Elements of Design

Elements of Design

The elements of design are the **TOOLS** we use to create a style or design.

- Line
- Texture
- Color
- Shape & Form
- Texture and Pattern

Karma

Line
Power

Lisa Perry

Jean Paul Gaultier

Maheen Karim

LINE

- Refers to an elongated mark that connects two or more points.
- Lines encloses and divides space, creating shapes and forms.
- Seam lines divide and enclose space on a garment.

Structural

Vs.

Structural – lines required to maintain the structure of the garment
for example, seams

Decorative – lines created by the designer purely for decoration
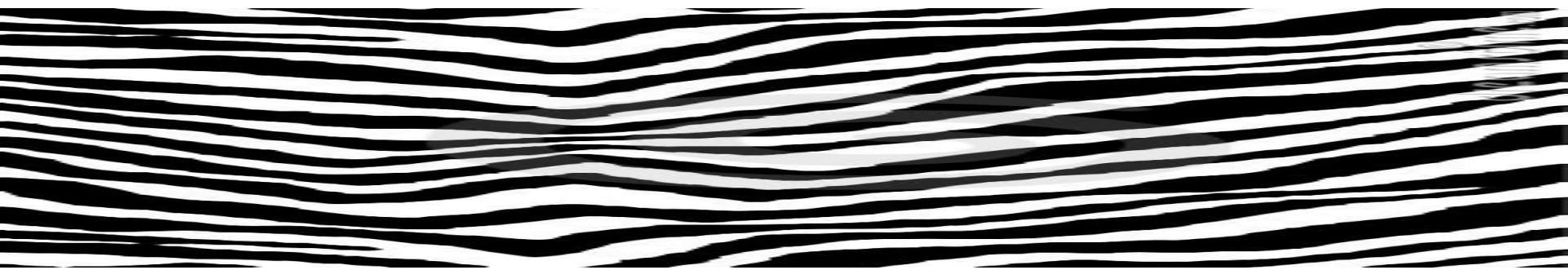for example, a printed-on design

Decorative

Straight Lines

- ## Message
  - <u>Forceful</u>, Rigid, <u>Strong</u>, Hard, Formal, Masculine, Crisp, Stiff, Severe

- ## Illusion
  - Increases, <u>emphasizes, reinforces body lines</u> 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
  - <u>Gentle</u>, Romantic, Fragile, <u>Soft</u>, Casual, Feminine, Graceful, Sensual

- Illusion
  - <u>Holds attention longer</u>, 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
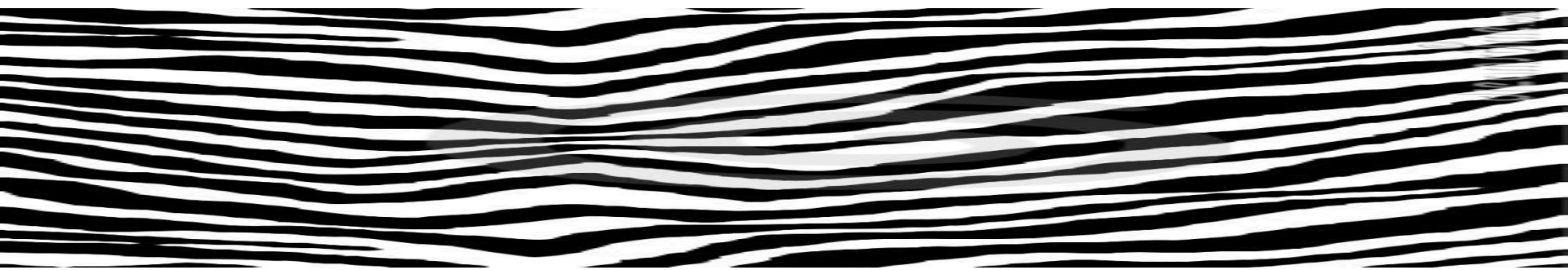
Line Direction

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

Vertical

- ## Message
  - Formal, strong, dignified, stiff, business-like, stately, conservative, grandiose, 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

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

Diagonal

- ## Message
  - Active, <u>movement</u>, instability, excitement, interesting, <u>dramatic</u>, restless, sophisticated, in motion, vitality

- ## Illusion
  - Increases, emphasizes, <u>reinforces the direction of the dominant angle</u>, 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

Line Assignment

Find images of garments that show the different types of lines **(horizontal, vertical, curved and diagonal)**. Find an example of each type and label them in your smash book. For each picture write a small paragraph explaining the use of line and it's impact on the outfit/silhouette.

Straight Line

The straight lines in the structure of these pants, as well as the frontline/ line of buttons provide a buisness-like feel to the outfit. The pants, being straight & styled after those of men, provide a masculine illusion. This outfit, or the straight lines found in this outfit, empasizes & reinforces her body lines.

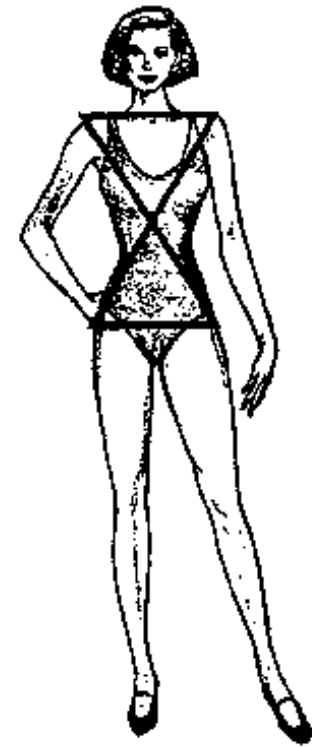*THE EAT*

Elements

of *Design*

Shape

- The outline or "shape" that outlines or fills a space
- Shape in fashion can be created with line, color, or patterns.
- The majority of an outfit's shape has to do with the body's silhouette.

Your Body's Silhouette

Hourglass

HOURGLASS
Balanced hip and shoulder
width with a small waist.

WHAT TO WEAR:
Wear something tighter at the waistline to balance bust. Don't
add bulk where it's not needed. Tighter tailored pieces.

Triangle/Pear

TRIANGLE
Narrow shoulders in
comparison to hips.

Lines should end right above or
way below your widest part of
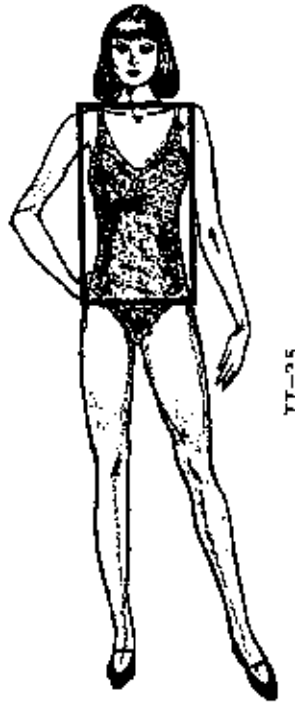your hip. Accent your waist.
Layer on top.

Inverted Triangle

INVERTED TRIANGLE
Wide shoulders in comparison to hips.

Wear things that add width to your waistline to balance you out. Don't wear things with narrowing seams

Rectangle

RECTANGLE
Little or no waist
indentation.

Keep it simple and uncluttered. More structured straight lines. Don't wear very "fluffy" clothing or skin tight form fitting

Silhouette/Shape Assignment

- Find a partner.
- As a partnership you will help each other find your measurements for the following:
  - Shoulder width
  - Chest
  - Waist
  - Hips
- Each person will record their own measurements in their smash book.
- Based on your measurements write down which silhouette you have.
- Create a Polyvore collage of an outfit (clothing, accessories, colors, etc.) that works with your silhouette
- On your collage, type a 1-2 sentence explanation of why your outfit works for your silhouette.

Small waistline
to balance the
body shape

Hourglass Silhouette

rectangle
silhouette

Pattern in Fashion

Naturalistic
Conventional
Geometric
Abstract

Naturalistic

Prints from nature

Conventional

Prints recognizable or stylized items.

Geometric

Prints of lines, shapes or geometric shapes.

Geometric

Abstract

- Prints that cannot be recognized as real.

Black and White Pattern

Smash Book Assignment

- You are going to be designing a line of t-shirts (4). Each t shirt needs to be based upon one of the types of patterns we just discussed.

- Use the template I have given you and paste each shirt in your book when you are finished.

- Make sure you label each t-shirt with which pattern it is representing.

- Try to make your t shirt line cohesive.

Texture in
Fashion

Texture:

the surface quality of a fashion garment

- ## Where is texture found?
  - In the thickness and appearance of fabric.
- ## What is it?
  - The one element that you can see and feel
- ## What are the different textures we have here in class?

Texture

- ## What words describe texture?
  - Loopy, fuzzy, furry, soft, shiny, dull, bulky, rough, crisp, smooth, sheer…

- ## How is texture created?
  - By the fiber type, weaving or knitting process, or by the fabric finishes

Texture

- There are two types of texture:
  - TACTILE
    - Texture that can be felt by touch. (rough, prickly)
  - VISUAL
    - Texture that can be seen. (shiny, dull, matte)

Texture

- Why is texture important in fashion?
  - It can increase or decrease the appearance of body size.
  - It can draw added attention to a design.

Increasing size

- Which do you think would increase the appearance of body size?
  - Shiny or glossy (reflect more light)
  - Thick
  - Bulky, shaggy, fuzzy, wrinkled

Decreasing size

- Which textures would decrease the appearance of body size?
  - Dull (because they absorb light)
  - Thin to mid-weight
  - Smooth, flat surfaces

Design a Texture Barbie Doll outfit

- In teams of 2-3 you will be creating an outfit for ken or Barbie.

- Each person in your group needs to draw a full page croquis sketch of your outfit before creating it, white paper is up front.

- You can use whatever items are on the front table or bring your own from home. You will actually design and present your outfit to the class next time.

- The outfit you design must include a 1/2 description explaining…
  - The textures present and describe where that texture is
  - If it's a visual or tactile texture
  - Does it make the model look larger or smaller based on the textures used.

  Every group will present their model and their descriptions to the class next time. A sort of "fashion show" if you will ☺
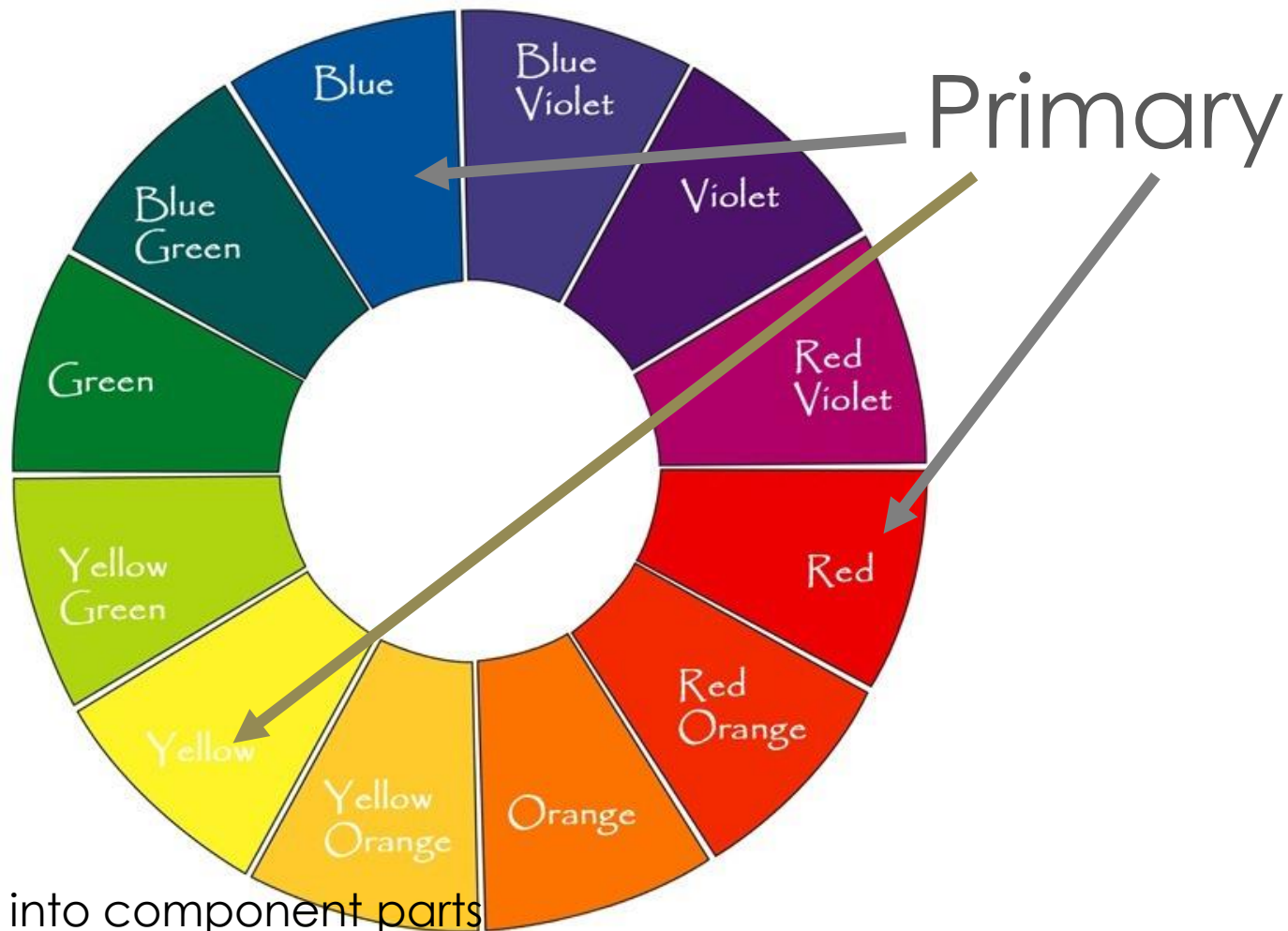
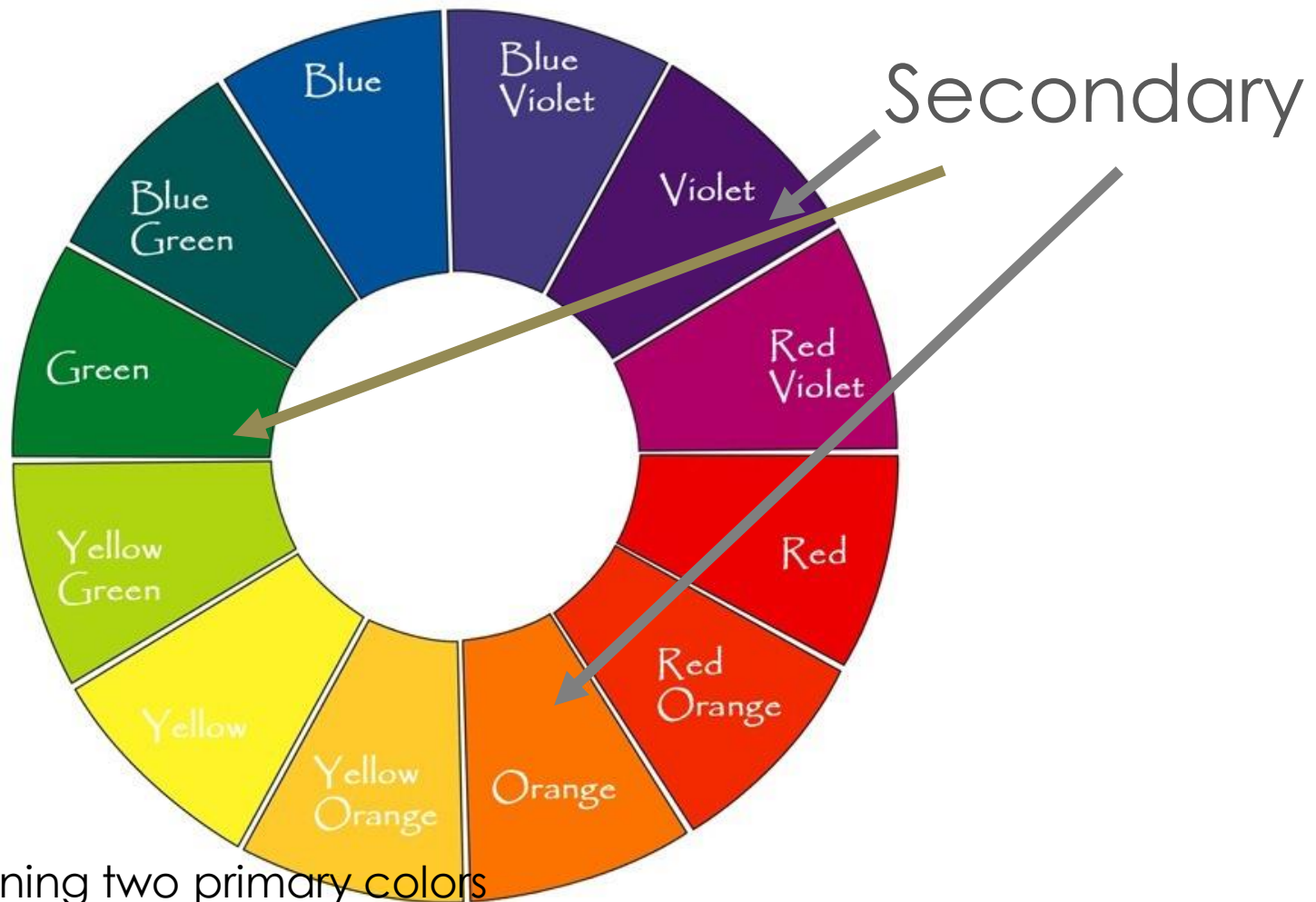# Elements

of *Design*

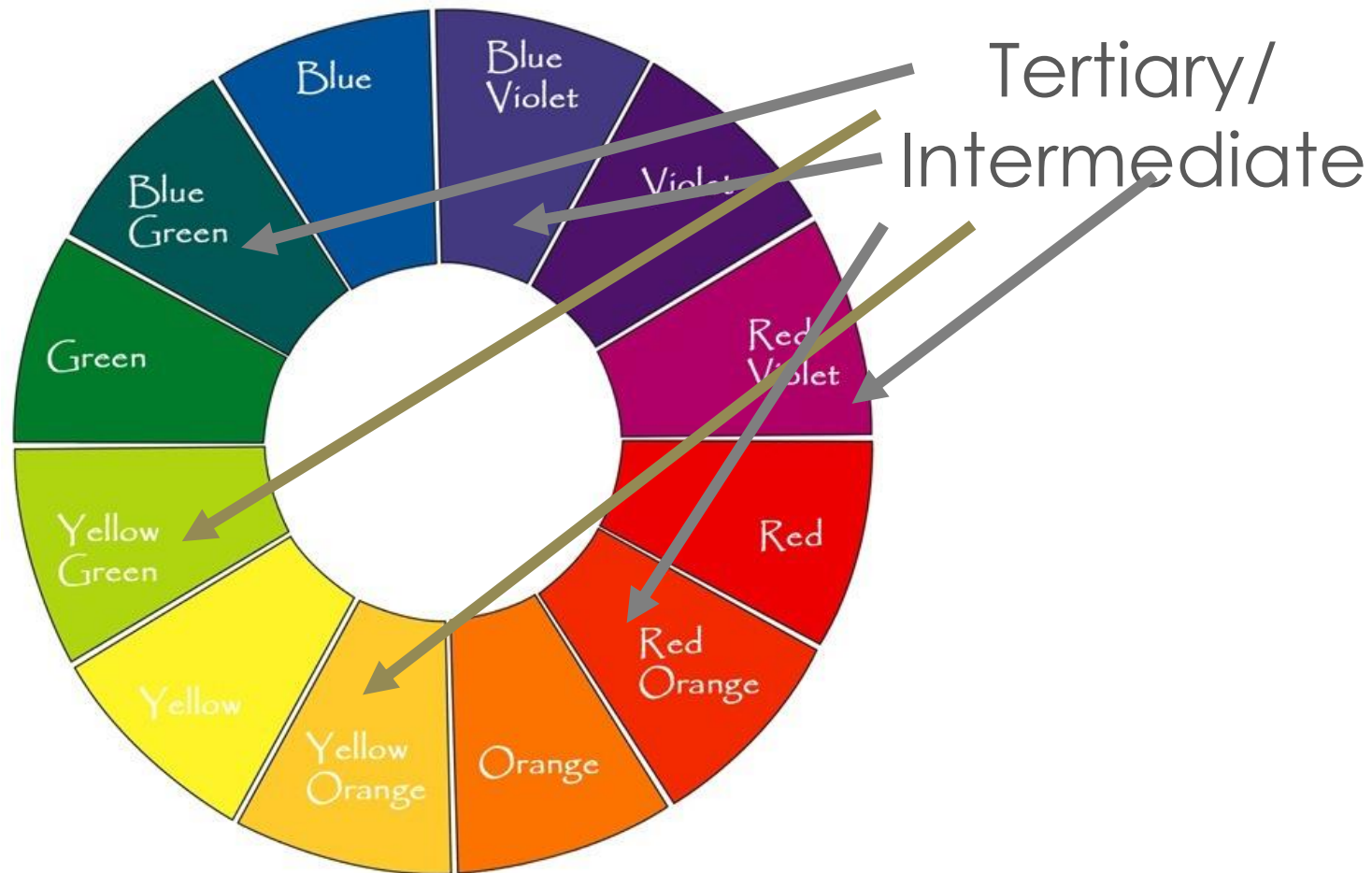# COLOR

An Element of Design

HUE:

- Another Term for color

Primary

Cannot be broken into component parts
RED, YELLOW, BLUE

Secondary

Created by combining two primary colors
ORANGE, GREEN, VIOLET
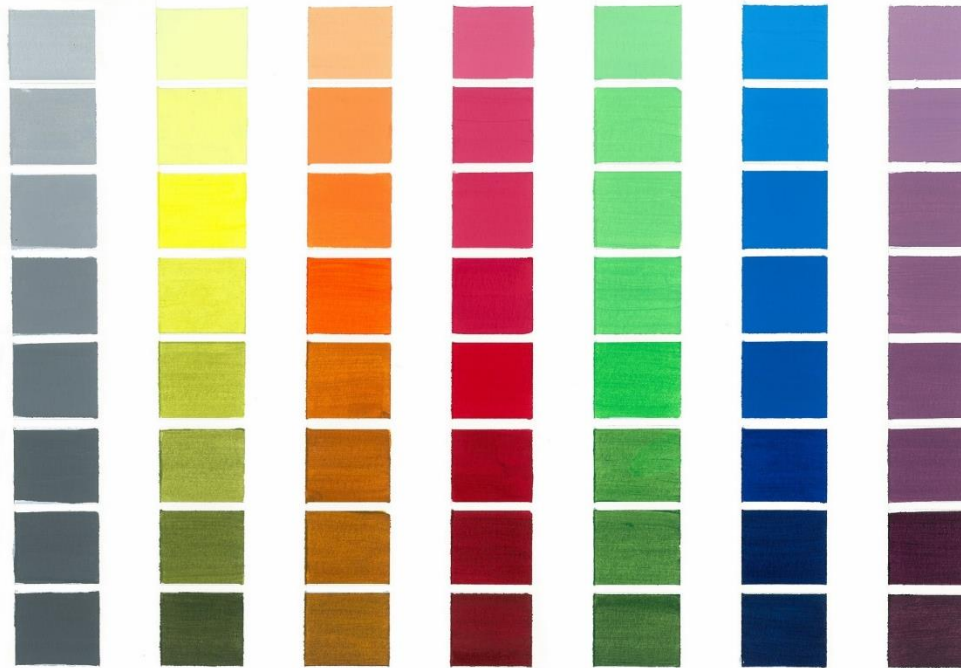
Tertiary/
Intermediate

Created by combining a primary and secondary color.
RED-ORANGE, RED-VIOLET, YELLOW-ORANGE, YELLOW-GREEN, BLUE-GREEN, BLUE-VIOLET

Value of Color:
- Describes the lightness and darkness of a hue

Shades- hue + black

Tints- hue + white

Intensity of Color:

• Describes the brightness and dullness of a hue

Tones- add a gray or complement to seem brighter

Color

The power of color! How does each color make you feel?

How does BLUE make you feel?

Blue

*Best color to wear for job interviews

*Suggests respect, responsibility, authority

*Good color for Dr. offices and dentists

*Worst color to have around food (name a blue food)

*Slows down time

How does RED make you feel?

RED

*Most emotional color

*Women would prefer to get red roses over any other color and people prefer the smell of red roses over any other color

*Raises blood pressure and heart rate

*Makes you hungrier that any other color

 *Red makes you loose track of time
*People will pay more for an item if it has a red tag * on it.

How does Yellow make you feel?

Yellow

Makes you cheerful

*But it can also make you loose your temper quicker

*Homes painted yellow sell for 25% less than other homes.

*Yellow helps jog your memory (Use yellow paper to take notes, legal pads)

*70% of people will pick a yellow painted hall over a blue painted hallway

*Draws attention (Wal-mart smiley face)

*Baby's cry more when they are around yellow

*People in general look younger in yellow

How does green make you feel?

Green

*Peaceful, Relaxing
*Guest rooms should be painted green because
it is a color most people like (green room)
*People with more money use the color green in decorating
*Soothes pain

*Everyone mellows out around the color green

How does BROWN make you feel?

BROWN

*Friendly color *Warm, snug, secure

*Homelike

*If you wear brown people tend to think you are a better listener

*Brown is associated with good food

*Protective color

How does BLACK make you feel?

BLACK

*Mysterious
*Mourning, sorrow, depression
*Power and strong authority
*Good accent color
*Most slimming color
*Men who black are usually perceived as arrogant

*People who wear black tend to have more complex personalities

How does PINK make you feel?

PINK

*Sweeter than any other color

*Can be calming (it has been suggested that all prisoners should wear pink jumpsuits and paint walls pink)

*Feminine

*Good accent for clothing not recommended as overall in clothing

*Not a good color if you want to be taken seriously

How does VIOLET make you feel?

VIOLET

*Represents Royalty and dignity

*Women all over the world accept purple as a color worth wearing

*We get sick of violet quicker than any other color

*More inventors favorite color was purple than any other color

*Seen as an artistic and expressive color

How does ORANGE make you feel?

ORANGE

*Informal

*Stimulating

*Considered a cheap inexpensive color

*Good around fast food, makes you hungry quickly

*A majority of people only like orange in the fall but in the spring time they hate it.

*Least favorite m & m color

Orange obsession !

www.fashionandcookies.com

Color Wheel Assignment

- Using the color wheel provided or making your own "wheel", you will mix paint hues to portray each color on the color wheel.
- You must include and LABEL the following colors in your "color wheel"

  (You must also include the tint (add white) and shade (add black) for each color. (36 colors total))

  – Red, Blue, Yellow, Violet, Orange, Green
  – Blue Violet, Red Violet, Red Orange, Yellow Orange, Yellow Green, Blue Green

Schemes of Color:

Neutral- the "non-color" BLACK WHITE TAN BROWN

Accented Neutral- mostly neutral with a touch of color

Monochromatic- tints and shade of one color

Triadic – three colors evenly spaced on the color wheel

Analogous/Adjacent – 2-4 colors next to each other on the color wheel

Complementary – two colors opposite on the color wheel

Color Schemes

Monochromatic
Analogous/Adjacent
Neutral

Accented Neutral
Direct Complement
Single Split Complement
Double Split Complement
Triadic

Monochromatic

Analogous/Adjacent
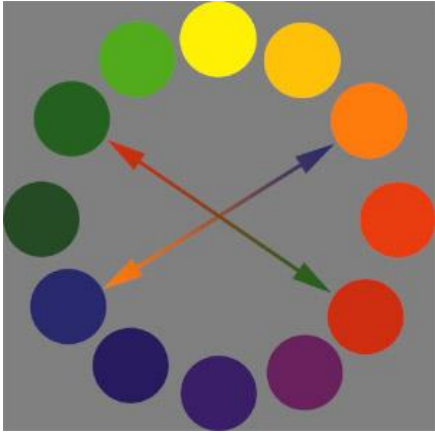

Analog

Neutral

Accented Neutral

Direct Complement

Single Split Complement

Double Split Complement

Triad

Color Scheme Family Portraits

- One of your wealthy client comes to you with a problem. They are planning on family pictures for their family of 5 (2 adults and 3 children) and they don't know what to wear. They are hiring you to plan and purchase their outfits for their family portraits.
- To give your client a variety of options, you will create 1 collage of outfits for each color scheme (8 collages total.)
- Create the collages on Polyvore.com
- Each collage must include at least…
  - 3 color swatches
  - 5 outfits (shirts, pants, skirts, dresses, accessories, etc.)
  - Accessories are crucial to matching outfits. Jewelry, scarves, shoes, belts, etc. IT ALL MATTERS!

  Place all of your collage images in one word document and save it as "Color Scheme_YOUR NAME", email it to czolman@dsdmail.net and then print them in color and glue them into your smash book.

Space in Fashion

Space

- The area inside a shape is known as SPACE.
  - In fashion what goes on in the space contributes to the visual effect on the garment.
  - Positive space is filled space.
  - Negative space is empty space.