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THE  
ART  
OF  
FASHION

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# WHAT IS DESIGN?

- A design is an arrangement of elements or details in a product or work of art. Paintings, buildings, and even cities are designs. The clothes people wear are design and use the same combination of the elements and principles of design.



# STEPS TO GOOD DESIGN

1. Help you to recognize a well-designed garment or ensemble.
  2. Help you select the designs that look best on you.
- By understanding design, you will be able to show off your best features.



# FIGURE TYPES

- Understanding figure types and body shapes is key to developing a sense of design, which in turn will help you look your best.
- Body shape is called figure for females and physique for men. These figure and physique types are often compared to geometric shapes:
  - The triangle, rectangle, and circle



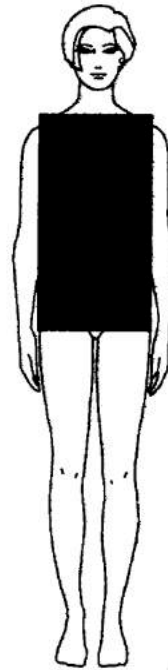
# SILHOUETTES



Triangle  
shape



Inverted  
triangle  
shape



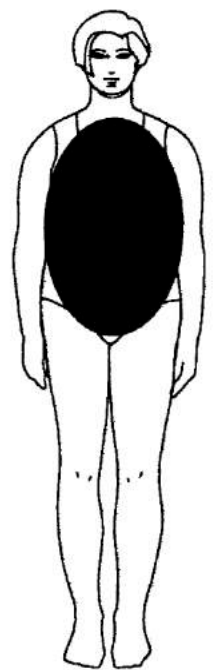
Rectangle  
shape



Hourglass  
shape



Diamond  
shape



Rounded  
shape



# TRIANGLE SILHOUETTE

- This shape is narrow on the top and wider on the bottom. This means a person may have narrow shoulders, average to small bust/chest, and broader hips and thighs. Some people will describe this figure as pear-shaped.



# TRIANGLE SILHOUETTE





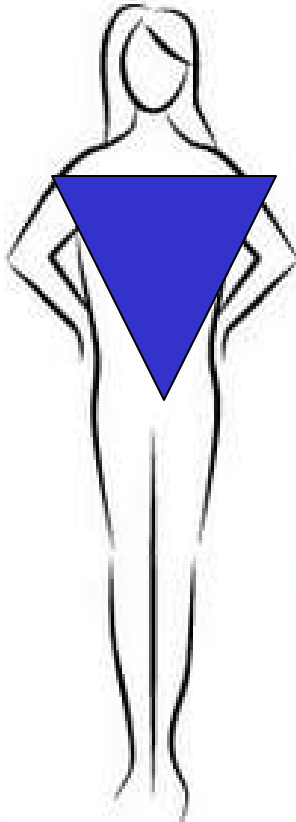
# INVERTED TRIANGLE SILHOUETTE

- This person has a large upper body and smaller lower body. Shoulders are wide, but hips and thighs are narrow. The bust or chest is average to large. This shape may be described as apple-shaped.
- This is a typical man's physique.





# INVERTED TRIANGLE SILHOUETTE



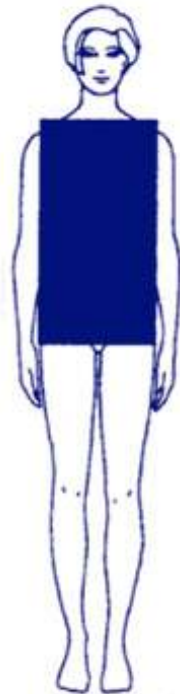


# RECTANGLE SILHOUETTE

- A person with this figure type has shoulders, waist, and hips of a similar width. The body shape has few curves. The chest is usually small and there is no defined waist.



# RECTANGLE SILHOUETTE



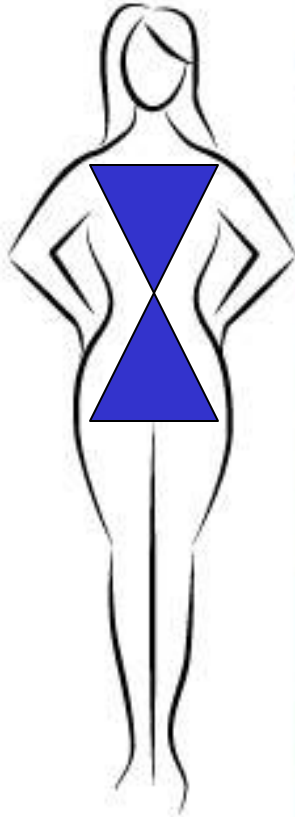


# HOURGLASS SILHOUETTE

- When you picture an hourglass you envision an object that is wide at the top and bottom, but narrow in the middle. This also describes the hourglass figure type. This person generally has a larger bust, a well-defined waist and wider hips.



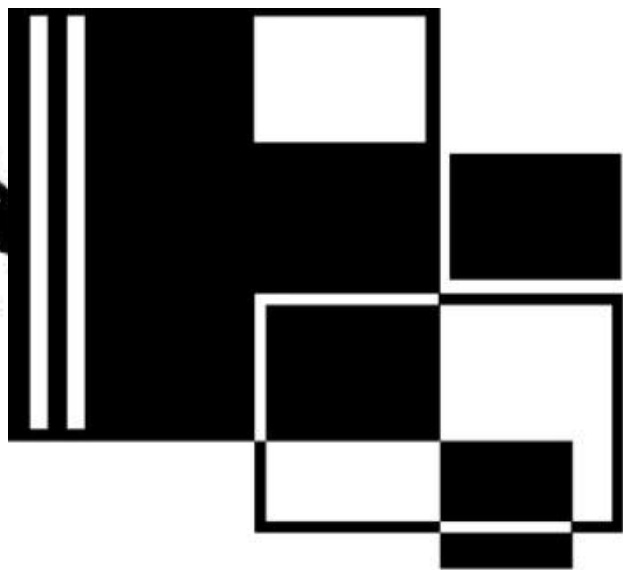
# HOURGLASS SILHOUETTE





# BODY SHAPES

- No matter what figure or physique type, people can use the elements and principles of design to create an optical illusion—a misleading image or visual impression presented to the eyes—of a slightly different shape and, therefore, enhance their best features.



The  
**Elements**  
of **Design**



# ELEMENTS OF DESIGN

- The elements of design are color, line, form, and texture. They are sometimes referred to as the building blocks of design. Each of these elements plays an important role in forming the structure of clothing designs.





# LINES

- Lines give direction to a design and break larger areas into smaller ones. Lines also create movement in a design, carrying the eye form one area to another. They can be vertical, horizontal, diagonal, or curved.



# VERTICAL LINES

- These lines lead the eye up and down. They add height and create a thinner, taller silhouette. They are more masculine.





# HORIZONTAL LINES

- These lines carry the eye from side to side. Adds width and make a person appear shorter and heavier.





# CURVED LINES

- These lines gently bend. They are considered graceful and feminine. They can also re-emphasize and define the figure.





# DIAGONAL LINES

- These lines are angled and slanted. They produce the same illusion as the straight line they most resemble.





# FORM AND SHAPE

- The outline of an object is its shape, which is made up of lines. If you stand in front of a lighted area near a wall, you can see your silhouette on the wall as a shadow. When people see you from a distance they only see your shape.



# FORM AND SHAPE

- When a two-dimensional shape takes on a third dimension, it becomes a form or mass. Form is the three-dimensional shape of an object. If an object has height, weight, and depth, it has form. Form makes up the enclosed area of design. Along with body shape, the clothes people wear create form.



# FORM AND SHAPE

- Several forms or shapes are common in clothes. These include the following:
  - Natural Form
  - Full Form
  - Tubular Form
  - Bell Form





# NATURAL FORM

- The natural form follows the shape of the body. Clothes fit close and reveal the natural waist and hips.





# FULL FORM

- Some clothes, such as a full skirt or pants with wide legs, produce a full form. These clothes tend to visually increase size and weight.





# TUBULAR FORM

- Clothes with a tubular form are more vertical. They include a straight dress without a defined waistline, straight-leg pants, or a suit.
- The tubular form creates the illusion of height and slenderness.





# BELL FORM

- Clothes that produce the bell-shaped form look good on most people. Flared skirts and pants are examples of bell forms.





# TEXTURE

- Texture refers to how a fabric feels and looks on the surface. The yarn, weave, and finish determine a fabric's texture. Some words that describe textures are smooth, dull, rough, shinny, soft, fuzzy, delicate, scratchy, and shaggy.



# TYPES OF TEXTURES

- There are two main types of textures seen in clothing.
  1. Tactile—how an object feels.
  2. Visual—how an object appears to feel.



# TEXTURE GUIDELINES

When choosing textures, follow these guidelines:

1. Fuzzy, loopy, or shaggy surfaces are usually thicker and bulkier. They increase visual size.
2. Stiff, crisp textures also increase the illusion of size because the fabric stands away from the body. They can, however, help conceal some body features.
3. Soft clingy fabrics reveal the body's entire silhouette.
4. Smooth, flat textures give the illusion of decreased size.
5. Shiny textures reflect light and emphasize body curves. They tend to add the illusion of weight or size.
6. Dull surfaces tend to decrease size because they absorb light.



# PATTERN

- Patterns used on clothing add extra embellishments:
  1. Naturalistic—realistic, appears as it would naturally.
  2. Conventional/Stylized—can recognize the object but is not realistic in appearance.
  3. Geometric—based on lines and shapes.
  4. Abstract—separate from anything recognizable in the real world.





# COLOR AN ELEMENT OF DESIGN





# COLOR

- When shopping for clothes, color may be the first thing that attracts you to a particular garment. The range of colors is almost limitless. Some are light; other are dark. Some are bright; others are dull. Understanding the properties of color can help you choose colors that will best enhance your features.



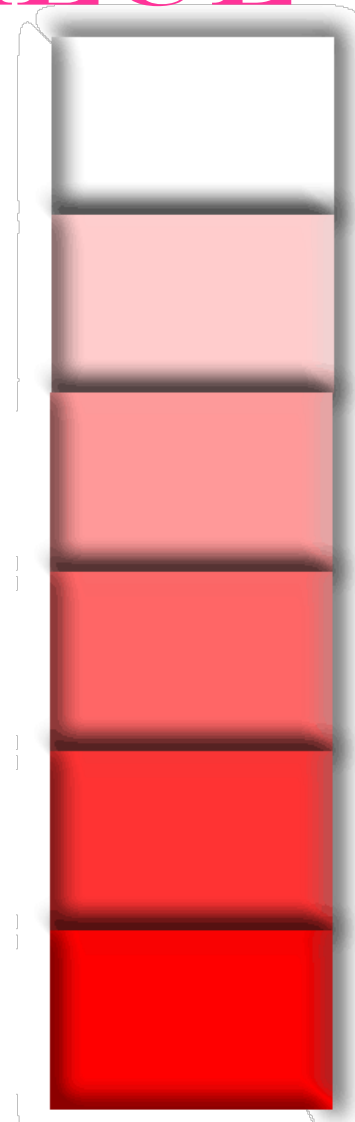
# QUALITIES OF COLOR

- Color has three properties or qualities. The first is hue. Hue is the name of a color, such as red, green, or blue. The other two qualities of color are value and intensity.



## VALUE

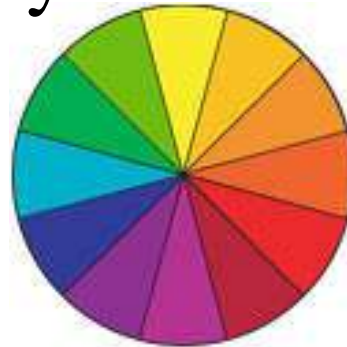
- The lightness or darkness of a color. Each color has a wide value scale from light to dark. Different values form when white or black is added to a color.
  - Tints & Shades





# TINTS AND SHADES

- Tints: A subcategory of value. A tint is made by adding white to a hue.
- Shades: A subcategory of value. A shade is made by adding black to a hue.



Hues



Tints



Shades



# INTENSITY

- The brightness or dullness of a color. A bright color is more intense than a dull color. Adding more of the dominate color makes a color more intense. Adding some of the color's complement will make the color less intense.

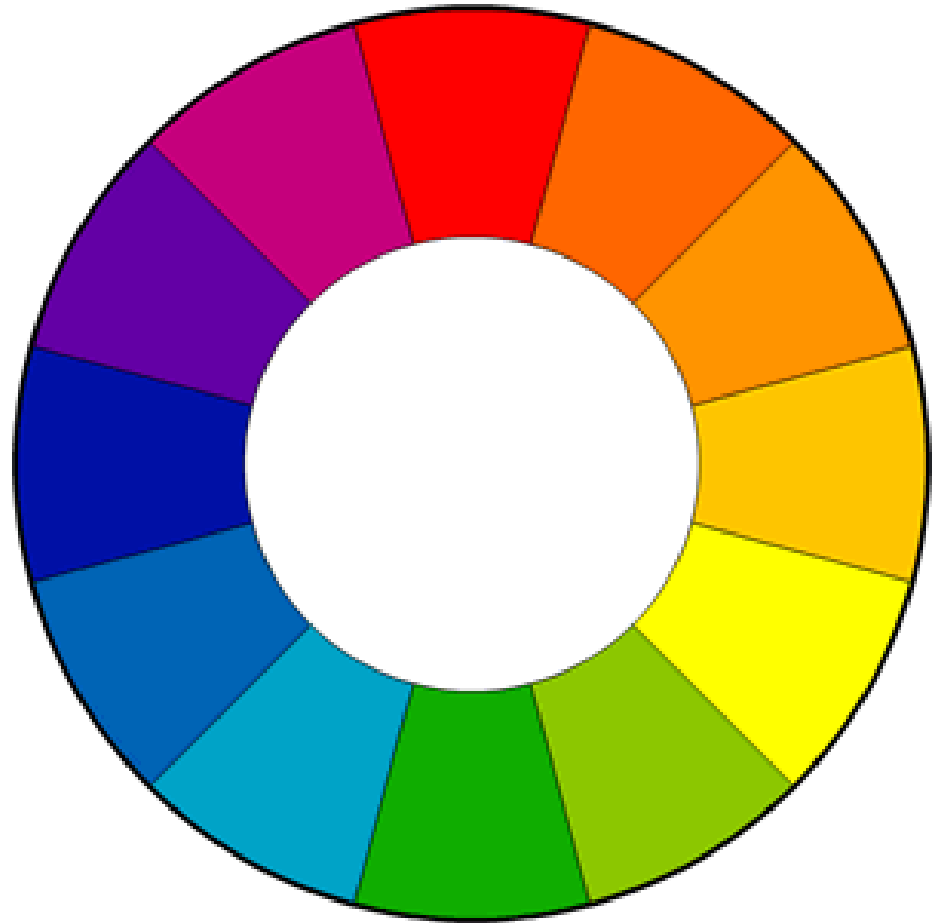
Intensity





# THE COLOR WHEEL

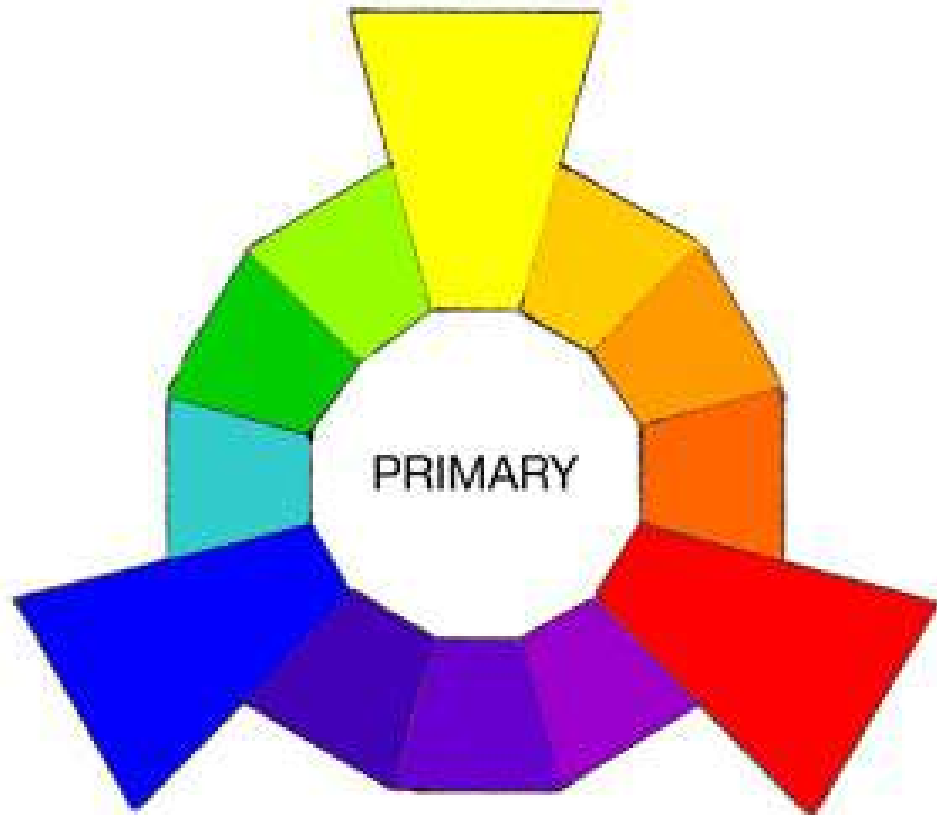
- The color wheel shows the relationship among colors or hues. It includes the primary, secondary, and tertiary colors.





# PRIMARY COLORS

- Red, yellow, and blue are the primary colors. Each is a pure hue. No other colors can be combined to make any of them.
- They are placed equal distances from each other on the color wheel, forming a triangle.
- All other colors are made from them.

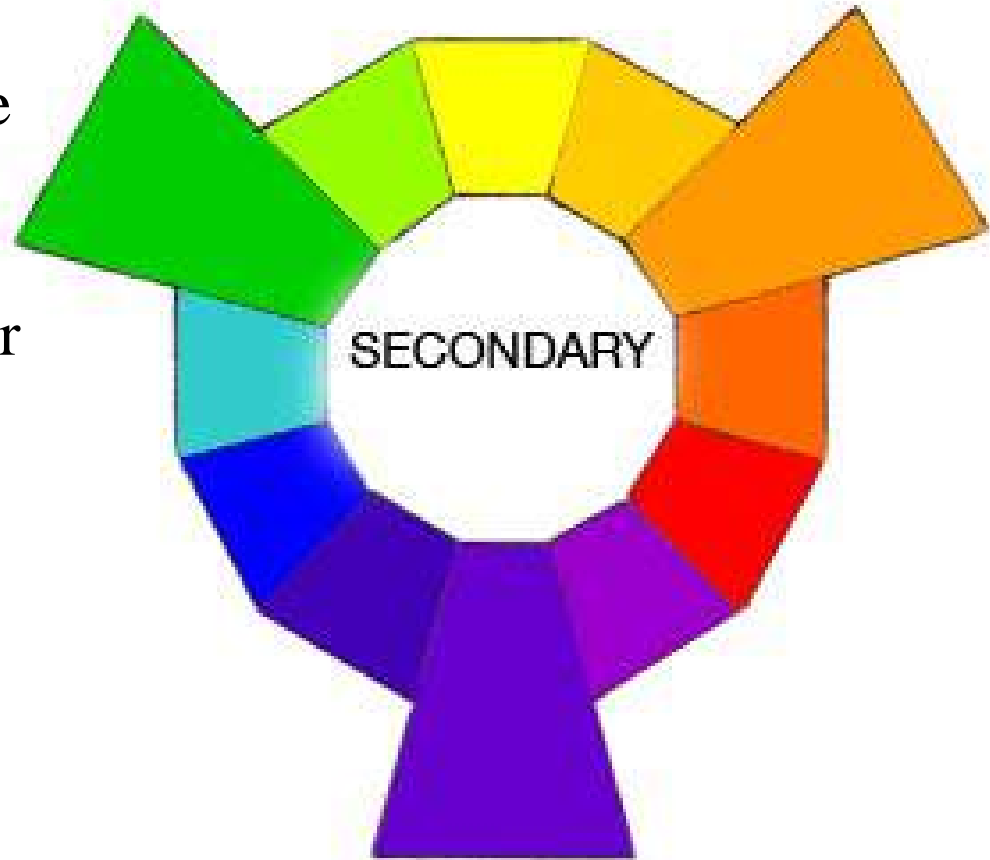






# SECONDARY COLORS

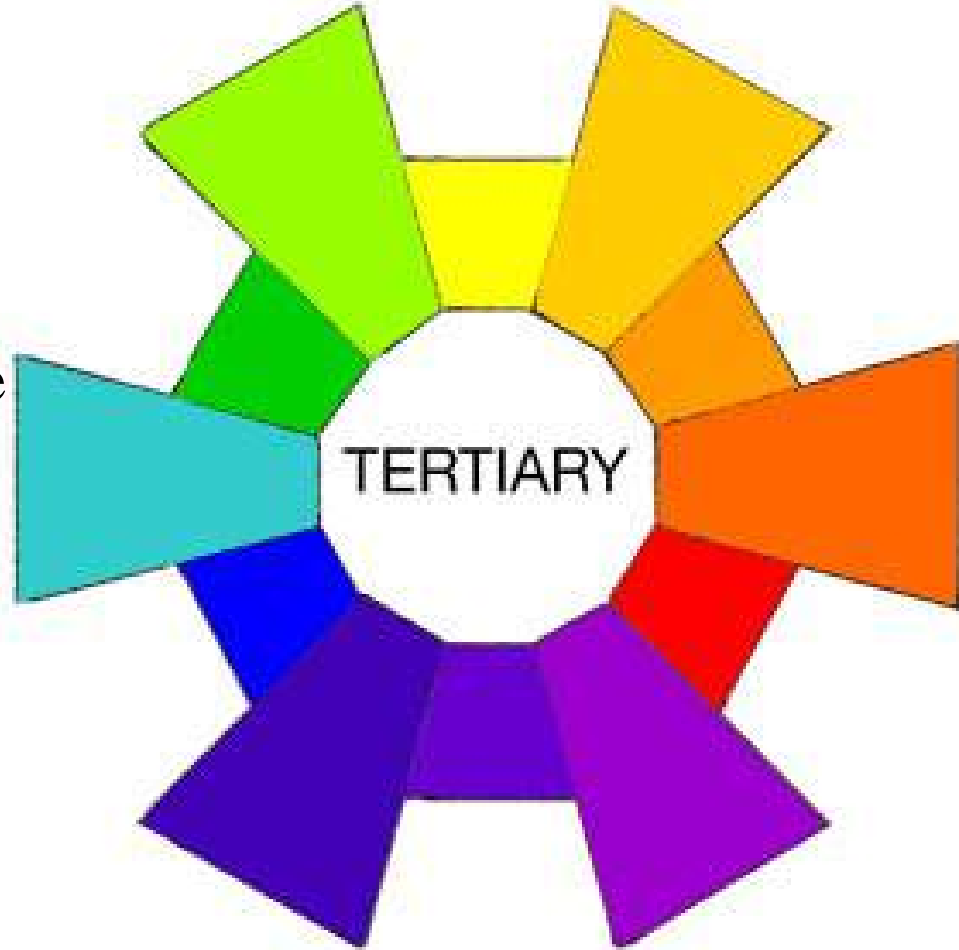
- Orange, green, and violet are the secondary colors. They are located evenly between the primary hues on the color wheel.
- Mixing equal amounts of two primary hues forms the secondary colors.
  - Red + Yellow = Orange
  - Red + Blue = Violet
  - Blue + Yellow = Green





# TERTIARY COLORS

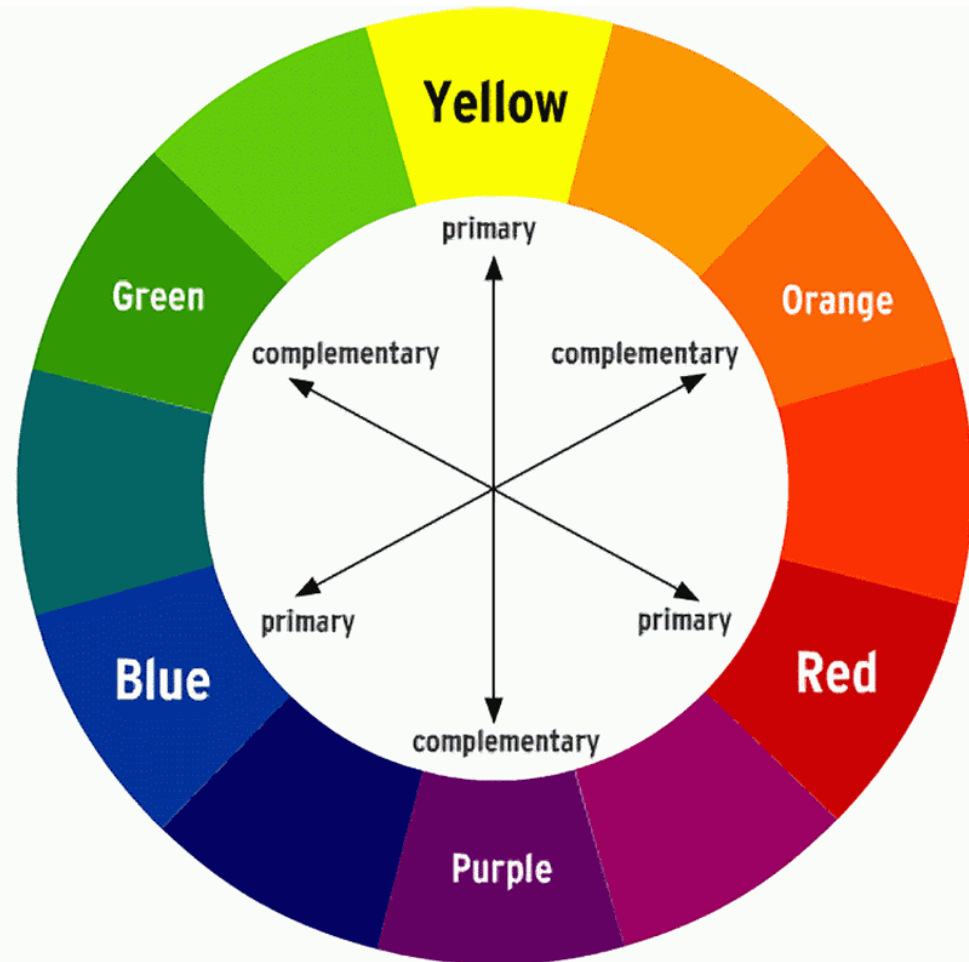
- Combining equal amounts of a primary and secondary hue form a tertiary color. They are located between the primary and secondary colors on the color wheel.
- These colors are red-violet, blue-violet, blue-green, yellow-green, yellow-orange, and red-orange.





# COLOR COMPLEMENTS

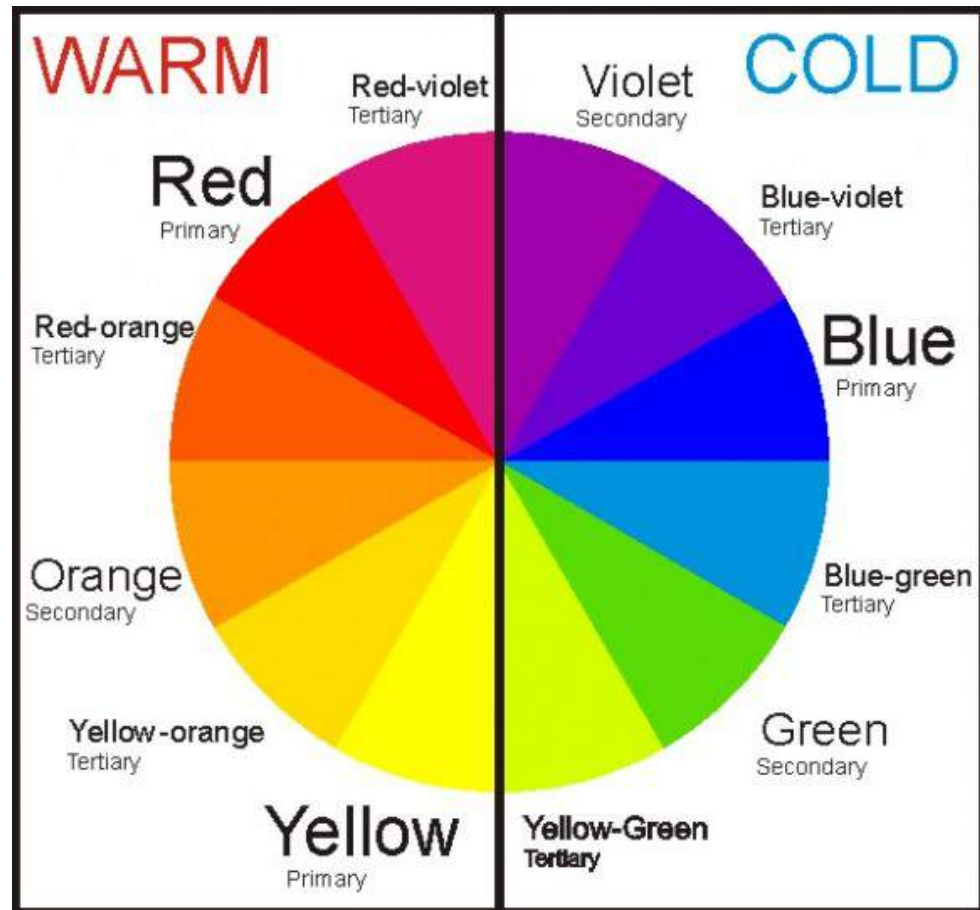
- Colors located opposite one another on the color wheel. They have the greatest contrast and look brightest when used together.
  - Red and Green
  - Yellow and Violet
  - Blue and Orange





# WARM COLORS

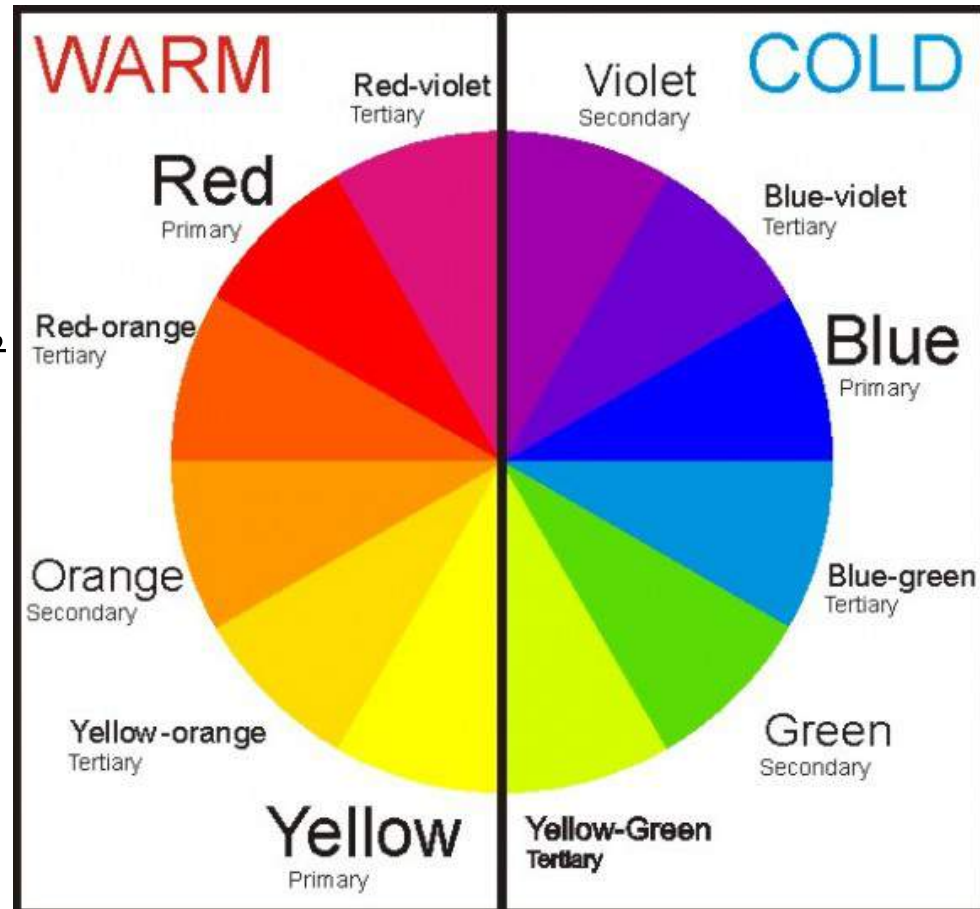
- Red, orange, and yellow are considered warm colors. They are bright and cheerful, and suggest activity. Many people like to wear warm colors.





# COOL COLORS

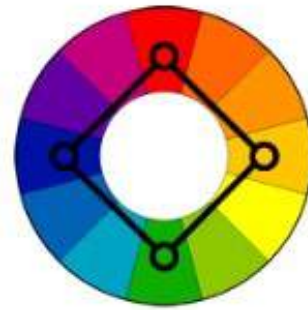
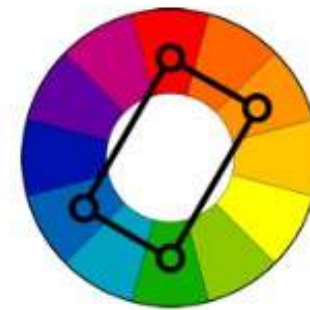
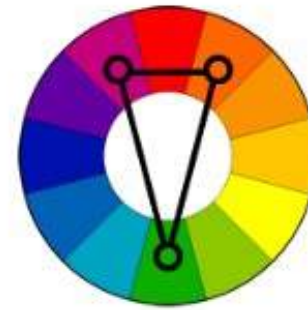
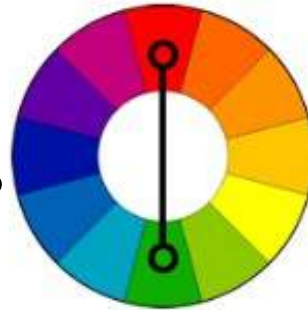
- Blue, green, and violet are considered cool colors. Restful, relaxing, refreshing, cool, and soothing are terms often used to describe these colors.
- Long term hospital patients may stay in rooms painted soft green or blue-green. These colors are relaxing and comfortable.





# COLOR SCHEMES

- Appealing combinations of colors form color schemes. Designers often base fabric and clothing designs on these time-tested color schemes.





# MONOCHROMATIC

Monochromatic Color Wheel



- A color scheme that uses several values and intensities of one color.
  - Someone wearing a pale blue shirt, navy jeans, and pure blue socks is displaying a monochromatic outfit.





# ANALOGOUS/ ADJACENT

- Two to Four Colors are next to one another on the color wheel. They are closely related and always blend.
  - Autumn leaves in yellows, oranges, and reds are a great natural analogous color scheme.



Analogous

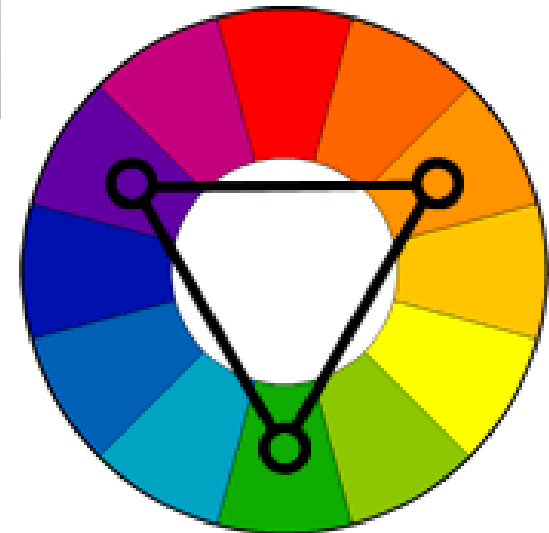






# TRIAD

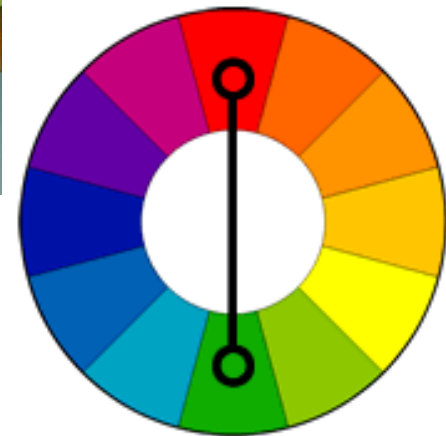
- A triad uses three colors that form an equal-lateral sided triangle on the color wheel. Commonly it is your primary and secondary colors.





# DIRECT COMPLEMENT

- This color scheme uses two colors directly opposite of each other on the color wheel. With this color scheme lower the intensity of one or both of the colors to enhance one other.





# SPLIT COMPLEMENT

- This color scheme uses three colors. It uses one color plus two colors next to its complement.
- Creates a very flattering look to the design.



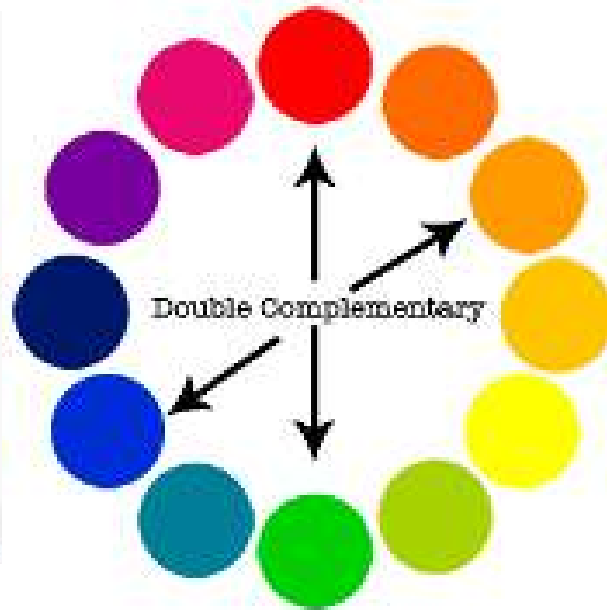
Split Complementary





# DOUBLE COMPLEMENT

- This color scheme uses four colors. It consists of two sets of direct complements.
- One of the colors should be dominate and can create a fun look.



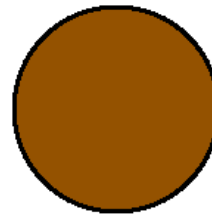


# NEUTRALS

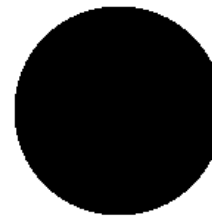


- Black, white, gray, tan, brown are neutrals. They are known as the non-colors. White, the absence of color reflects light. Black absorbs all colors. Gray is a blend of black and white. Tan and brown are made by combining color complements evenly.

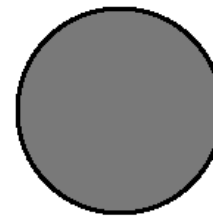
Neutral Colors



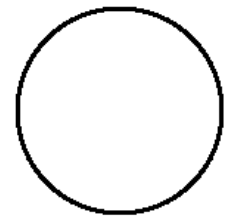
brown



black



gray

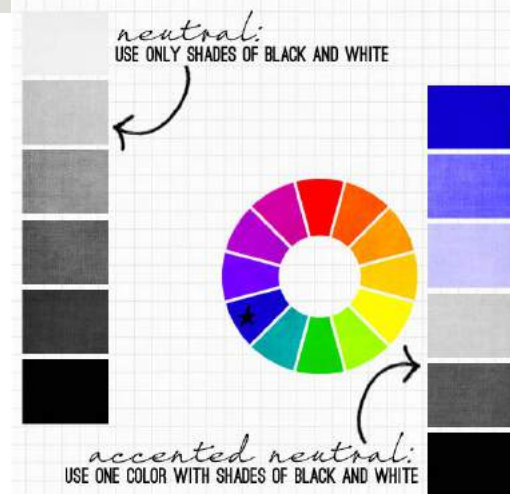


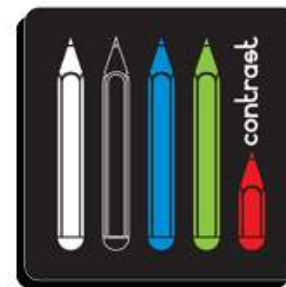
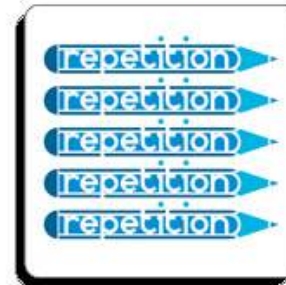
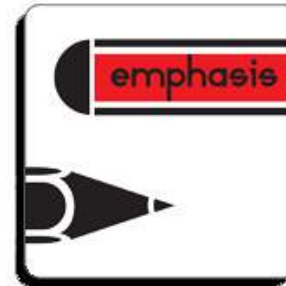
white



# ACCENTED NEUTRAL

- A color scheme that combines a neutral color with a bright color accent. This is a very versatile combination when mixing and matching various pieces in a wardrobe.





# THE PRINCIPLES OF DESIGN



# PRINCIPLES OF DESIGN

- The principles of design are guidelines for combining and using elements of design. Balance, proportion, rhythm, and emphasis are the principles of design. When these are used correctly, the result is harmony—the goal of good design.





# PROPORTION/ SCALE

- Proportion is the relationship of one part to another and of all the parts to the whole. This includes sizes, spaces, shapes, and visual weight.
- Clothing and accessories should be in proportion to a person's size and body shape.



# BALANCE

- Balance is the arrangement of objects in an even, pleasing way with equal visual weight on both sides.
- There are two types of Balance:
  1. Formal/Symmetrical Balance
  2. Informal/Asymmetrical Balance



# FORMAL/ SYMMETRICAL BALANCE

- With formal/symmetrical balance, both sides of the garment are identical or a mirror image. It is easy to achieve in clothing.
  - Example: a skirt with the same number of pleats on each side of the center.



# FORMAL/ SYMMETRICAL BALANCE





# INFORMAL/ ASYMMETRICAL BALANCE

- With informal/asymmetrical balance the design elements are different on either side of the imaginary line. One side of the design does not reflect the other. Not as easy to create but usually more interesting.
  - Example: a jacket with an off-center closing.



# INFORMAL/ ASYMMETRICAL BALANCE





# EMPHASIS

- Interesting designs have one part that stands out more than any other part. They have a center of interest or emphasis. The eye is drawn to this area and it is the first thing people see. Often referred to as the focal point.



# EMPHASIS

- Emphasis should be used to draw attention to a person's best features. It is achieved through:
  - Color, design details, texture, and accessories.







# RHYTHM

- Rhythm is the feeling of movement created by line, shape, or color in a design. It causes the eye to move smoothly from one part of design to another.
- There are five ways that rhythm can be achieved:
  1. Graduation
  2. Opposition
  3. Radiation
  4. Repetition
  5. Transition



# RHYTHM BY GRADUATION

- Sometimes called progression, implies a gradual increase or decrease in size or color.
  - Color can go from light to dark.
  - Textures from thin to thick.





# RHYTHM BY OPPOSITION

- Rhythm that is created when lines meet to form right angles. Direct contrast created by perpendicular lines, black and white or complementary colors placed next to each other.





# RHYTHM BY RADIATION

- When lines extend out from a central axis point. Created with gathers, tucks, seams, darts, flowing lines, or colors fan out from a central area.





# RHYTHM BY REPETITION

- Repeating lines,  
shapes, colors or  
textures in a garment.





# RHYTHM BY TRANSITION

- A fluid rhythm created when a curved line leads the eye over an angle.





# HARMONY

- Using the elements of design according to the principles of design creates harmony and a pleasing visual image. In achieving harmony, all parts of a design look as if they belong together. It helps to add variety with accessories but never takes away from the overall design.

