

# FASHION STRATEGIES: STRAND 2

Elements and  
Principles of Design

# STANDARDS

- **Students will recognize the use of the principles and elements of design.**
  - ***Standard 1:*** Demonstrate knowledge of the elements (tools) of design.
  - ***Standard 2:*** Demonstrate knowledge of the principles (rules) of design.
  - ***Standard 3:*** Identify related careers.



# LINE

It is a distinct, elongated mark as if drawn by a pencil or pen.

There are four line types:

- Vertical: adds height and creates a thinner, taller silhouette
- Horizontal: adds width and makes a person appear shorter and heavier
- Diagonal: produce the same illusion as the straight lines they most resemble
- Curved: considered graceful and feminine, can emphasize and define the figure



# SHAPE

Is a garment's form or silhouette, its overall outline

- Shape is a major factor in a viewer's first impression of a person



# COMMON BODY TYPES

Knowing your body type can help you choose clothes that fit and flatter.

Some common body types are:

- Apple
- Pear
- Hourglass
- Rectangle



# APPLE (DIAMOND)

Larger in the upper body while the waist and hips usually tend to be the same creating an almost circle shape.

They also have broader shoulders and a large chest.

## Do's and don'ts:

- Draw attention to your legs -most valuable asset
- Wear V-neck dresses or shirts- draws attention away from shoulders and bust
- No form fitting tops
- Wear a well-supported bra -it can improve your posture
- Wear empire waist tops and dresses- elongates the waist
- Try not to create attention to your waist
- Wear a skinny belt at the smallest part of your waist
- Wear Low-rise jeans with a straight leg
- Avoid A-line skirts, instead choose one with a simple flare
- Cover up the top-half but show off your bottom-half with short shorts (not too baggy)
- Dress in solid colors or small minimal prints rather than bright or large prints - has a slimming effect on the body

## Famous Apple shapes:

- Catherine Zeta Jones, Tyra Banks, Angelina Jolie, Elizabeth Hurley, Jennifer Hudson, Rosie O'Donnell, Drew Barrymore



# PEAR

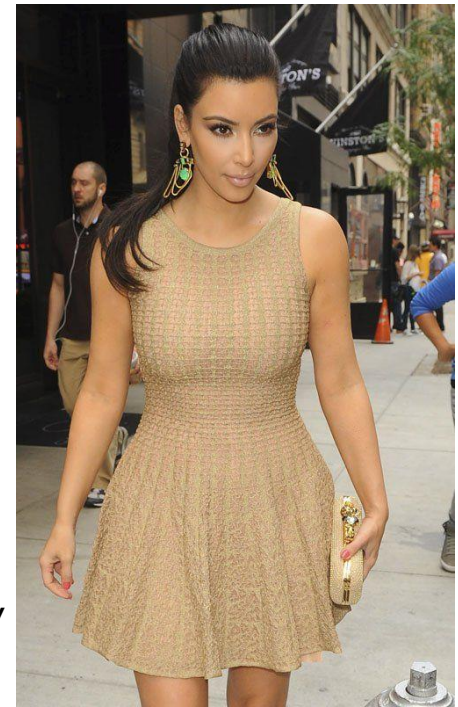
Shoulders are narrow and hips are wide.

## Do's and Don'ts:

- Dress to distract the eye away from the hips.
- Wear solid color bottoms and print tops – draws attention to shoulders
- Wear a halter or thin straps- widens the shoulders and elongates the body
- Stay away from any type of skirts that is busy around the hips
- Stay away from skirts or pants that are tight
- Wear flare pants or long A-line skirts- the flare will make your hips looks smaller
- Wear tops that end either below the hips (tunic tops) or a top that gathers around the waistline (if trying to hide stomach fat)
- A jacket can hide the wide set hips and elongate the body- make sure the jacket ends right above the hips
- Don't wear dresses that are too clingy around the waists or hips
- Show off shoulders with tops that broadens upper body

## Famous Pear shapes:

- Kim Kardashian, Beyoncé, Jennifer Lopez, Kelly Clarkson, Shakira, American Ferrera





# HOURGLASS

Strength is in the curves

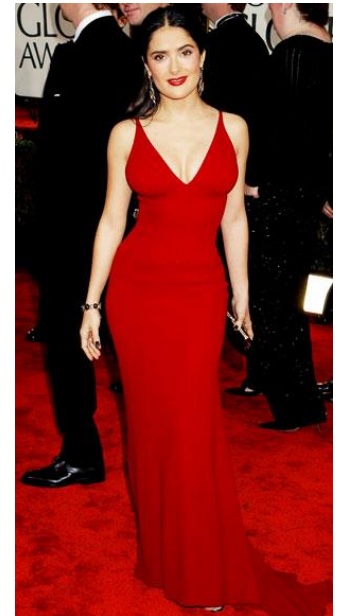
The upper and lower body have similar proportions while the waist is usually much narrower.

## Do's and Don'ts:

- Don't wear drab or baggy clothing- make it seem heavier than it is.
- Avoid big prints or overly tight clothing
- Show off your curves as much as you can
- Wear fitted dresses and skirts- emphasizes the waist
- Wear skinny or straight-leg jeans- shows off hips curves
- Wear flowy tops that belt at the waist

## Famous Hourglass shapes:

- Marilyn Monroe, Kate Winslet, Mariah Carey, Salma Hayek, Jennifer Love Hewitt, Scarlett Johansson



# RECTANGLE (BANANA)

Minimal curves

Tend to have an athletic or “boyish” stature

Do’s and Don’ts:

- Wearing clothes that are feminine- lace or scoop necks or sweetheart tops
- Avoid V-necks- make your top half look more boxy
- Wear a circle neckline that’s not too deep
- Most prints will flatter
- Wear dresses with ruching, ruffles, or cinches - creates a curvy shape
- Wear a wrap dress or cowl neckline- causes curves around your hips and bust
- Show off your arms and legs are your strongest point
- Skinny pants are most favorable

Famous Rectangle Shapes:

- Keira Knightly, Cameron Diaz, Reese Witherspoon, Gwyneth Paltrow, Kate Hudson



# TEXTURE

The surface quality of goods, how the fabric feels (tactile) and looks (visual)



# PATTERN

Although pattern can help to add texture to a space it has a very different definition. Pattern relates to the repetition of a graphic motif on a material.

## Pattern Types:

- Naturalistic- realistic, appears as it would in nature
- Conventional/Stylized- can recognize the object but is not realistic in appearance
- Geometric- based on lines and shapes
- Abstract- separate from anything recognizable in the real world



# COLOR

**Hue: Another name for color**



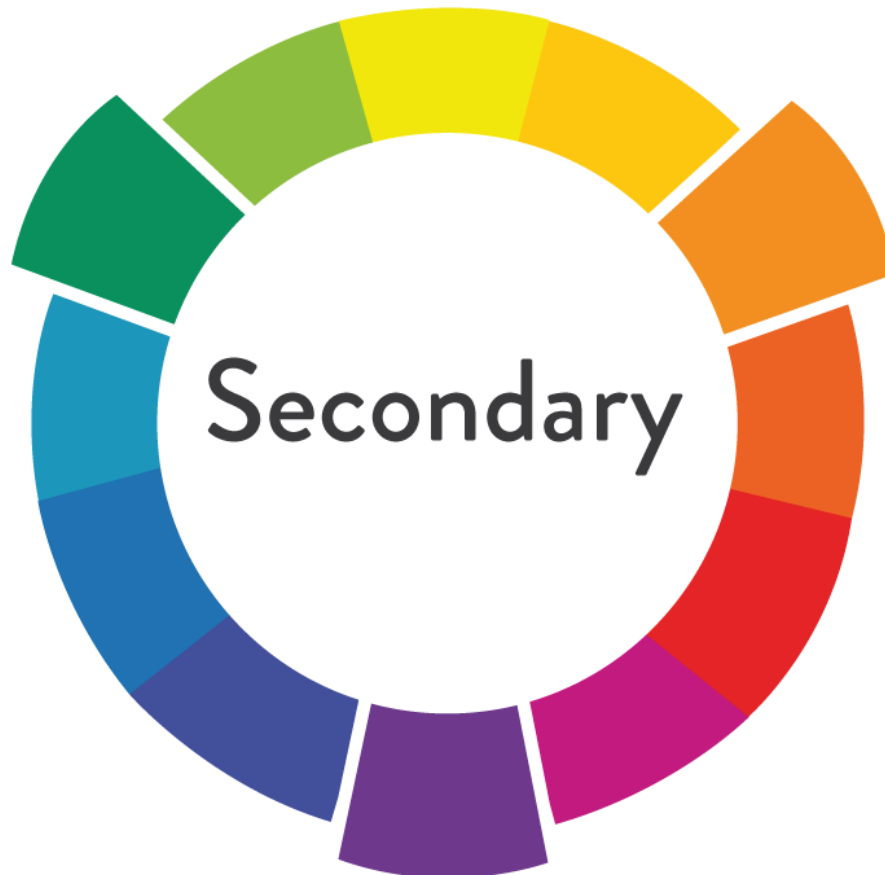
# COLOR WHEEL

Primary Hues: **Red**, **Yellow**, **Blue**. Cannot be made from any other color. All other colors can be made by mixing the primary colors.



# COLOR WHEEL

Secondary Hues: **Orange**, **Green**, **Violet**. Made by mixing equal parts of 2 primary colors.



# COLOR WHEEL

Tertiary Hues (also called Intermediate).

Made by mixing equal parts of adjoining primary and secondary colors. Named with primary color first.

Ex: Blue-green





# COLOR WHEEL



# TINTS, TONES AND SHADES

**Value:** The lightness or darkness of a color.

- Tint
- Shade

## TINT

*adding white to a pure hue*



## SHADE

*adding black to a pure hue*



**Intensity:** The brightness or dullness of a color.

- Tone

## STONE

*adding grey to a pure hue*



# COLOR SCHEMES

Neutral: Uses the “non-colors”  
black, white, tan, brown



# COLOR SCHEMES

Accented Neutral: Mostly neutral with just a touch of color



*Accented  
Neutral*

# COLOR SCHEMES



Monochromatic Color Scheme: One-color plan that uses different tints, shades, and intensities of the same hue.



# COLOR SCHEMES

Analogous Color Scheme: Uses 2-4 colors next to each other on the color wheel.



# COLOR SCHEMES

Complementary Color Scheme: Two colors opposite each other on the color wheel.



# COLOR SCHEMES

Triad Color Scheme: Three colors evenly spaced on the wheel.

- Ex: red, yellow, blue OR orange, green, purple.





# PERSONAL SEASONAL COLORING

## Four Main Categories

- Winter (cool undertones)
- Spring (warm undertones)
- Summer (cool undertones)
- Autumn (warm undertones)



Warm Colors are: reds, oranges, yellows....

Cool Colors are: blues, greens, .....

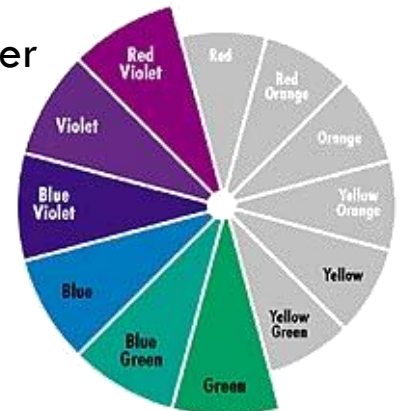
# UNDERTONE

An undertone is a subdued trace of a color seen through another color or modifying the other color.

Everyone's skin color as an undertone of either blue or yellow.

- Warm undertones have a yellow cast.
  - Hues, such as red, orange, and yellow that appear to be hot like the sun or fire.
- Cool undertones have a bluish cast.
  - Hues, such as green, blue, and violet that serve as reminders of water or sky.

Colors should be coordinated with a person's eyes and hair.



# PERSONAL SEASONAL COLORING

**Winter:** The largest number of people in the world are of the winter season type.

Their ancestry is Asian, Indian, Polynesian, South American African, or Southern European.

Their skin has a cool (blue) undertone.

Their hair is usually dark and may turn gray prematurely.

Most have brown eyes.

Any colors with blue undertones are recommended.

Winter colour chart



by Nurladiel

# PERSONAL SEASONAL COLORING

## Spring colour chart



### Spring:

Their heritage is from Scandinavia, Britain, and Northern Europe.

Hair is flaxen or strawberry blond to medium or reddish-brown.

Most have blue eyes.

Skin has a warm (yellow) undertone.

They should wear clothes with yellow undertones.

Medium to light colors are better than dark shades.

# PERSONAL SEASONAL COLORING

## Summer:

People in this category also have backgrounds from Scandinavia and Northern Europe.

They have rosy, delicate coloring with a blue undertone.

They may blush or sunburn easily.

They have blonde to medium brown hair.

Blue eyes are most common.

Their skin has cool coloring.

They should wear dusty, muted shades with blue or rose undertones.

## Summer colour chart



by Nurladiel

# PERSONAL SEASONAL COLORING

## Autumn colour chart



by Nurladiel

### Autumn:

People of this type are from many diverse racial backgrounds.

Redheaded Irish are typical of this category.

People with dark skin tones are autumns if they have a truly golden undertone.

They have reddish highlights in hair ranging from blond to dark chestnut brown.

Their eyes are usually brown, but some are green, hazel or blue-green.

They should wear strong, but dusty colors with orange and yellow undertones.

# THE PRINCIPLES OF DESIGN

## Proportion/Scale:

- Refers to the relationship between parts of a design



# THE PRINCIPLES OF DESIGN

Balance:

- **Formal/Symmetrical:**
  - If the two sides of the design are mirror image
  
- **Informal/Asymmetrical:**
  - One side of the design does not reflect the other





# THE PRINCIPLES OF DESIGN

## Emphasis:

- The center of attention or the focal point



# THE PRINCIPLES OF DESIGN

## Rhythm:

- Leads the eye from one part of a design to another part, creating movement
  - Gradation: gradual change
  - Opposition: direct contrast created by perpendicular lines, black and white or complementary colors placed next to each other
  - Radiation: lines extending from a central point
  - Repetition: line, color or pattern repeated
  - Transition: curved lines that lead from one area of a design to another



# HARMONY

Pleasing visual unity is created when the Elements of Design and Principles of Design work together!



# CAREERS

## Fashion designer:

- Someone who designs clothes, footwear, accessories, etc.



## Fashion illustrator:

- A graphic designer, illustrator or other artist who concentrates on fashion, including clothing lines, fashion magazine artwork, footwear and drawings found in sewing pattern catalogs

