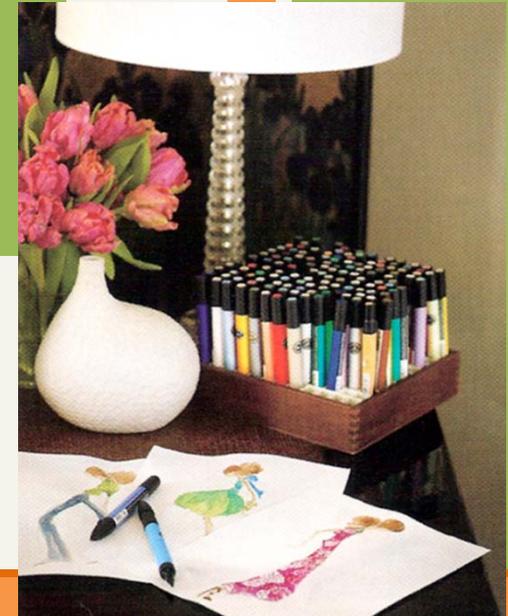
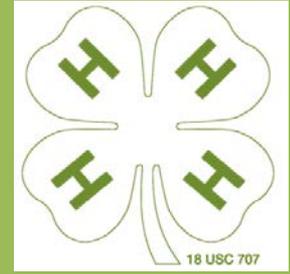


Design Elements & Principles in Clothing



By understanding and using the elements and principles of design you increase the likelihood that you will be successful in creating designs that are pleasing. This helps you to understand how and why some things work together and other do not.



J'adore décor Smilovic brought a fashion designer's sensibility to her home project, creating mood boards of clips and swatches for each room.



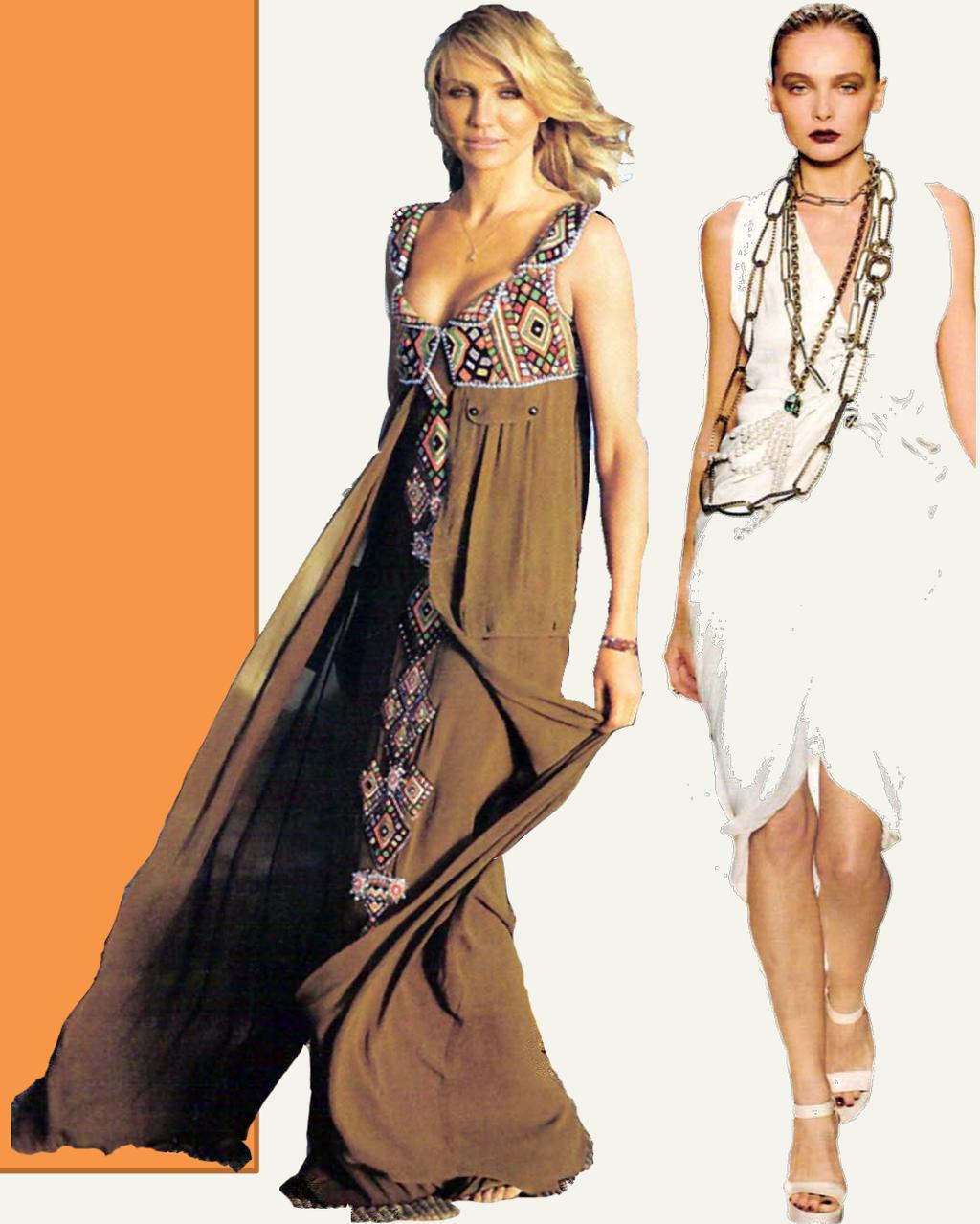


Principles

Elements

Principles of Design –

- Lineal/Directional
- Highlighting
- Balance
- Unity or Harmony



Highlighting

Occurs at a given point, focusing attention on that part of the body



Emphasis

Contrast



Use of different or unusual line

Concentricity



Proportion - Refers to the relationship between one part of a design and another part or to the whole design.

Good proportion is often determined by a rule called "Golden Mean" which was developed by Greek mathematicians. The most pleasing way to divide a rectangle in proportion of 2:3 or 3:5.



Balance gives a feeling of stability. There are three types of balance

Symmetrical or formal balance – the same on both sides.

Radial balance – have a center point. A pizza, a daisy and a tire all have radial balance.

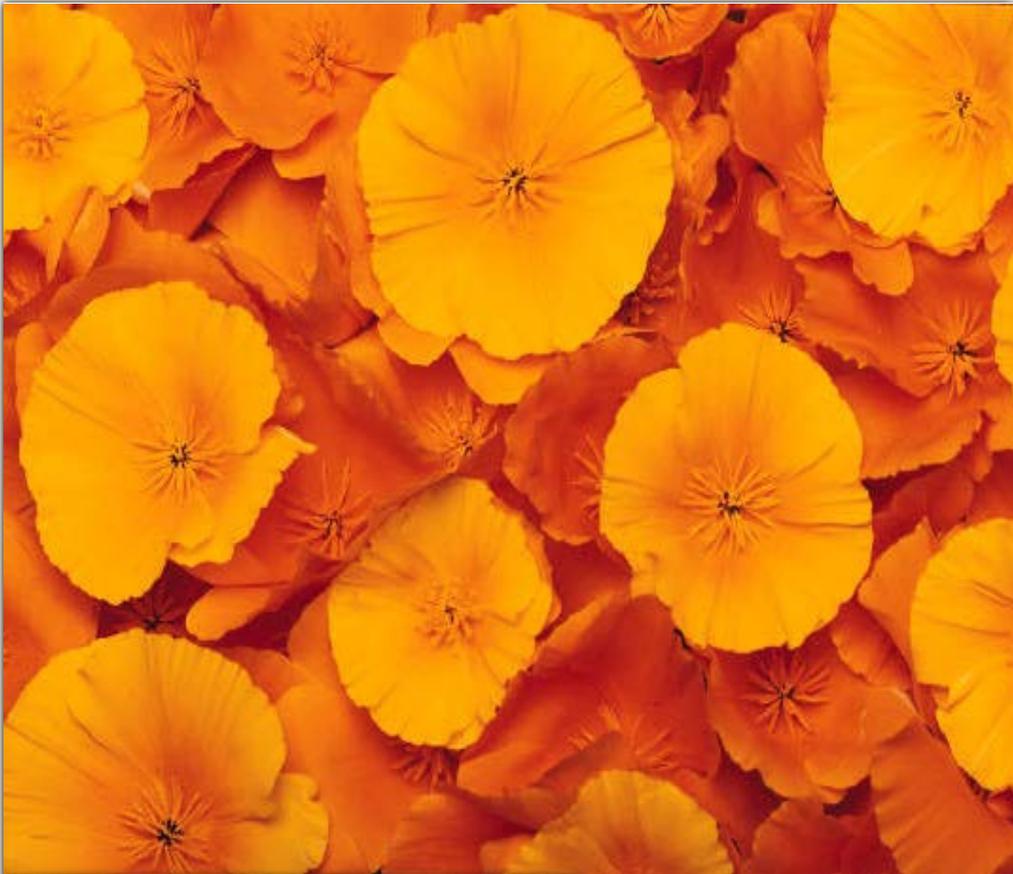
Asymmetrical Balance creates a feeling of equal weight on both sides, even though the sides do not look the same. Asymmetrical designs also are called informal designs because they suggest movement and spontaneity. Hard to achieve.





Unity or harmony – when things look right together, you have created unity or harmony. Lines and shapes that repeat each other show unity (curved lines with curved shapes). Colors that have a common hue are harmonious. Texture also helps create unity. But too much uniformity sometimes can be boring.

Unity is a difficult principle to define. Goal for overall look.

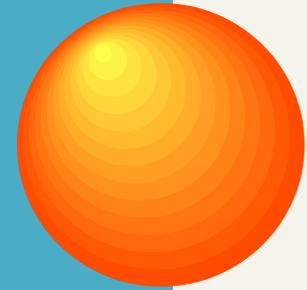


Elements of Design

The elements of design are shape/form, color, texture and line.



Shape is two-dimensional and appears flat.



Form is the shape and structure of an item. Form is three-dimensional with length, width, and depth.



A circle is a shape; a ball is a form



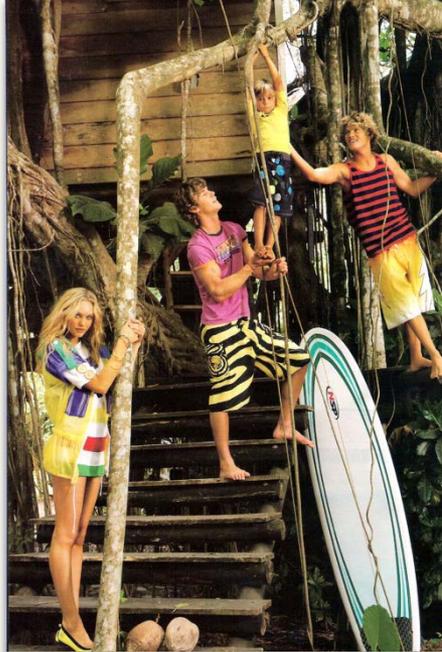
Texture is the surface quality of an item. How it feels when touched, or looks like it would feel if touched.





Line can show direction, draw your attention, outline an object, divide a space or communicate a feeling. Lines can be horizontal, vertical, dotted, zig-zag, curved, straight, diagonal, bold or fine.

Lines can be part of the fabric or part of the design.



Unraveling the Mystery of Design Elements and Principles in Clothing, Iowa State University Extension, 2003

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