

- Of lines, shapes, colors, or textural folds inward or outward from a central point or area.





RHYTHM BY TRANSITION

- Continuous line movement created by a line of shapes, colors, or textural trims.
- Examples: princess seamlines, contrasting piping around the collar and down the center front to the hemline





- Gradation
- Opposition
- Radiation
- Repetition
- Transition





HARMONY IN FASHION



HARMONY

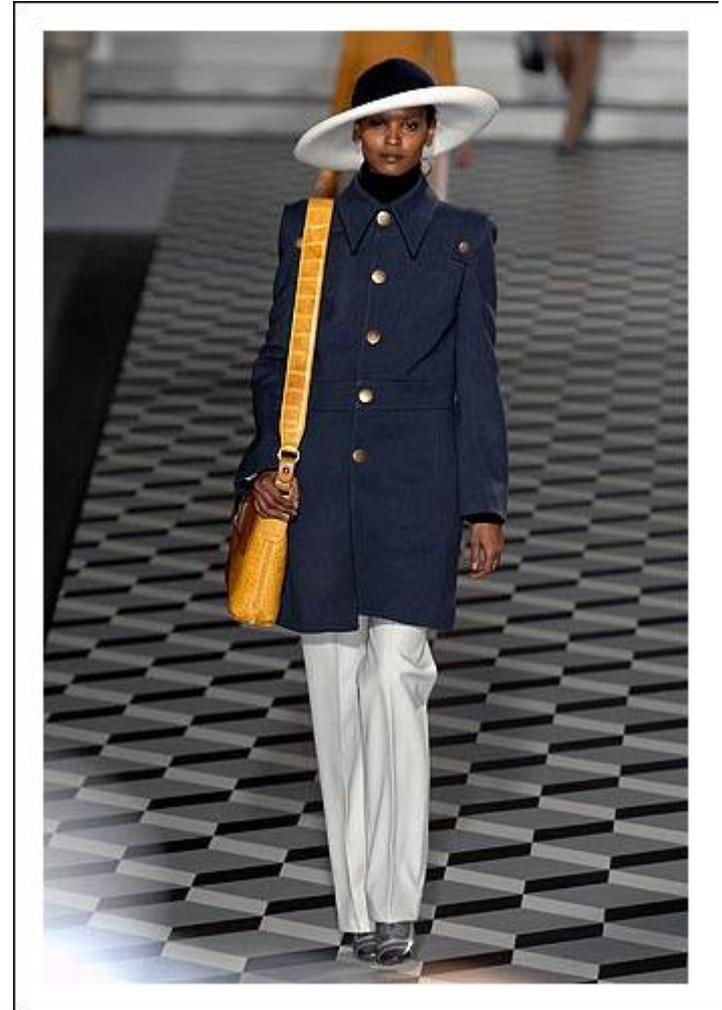
- Harmony is created by the following the principles (rules) of design when using the elements (tools).
- Harmony is pleasing when it has unity and variety.





UNITY

**Repeats one or more of
the elements of
design to tie the
outfit together.**





VARIETY

**Uses multiple elements
of design to add
interest and
excitement to the
outfit.**

