Principles of Design

Fashion Class
Thornton High School
Principles of Design

- Balance
- Proportion
- Emphasis
- Rhythm
Balance

- Denotes equilibrium
- Steadiness among parts of a design
- Visual distribution of weight
- Makes a feeling of rest / lack of movement
- Color – warm and dark colors appear heavier than cool and light colors
- Large amounts of tints or neutrals balance smaller areas of shades or bright colors.
Types of Balance

- **Formal Balance**
  1. symmetrical
  2. design details are divided equally
  3. most common type of balance
  4. is the simplest
  5. is the least expensive to produce

- **Informal Balance**
  1. is asymmetrical
  2. design details are divided unequally
  3. usually achieved with diagonal lines and off-center closings
  4. should not look heavier on one side than the other
  5. more unusual and more interesting
Proportion

- Is the spatial, or size, relationship of all of the parts in a design to each other and to the whole garment.
- The size of all the parts of an outfit should be related.
- Is determined by how the total spaced is divided.
- Is not as pleasing when all areas are exactly equal in size.
- Unequal parts are more interesting.
More on Proportion

- The ideal body – 8 heads tall with 7/8 of it below the head.
- The proportions have 3/8 of the total figure from the waist to the top of the head.
- The remaining 5/8 of the body is from the waist to the soles of the feet.
- Fashions that flatter the natural figure are pleasing and remain in style.
Accessories and Proportion

- These should be in proportion to the garment and body build.
- Large belt is fine on a tall person, but would be out of proportion on a small person.
- A woman with a big body frame wouldn’t look good carrying a small, tiny purse.
- Consider the design of the fabric.
- Large prints – would overpower a small person.
- A tiny print would be lost on a large person (would make the person look even larger).
Emphasis

- A focus of interest in a particular area of a design.
- The emphasis is the center of attention of an outfit.
- All of the other parts of the design are not as important.
- Without an center of interest – outfit is monotonous and looks not planned.
More on Emphasis

- Emphasis can be used to draw attention to an attractive personal feature.
- Usually it is used to draw attention to the face.
- Achieve this with contrasts of colors and textures.
- Light, bright colors and shiny textures attract attention.
Other Tips

- Use a large item or a group of small items to achieve emphasis.
- Accessories such as belts, scarves, or neckties can add emphasis to a plain outfit.
Rhythm

To get a feeling of continuity or easy movement.

The pleasing arrangement of the design elements.

You can make rhythm through repetition, gradation, transition, opposition, or neutral.

Repetition just repeats lines, shapes, or colors.
More on Types of Rhythm

Gradation means there is a gradual increase or decrease of similar elements.

Transition is made when a curved line leads the eye over an angle.

Example is when there is a line that is curved and the eye has to change directions abruptly.
Harmony

- Is pleasing visual unity.
- It is very tasteful when all parts within the whole garment is created.
- You get the feeling that all parts of the outfit belong together.
- Use your clothes and accessories as an art and a science to your best personality
Seven Body Types

**Tall and Thin**

- Ideal model shape
- Choose gathered or pleated full skirts, flared or wide-legged pants, horizontal stripes and seams.
- Multicolored outfits with bright, patterns and prints are good.
- Can wear almost all fabrics, especially heavier ones.
- Should avoid tight, straight dresses or severely tailored lines.
Tall and Heavy

- Garments should have simple lines.
- Garments need little decoration.
- Choose subtle or muted prints.
- A-line skirts that end below the knee are a good choice.
- Pants should have straight or only slightly flared legs.
- Details at the neck can be used to draw attention to the face.
- Avoid loud prints, checks, plaids and stripes.
Short and Thin

- Also called “petite” people.
- Choose soft, fluid, lightweight fabrics.
- Small scale prints and smooth textures are the best.
- Unbroken vertical or diagonal lines are the best.
- Shirtwaist dresses and business suits look nice.
- Avoid bulky textures, large prints, plaids, large pockets and large cuffs, and heavy accessories are overpowering.
Short and Heavy

- Choose garments that give illusions of height.
- Lots of vertical lines will slim and give height.
- Empire, A-line, or narrow silhouettes are good.
- If a belt is needed – thin belt of a matching color.
- High heels help – but not extremely high heels – out of proportion.
- Avoid two-piece suits, two-colored garments, pants with cuffs, turtlenecks, double-breasted jackets, and clunky shoes.
- Don’t wear wide stiff belts.
- Clothes that are too tight make this person look as if they have outgrown their clothes.
Top Heavy

- Called the “inverted triangle.”
- Has a large upper body in proportion with the lower body.
- Choose simple, slim tailored shirts or long cardigan jackets with a vertical feeling over the top part.
- V-necklines are flattering, open collars with a lapel, and slim sleeves are good.
- Top – dark, plain fabric / bottom – bright or light patterned fabrics.
- Avoid horizontal lines at the chest, low yoke or smocking at the bustline, clingy or shiny fabrics on the top, high or fussy necklines and large collars.
- Do not wear short full sleeves or breast pockets. These give the illusions of width across the chest and upper arms.
Thick Middle

- Waist is similar to the chest and hips.
- Not really well-defined waistline.
- Choose unfitted garments like over blouses, empire lines, tunics, and long sweaters.
- Garments that hang slightly loose from the shoulders are good.
- Keep fashion details above the waist.
- Pants can be flared.
- Avoid clingy styles, clothes with fitted waistlines, or tight belts.
- Don’t wear baggy or bulky garments around the middle, and avoid wearing clothes that have bold prints or horizontal lines.
Hip Heavy

- Called the “triangular” figure.
- The broad hips are large in proportion to the upper body.
- Choose garments with vertical lines going up to the neckline.
- Skirts and pants should fit neither tightly or with too much fullness at the hips. Pants should NOT taper at the bottom.
- Wide belts and horizontal bands at the hipline are bad. Patch pockets below the waist are not a good choice. Long full sleeves with big cuffs are NOT good.
- Tight skimpy tops make the hips look larger.
General Guidelines

- Pockets that have the shape of vertical of slanted slits are slimming.
- Yoke across the bodice front appears to broaden the shoulders.
- Wide cuffs at the wrist make arms look shorter.
- V-lines at the top of a vertical line to give sloping shoulders an upward lift.
- Use raglan sleeves seam lines to soften or modify the square shoulders.
- For rounded shoulders, wear set-in sleeves.