Elements of Design
COLOR

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Elements of Design

- They are as follows:
  - Color
  - Shape
  - Line
  - Texture
Design Elements

- They are the building blocks of design.
- They are put together in a pleasing manner to form a particular design.
- The same elements apply to a building, car, a painting, or a pair of shoes.
- Color is the Most exciting design element.
- It is noticed everywhere.
COLOR

- Lets you express yourself.
- It affects how you feel.
- It makes clothes appear warm, cool, perky, or drab.
- You can create illusions with color.
- The BEST colors for you are the colors that make the most of your natural looks.
COLOR

- Is the most personal and important part of fashion.
- It is what FIRST catches the eye of someone who sees you.
- Sets the stage.
- You chose clothes because of the color.
- Popular colors are promoted by the designers and given fashionable names.
More Info. On Color

- Examples of fashionable names: royal blue, salmon pink, sunburst yellow, and lime green. – these grab your attention and convince you to buy so you will be in fashion.
- This is strictly a play on your emotions.
- Certain colors mean certain things.
- Red – you are angry / blue – feel sad and lonely.
Color Symbols

- When red is used you feel good and full of energy – red is power, spark emotion, and activates the appetite. Many store promotion areas might be bright to cause people to be cheerful and to buy!!

- Classrooms are usually in soft or neutral colors to encourage serious study.

- Orange – lively, cheerful, joyous, hospitable

- Green – calm, cool, fresh, pleasant, friendly
COLOR TERMS

- Hue – name given to a color.
- Value – lightness of darkness of a color.
- Under value there is Tints (made when white is added) and Shades (made when black is added).
- Intensity – brightness or dullness of a color.
- You can lower the intensity by mixing a hue with its complement on the color wheel.
- Neutral colors – black and white – not really colors and are not on the color wheel.
Neutral Colors

- White reflects all light so it is really not a color. It is the “absence of color.”
- Black absorbs light and all colors.
- When white and black are mixed, they become the neutral gray.
- Beige is also considered a neutral color – sometimes called a near neutral color.
- Beige can be used with almost any color – blends well.
The Color Wheel

- Primary Colors – red, yellow, and blue.
- Secondary colors – orange, green, and violet.
- Secondary colors are made from mixing equal amounts of two primary colors.
- Orange is made from red and yellow, Green is made from blue and yellow, and Violet is made from red and blue.
More Info. on Color Wheel

- Intermediate hues (or Tertiary Colors) are a result of equal amounts of Primary and Secondary Colors.
- When naming these colors always name the Primary color first.
- Tertiary colors are: blue-violet, blue-green, yellow-green, yellow-orange, red-orange, and red-violet,
Warm and Cool Colors

- Warm colors are red, orange, and yellow.
- They seem to be hot like the sun.
- They could also appear to be hot like fire.
- Orange is the warmest color.
- Cool colors are green, blue, and violet.
- They remind us of water or the sky.
- Blue is the coolest color.
Feelings of Warm and Cool Colors

- Warm colors – activity and cheerfulness.
- Warm colors are outgoing and lively. If they are overdone, they can give a nervous impression.
- Warm colors seem to advance or come toward the observer.
- They make the body look larger. White and light colors also make objects look larger.
Cool Colors

- Cool colors give us a feeling of quietness and restfulness.
- These colors tell a subdued mood, if overdone they can be depressing, especially blue.
- Cool colors seem to recede, or back away for the observer. They make the body look smaller.
- Designers use cool colors in garments of large sizes so the people wearing them look smaller.