



**The  
Art  
of Fashion**



# Elements of design

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- The ***elements of design*** are combined in different ways to form designs.
- The ***principles of design*** are guidelines/rules for using the elements of design.
- When the elements of design are used effectively according to the principles of design, harmony results.
- Harmony***: *The pleasing visual effect of a design created by tasteful use of the elements of design following the principles of design.*

# Elements of Design

- Elements are the building blocks of design.
- Color: Most exciting element of design
- Shape: Overall outline of a garment, it is the form or silhouette.
- Line: Distinct, elongated mark as if drawn by a pencil or pen.
- Texture: The surface quality of goods.
- Pattern: prints on fabric is called pattern.

# 1. Colour

- One of the first things we notice about clothing
- Colour can change the perception of the person wearing the garment, e.g. appear taller, thinner, rounder, etc.
- Darker colours can reduce the size of a person while light colours can increase it.
- Colour can be used to highlight details of a garment, e.g. the pleats, cuffs, etc.
- Warm colours are stronger than pale colours.

# The Importance of Color

- Creates the greatest visual impact for the consumer
- Can affect illusions of the size and shape
- Can reflect the personality of an individual
- Is associated with psychological traits and emotions

# Psychology of color

- **RED**: exciting, aggressive, passionate
- **ORANGE**: earthy, warm, hopeful
- **YELLOW**: cheerful, sunny, cowardly
- **GREEN**: restful, envious, fresh
- **BLUE**: calming, cool, depressed
- **PURPLE**: drama, rich, royal
- **WHITE**: innocent, pure, peaceful
- **BLACK**: sophisticated, gloomy, mysterious
- **GRAY**: old, sad, modest

# Dimensions of color

A color has three qualities or dimensions by which it can be described. These are hue, value and intensity.



# ***Color***

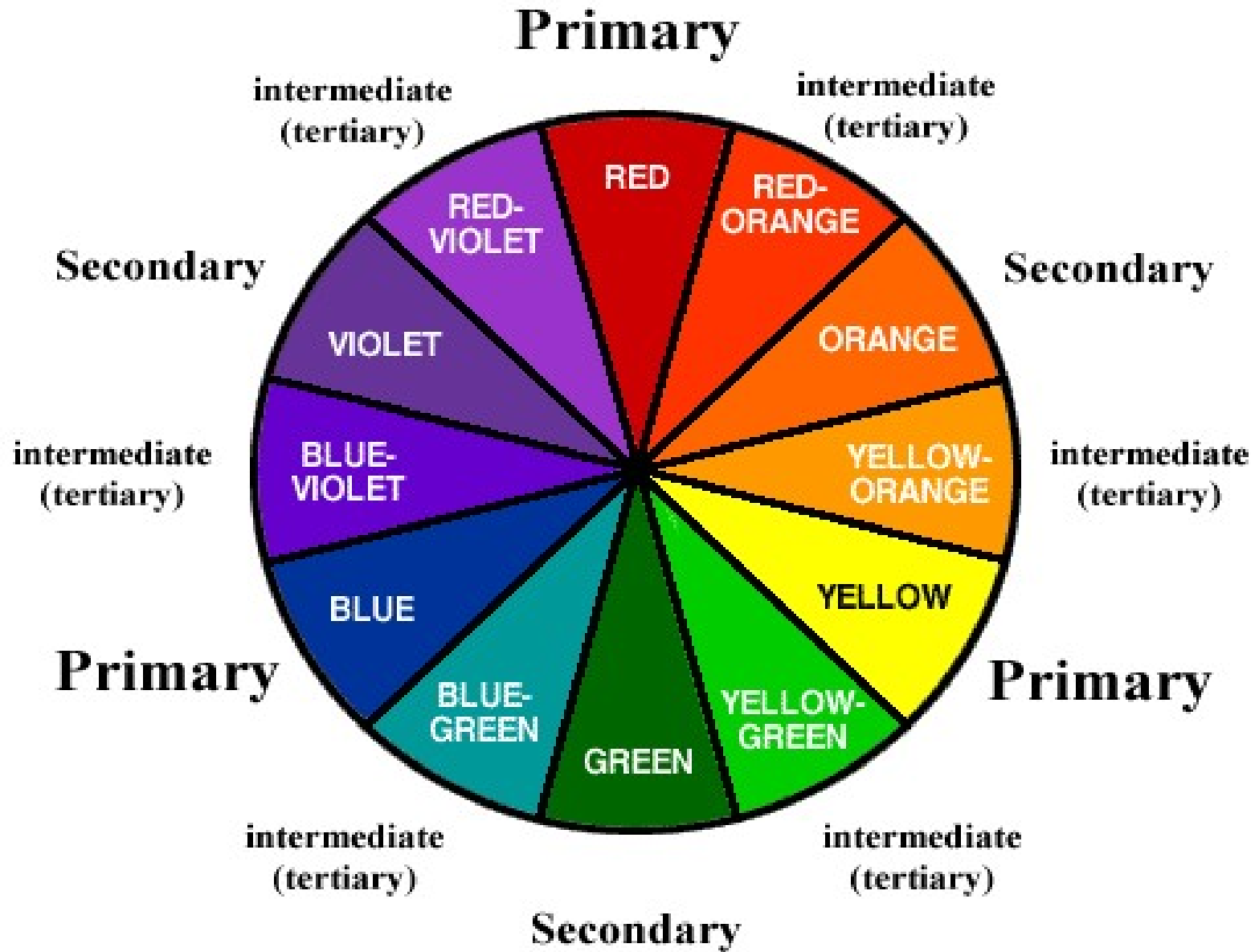
***Hue:*** (1) *The technical word for color. (2) The name given to a color, such as red or yellow, that distinguishes one color from another.*



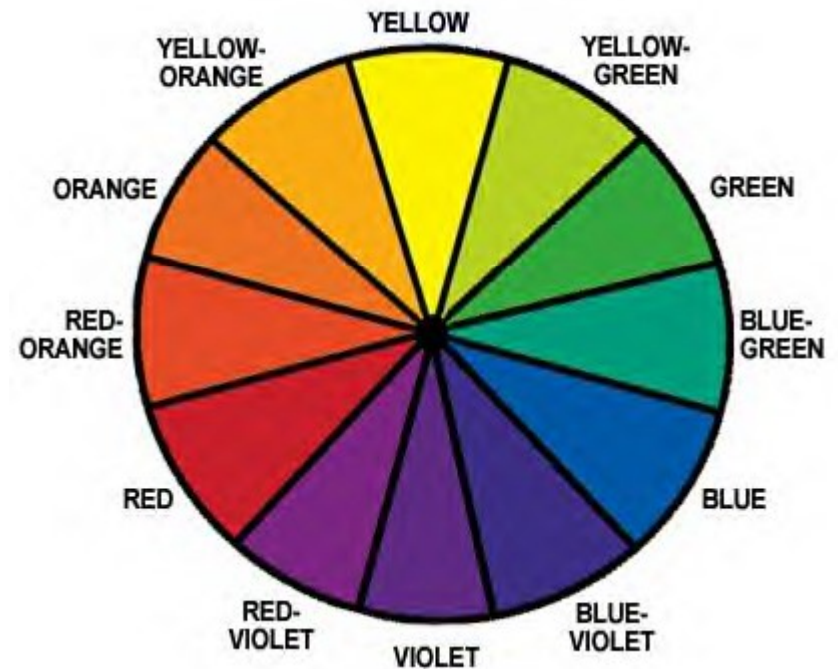
- **Value:** *The lightness or darkness of a color.*
- **Tint:** *The lighter hue created when white is added to a color.*
- **Shade:** *The darker hue created when black is added to a color.*
- **Intensity:** *The brightness or dullness of a color.*
- **Neutrals:** *Black, white, beige, and gray. Neutrals can be used alone or with any other colors.*

# ***Color wheel***

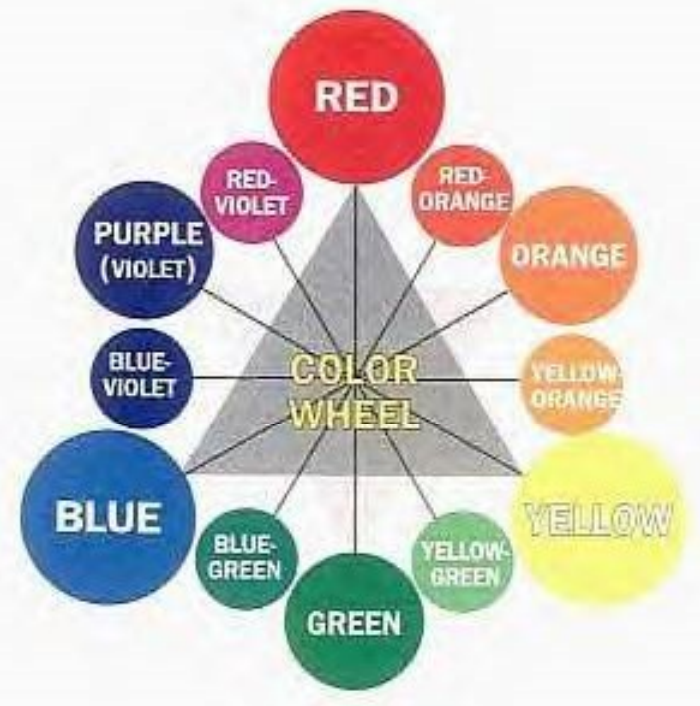
*A diagram that illustrates hues and their relationship to each other.*



- **Primary hues:** Red, yellow, blue. These colors cannot be made by using any other color. All other colors are made from a combination of these. These three colors are also known as chromatic colors.
- **Secondary hues:** Orange, green, violet. These are created by mixing equal amounts of two primary colors.



- ***Intermediate hues:***  
*Blue-violet, blue-green, yellow-green, yellow-orange, red-orange, red-violet.*  
*Colors made by combining equal amounts of adjoining primary and secondary hues.*



# Warm and cool colors

- ***Warm colors:***  
*Red, orange  
yellow.*
- ***Cool colors:***  
*Green, blue,  
violet.*
- Think of the sun  
and its warmth.
- Think of the  
calmness of the  
ocean or sky.



# ***Color schemes***

*Plans that can be used to provide harmonious color combinations.*

## **Related color scheme**

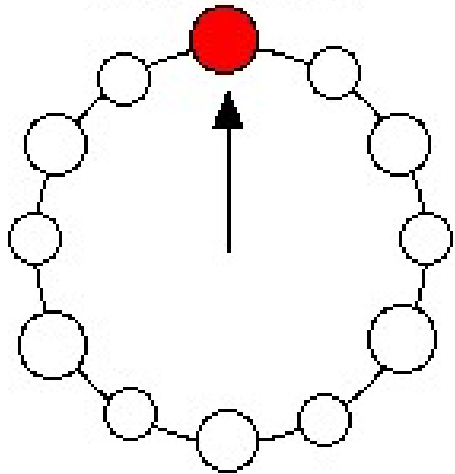
- Monochromatic
- Analogous
- Accented  
Neutrals

## **Contrasting color schemes**

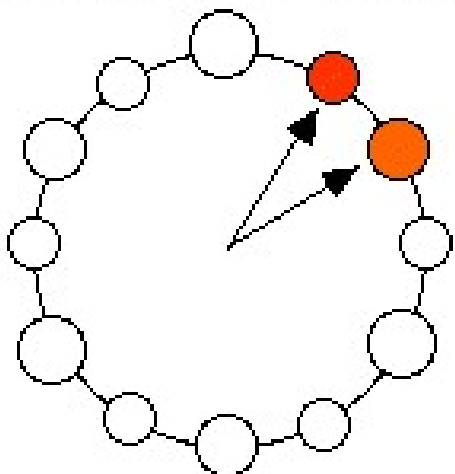
- Simple  
Complementary
- Split-  
complementary
- Triad



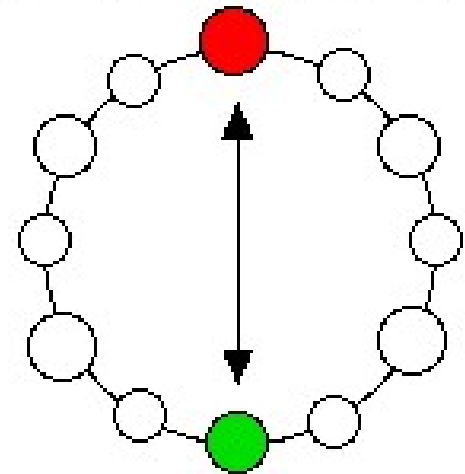
**Monochrome**



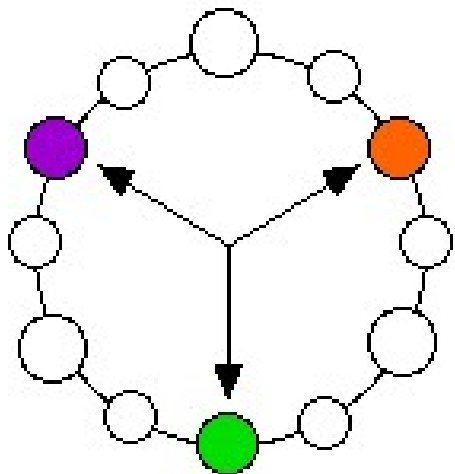
**Adjacent = Analogous**



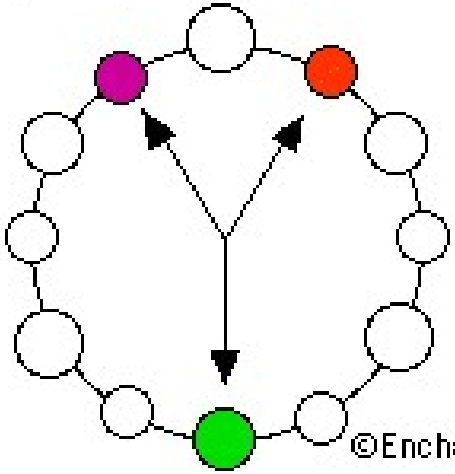
**Complementary Colors**



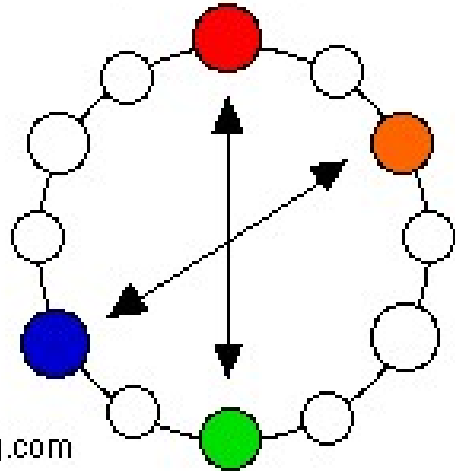
**Triad**



**Single Split Complementary**



**Double Split Complementary**



# ***Monochromatic color***

- *Different tints, shades, and intensities of a single color.*
- Example: light blue trousers and jacket with a navy blue vest.



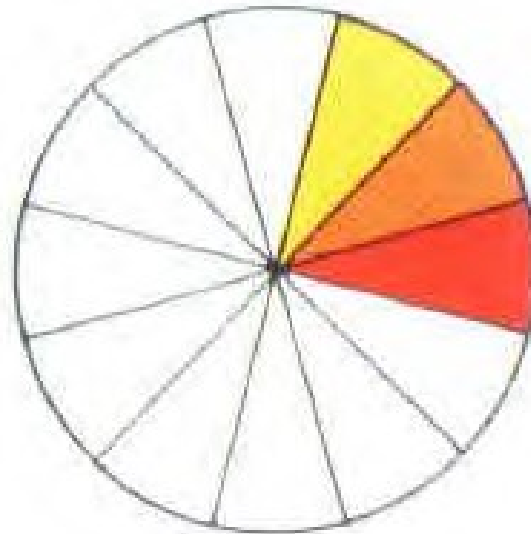
# ***Accented neutral***

- *White, gray, black, or beige with a bright color accent.*
- Example:  
Businesswoman wearing a gray dress with a red scarf.



# ***Analogous colors***

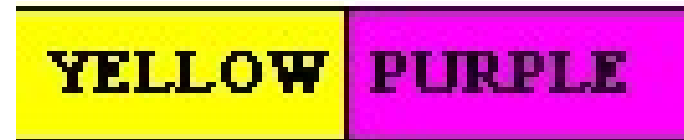
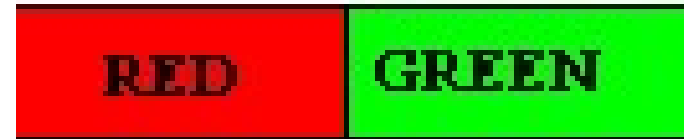
Analogous Colors



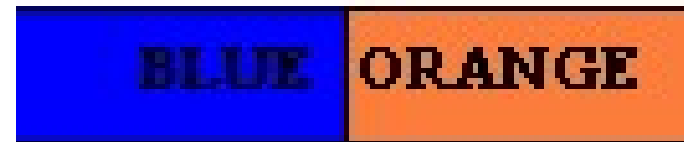
- *Two to five colors that are adjacent on the color wheel.*
- Example:  
orange, yellow-orange and yellow worn together

# *Simple Complementary scheme*

- *Two colors opposite each other on the color wheel.*

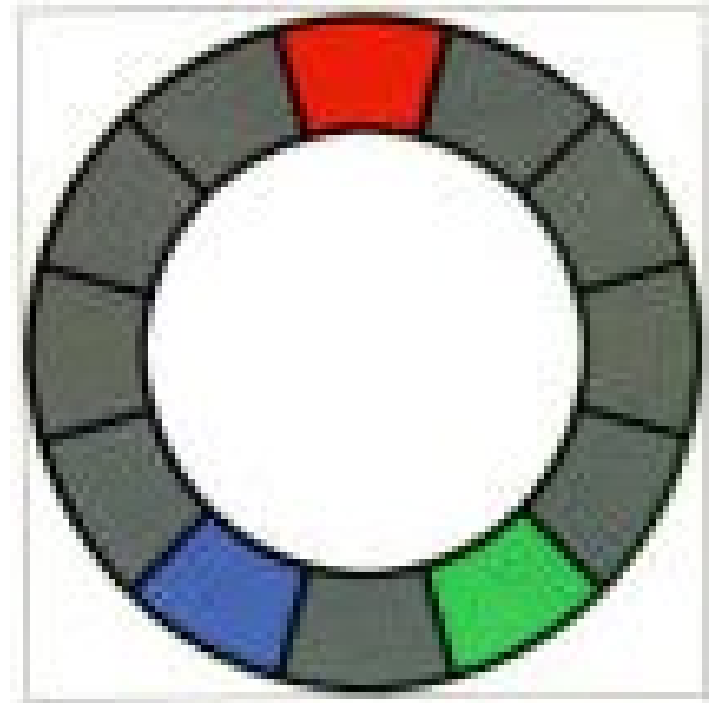


- Example: Orange and blue
- Red and green
- Yellow and purple

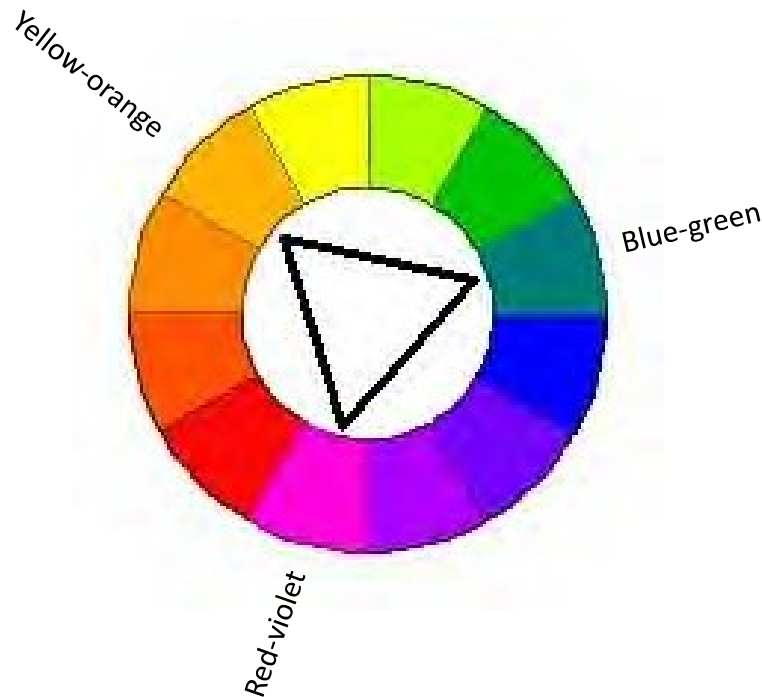


# *Split-complementary scheme*

- *One color plus the colors on each side of its complement.*
- Example: red combines with yellow-green and blue-green.



# *Triad scheme*



*Three colors that are equidistant from each other on the color wheel. eg: the primaries are a triad; so are the secondaries or any three equidistant intermediates, such as yellow-orange, red- violet and blue-green.*

# Colour

- Neutral colours such as black, white and cream are easy and comfortable to wear; they also blend easily with other colours.
- Repetition of a colour will emphasise direction and line.
- Harmonising colours are easy to wear and to look at.



# Choosing a colour

Consider...

- The size and shape of the body
- The colour of eyes and hair and the skin tone
- The occasion
- The texture and weight of the fabric
- The other garments and accessories that will be worn with it
- The time of year

Colour: Colour Charts



Warm & Cool Colours



Neutral Colours

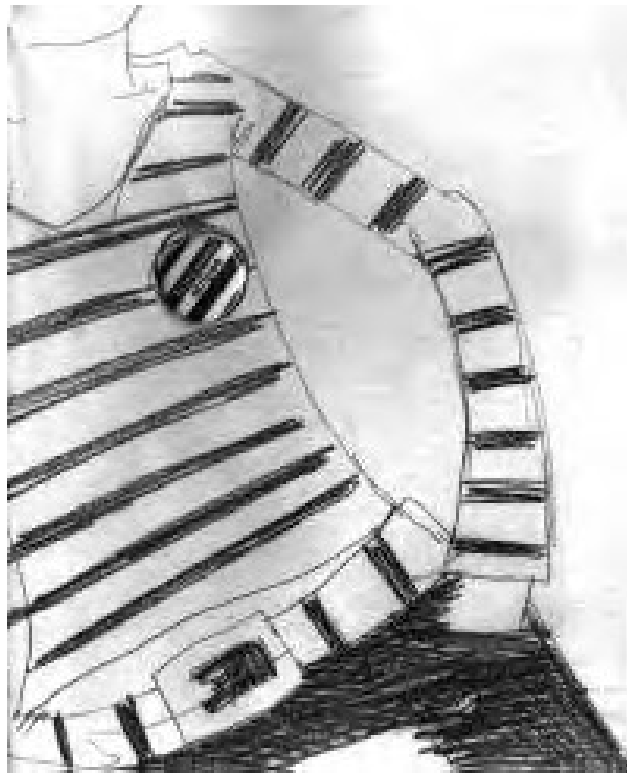


# To appear taller and thinner

- Black, navy blue, charcoal, and chocolate brown
- Monochromatic colors
- Straight silhouettes
- Vertical lines
- Subtle prints, plaids
- Smooth, flat textures
- Narrow, matching belt



# To appear shorter and thicker



- Sharply contrasting colors
- Light, bright, warm colors
- Wide silhouettes
- Horizontal lines
- Bold prints, plaids
- Bulky texture
- Wide, contrasting belt
- Gathers or pleats

# To attract attention

- White, yellow, orange, and red
- Bright colors
- Busy prints
- Shiny or textured fabric
- Clingy fabrics



# To avoid attention



- Dark, cool, and dull colors
- Plain patterns
- Minimal structural design
- Earth tones
- No applied decoration



What lines  
appear in this  
dress?



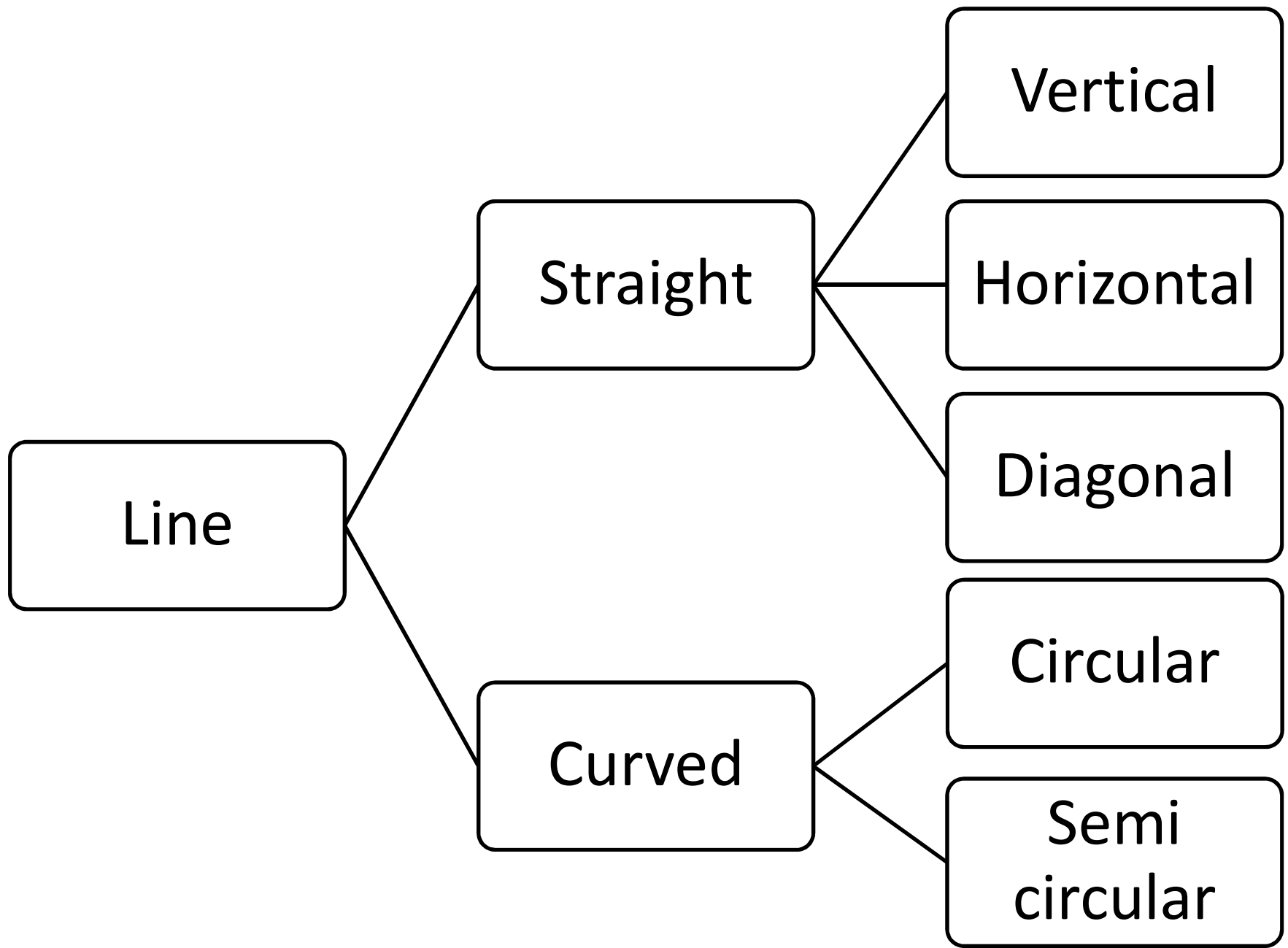


## 2. Line

- Refers to an elongated mark that connects two or more points. Line encloses and divides space, creating shapes and forms. Seam lines divide and enclose space on a garment. The most important lines in your clothes are the outlines of your figure or silhouette. They divide the entire design into shapes and spaces.

- There are structural lines at the sides, at the hem, at the neck, and at sleeves.
- The connections of the sleeves with the blouse and blouse with the skirt yield still other lines. Then , within the boundaries there are lines formed by pockets, collars, cuffs, a belt, darts, tucks, pleats and decorative motifs. These break up large spaces into smaller ones.
- Lines can play tricks on the eyes. Lines may lead the eye vertically, horizontally, or diagonally. Since, vertical lines are those that go up and down, they suggest height. Clothes with center front closing, vertical tucks, and rows of buttons in the front of a dress can create the illusion of height.

In order to use line correctly, it is important to understand that line have both functional and emotional significance. There are two types of lines basically.





# Straight Lines

- Message
  - Forceful, Rigid, Strong, Hard, Formal, Masculine, Crisp, Stiff, Severe
- Illusion
  - Increases, emphasizes, reinforces body lines and angles, counters curved lines and rounded body areas
- Placements
  - Closures, Necklines, Collars, Lapels, Seamlines, Darts, Tucks, Pleats, Folds, Stripes, Shapes, Silhouettes



# Curved Lines

- Message
  - Gentle, Romantic, Fragile, Soft, Casual, Feminine, Graceful, Sensual
- Illusion
  - Holds attention longer, increases, emphasizes, reinforces rounded soft-body curves, counter straight lines and angular body areas
- Placements
  - Fabric pattern, necklines, collars, yokelines, seamlines, bows, lapels, sleeves, ruffles, skirts, gathers, trims, buttons



# Horizontal

- Message
  - Restful, stable, calm, relaxed, casual, quiet, serene, in repose, lethargic
- Illusion
  - Increases, emphasizes, reinforces width, bulk, shortness, counters vertical lines, when placed high appears taller, when placed low appears shorter
- Placement
  - Necklines, flat collars, bow ties, yoke lines, horizontal stripes, belts, cuffs, waistline, sashes, patch/flap pockets, wide-set double-breasted closure, strap shoes, platform shoes, wide-brimmed hat



# Vertical

- Message
  - Formal, strong, dignified, stiff, business-like, stately, conservative, grandious, majestic, efficient
- Illusion
  - Increases, emphasizes, reinforces length, height, narrowness, thinness– slimming, counters horizontal lines
- Placement
  - Deep v-necklines, pointed collars, narrow lapels, narrow panels or gores, fabric insets, lengthwise grainline, vertical stripes, darts, tucks, pleats, folds, crease, zippers, row of buttons, pockets, ties, neckties, long sleeves, high heels





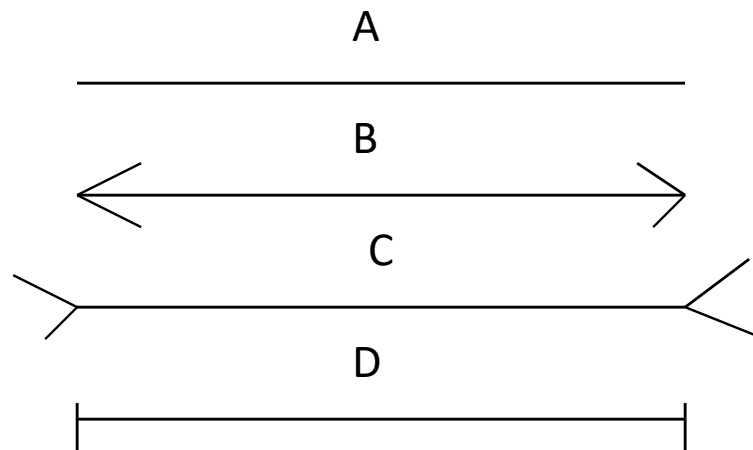
# Diagonal

- Message
  - Active, movement, instability, excitement, interesting, dramatic, restless, sophisticated, in motion, vitality
- Illusion
  - Increases, emphasizes, reinforces the direction of the dominant angle, counters vertical and horizontal lines
- Placement
  - V-shaped neckline, open collar, lapels, raglan sleeve seamlines, French darts, closures, surplice closure, row of buttons, fabric inset, diagonal stripes, gores, herringbone pattern, zigzag pattern, A-line skirt, flared skirt or pants, shoe laces crisscross straps



# Effects of line

- Can create optical illusions.

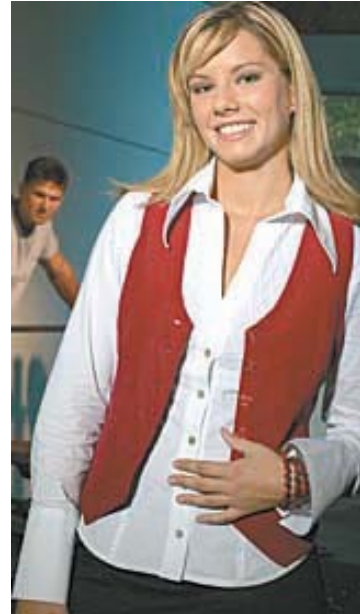


- Can Give messages



## STRUCTURAL

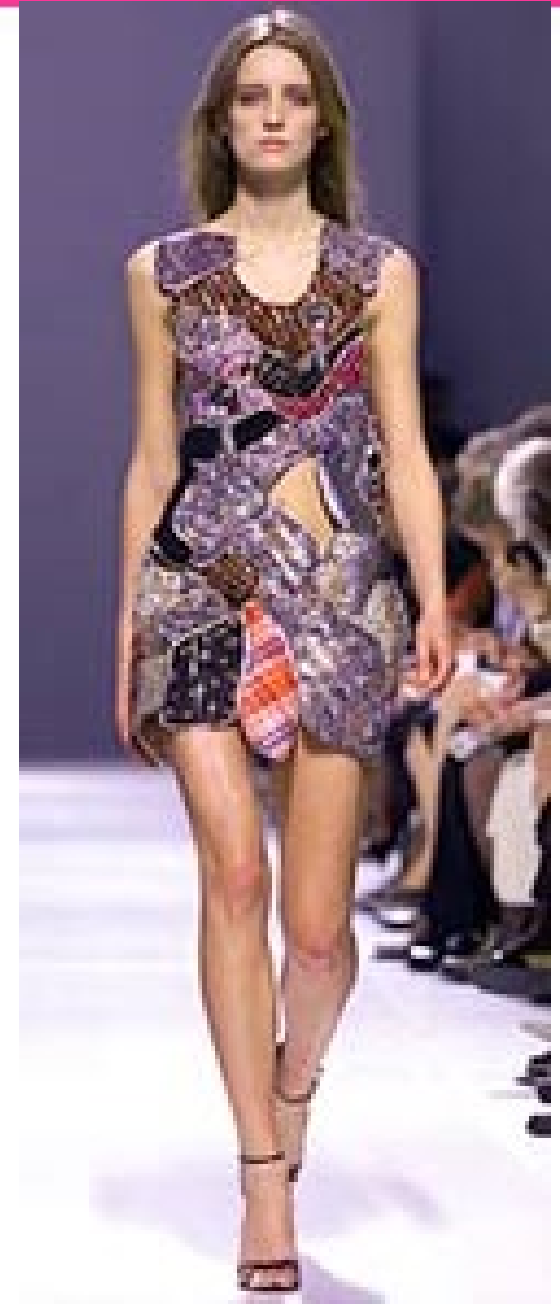
- Structural – lines required to maintain the structure of the garment; for example, seams
- Decorative – lines created by the designer purely for decoration; for example, a printed-on design



VS.



## DECORATIVE





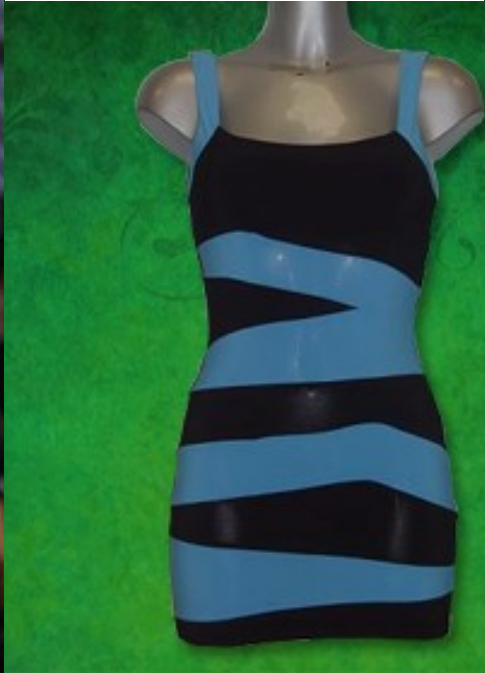
## Line Direction

- The direction that the line falls affects the design, message and illusion drastically.

# Line

- There are four main types of structural lines:
  - Curved - Romantic, Feminine, Graceful
  - Diagonal - Active, movement, dramatic
  - Horizontal - widens, restful, relaxed, casual
  - Vertical - lengthens, conservative, business like
- The structural lines can be used to enhance balance and to direct or focus the eye.
- Can create optical illusions.







# 3. Shape

- Shape refers to the outline of the garment.
- The shape of a garment should accentuate positive body features and detract from negative ones.
- Every period of fashion has it's own shape.

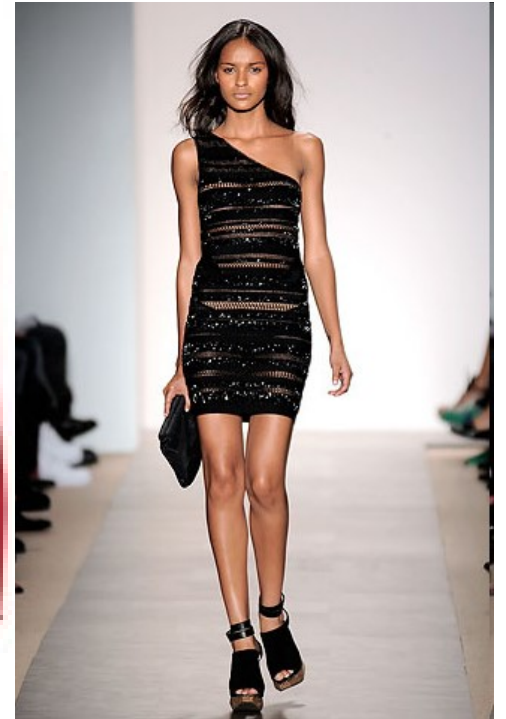
Shape can have the following effect...

- Narrow rectangular shapes have a slimming effect.
- Boxy rectangular shapes will increase width and reduce height.
- Triangular shape, (i.e. where the garment is wider at the top than at the bottom) the width on the top half can have a slimming effect on the overall appearance.

# Elements of Design

## Shape





# Shape

**Shape** refers to the silhouette of a garment.

There are basic shapes for women's and men's fashions. Popular shapes in fashion change over time.

Shape or silhouette in fashion is important because it affects how someone sees a fashion. Our eyes perceive shapes, which have an impact on how the garment is perceived.

Wise selection of shapes can flatter the wearer's appearance.

## Shape: Hourglass



The above photos show the hourglass silhouette, a popular shape for women's fashions. This fashion shape shows the bust and hip at approximately the same width, while the waist is narrower.

The hourglass shape draw the eye's attention to the curves of a woman's body. Use this shape to draw attention to the natural shape of a woman's body.

## Shape: Wedge



The above photos show the wedge silhouette, a popular shape for both women's and men's fashions. This fashion shape shows width at the shoulders, while the garment narrows in at the bottom.

The wedge shape draw the eye's attention to the shoulder area. Use this silhouette to make shoulders appear broader.

## Shape: Tubular



The above photos show the tubular silhouette, a popular shape for both women's and men's fashions. This fashion shape shows the shoulder, waist, and hip with little definition. Tubular shaped garments do not cling to the body.

The tubular shape draw the eye's attention up and down the length of the body. Use this shape to smooth out the body's lines.



## Shape: Bell



The above photos show the bell silhouette, a popular shape for women's fashions. This fashion shape shows a fitted top, with a full, bell-shaped skirt.

The bell shape draw the eye's attention to the waist and hip area.

## Shape: A-Line



The above photos show the A-Line silhouette, a popular shape for women's fashions, usually dresses or skirts. These fashions resemble the shape of the capital letter A. This fashion shape shows a garment that is narrow at the top which broadens out toward the bottom.

The A-Line is not a fitted shape, and it flatters all figures. It is often used for summery, flirty garments. Use this style to smooth out the body's lines.

# 4. Texture

- Used to create surface appearance.
- Refers to the material that something is made of.
- Texture is both a visual and tactile.
- The texture refers to the feel of the fabric. It can be rough, smooth, silky, shiny, fine, thick, etc.
- Rough texture will absorb light while smooth shiny texture will reflect it.

# Texture

- This can affect the colour and the visual impact of the garment.
- Shiny smooth fabrics can make a person appear heavier. Dull fabrics will have the opposite effect.

***Texture: The look and feel of fabric.***

- Can create illusions of size
- Can disguise figure irregularities
- Can add interest to a garment

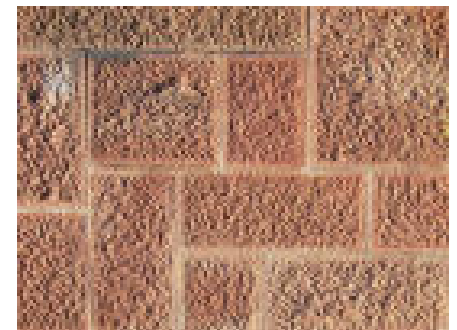
\*Textures used in apparel should be suited to the occasions for which the garments will be worn.

# Texture can be provided in two ways...

- *Structural texture: Texture determined by the fibers, yarns, and the method of construction used to produce a garment. Examples: velvet shirt, striped wool pants*
- *Added visual texture: The finishes and designs applied to the surface of the fabric. Examples: The print of the fabric can give the illusion of height or width to the wearer. Shiny textures make people look larger because they reflect light.*

# Examples of textures

- Corduroy
- Velvet
- Denim
- Satin
- Cotton
- Polyester



# 5. Pattern

- Pattern is the repetition of line and shape.
- Herringbone, zig zag, polka dot, etc



- A pattern is a repeating of an element or motif. They are almost as old as humankind. A fabric may have regular all over pattern or irregular random designs scattered in unmeasured repetition throughout.
- When design is made up of colors that are close in value and motifs are closely spaced, the print will be flattering to a short figure.
- Broader prints used at the hem line will have tendency to attract eye, particularly if border is bright and wide.

# Women's Breezy Top & Dress Pattern



Tank, Short, 3/4 and Long Sleeve Options  
Peplum, Mini, Mid, Petite, Regular, & Tall Length Options  
Sizes XXS - 4XT.

## 6. Light

- Shiny fabrics which reflect a great deal of light will make the figure appear larger, while dull on surface will tend to minimize size.
- Heavy person looks nice in dull silk fabric rather than shiny satin. The dress would look very dressy and more flattering.
- Some fabrics both reflect and absorb light. Velvet is a good example of this type in which pile catches light and also casts shadow. As long as the fabric is not a bulky one, it will not noticeably affect the apparent size of the figure.



**Shiny satin**



**Velvet**

# Conclusion

Elements of design are the ingredients of any design.