

The Art of Fashion

Standard 2: Students will recognize and apply the principles and elements of fashion design.

- Objective 1: Demonstrate knowledge of the elements of design.
- Objective 2: Demonstrate knowledge of the principles of design.

What is Design?

- A design is an arrangement of _____ in a product or work of art. _____ are designs.

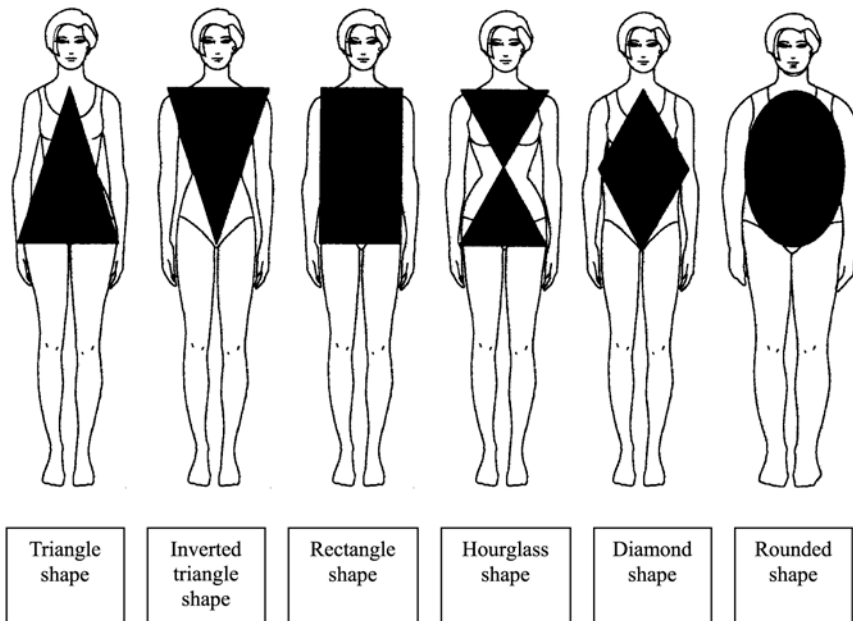
The clothes people wear are design and use the same _____

Steps to Good Design

1. Help you to recognize _____
 2. Help you select the designs that _____
- By understanding design, you will be able to _____

Figure Types

- Understanding figure types and body shapes is key to _____ which in turn will help you look your best.
- Body shape is called _____. These figure and physique types are often compared to geometric shapes:



Triangle Silhouette

- This shape is _____. This means a person may have _____. Some people will describe this figure as _____.

Inverted Triangle Silhouette

- This person has a _____. Shoulders are _____, but hips and thighs are _____. The bust or chest is _____. This shape may be described as _____.
- This is a _____.

Rectangle Silhouette

- A person with this figure type has _____. The body shape has _____. The chest is usually _____ and there is _____.

Hourglass Silhouette

- When you picture an hourglass you envision an object that is _____. This also describes the hourglass figure type. This person generally has a _____.

Body Shapes

- No matter what figure or physique type, people can use the elements and principles of design to create an optical _____ of a slightly different shape and, therefore, enhance their best features.

The Elements of Design

Elements of Design

- The elements of design are _____. They are sometimes referred to as the _____. Each of these elements plays an important role in _____ of clothing designs.

Lines

- Lines give direction to a design and _____. Lines also _____ in a design, carrying the eye _____. They can be _____.

Vertical Lines

- These lines lead the eye _____. They add _____ and create a _____ silhouette. They are more _____.

Horizontal Lines

- These lines carry the eye from _____. Adds _____ and make a person appear _____.

Curved

- These lines _____. They are considered _____. They can also _____ and _____ the figure.

Diagonal Lines

- These lines are _____. They produce the _____ as the _____ they most resemble.

Form & Shape

- The outline of an object is its _____. If you stand in front of a lighted area near a wall, you can see your _____ on the wall as _____.

a _____. When people see you from a distance they only see _____

- When a _____ shape takes on a _____ it becomes a _____. Form is the _____. If an object has _____, it has form. Form makes up the _____ of design. Along with _____ people wear create form.
- Several forms or shapes are common in clothes. These include the following:

Natural Form

- The natural form follows _____. Clothes fit _____ and reveal the _____

Full Form

- Some clothes, such as a _____ produce a _____. These clothes tend to visually _____

Tubular Form

- Clothes with a tubular form are more _____. They include a _____
- The tubular form creates the _____

Bell Form

- Clothes that produce the _____ form look _____ are examples of bell forms.

Texture

- Texture refers to _____ The _____ determine a fabric's texture. Some words that describe textures are _____

Types of Texture

- There are two main types of textures seen in clothing.
 1. _____
 2. _____

Texture Guidelines

- When choosing textures follow these guidelines:
 1. _____
 2. _____

3. _____
4. _____
5. _____
6. _____

Pattern

- Patterns used on clothing add extra embellishments:

1. _____
2. _____
3. _____
4. _____

Color—An Element of Design

Color

- When shopping for clothes, _____ may be the first thing that _____ you to a particular garment. The range of colors is _____. Some are _____ other are _____. Some are _____; others are _____. Understanding the _____ can help you choose colors that will best _____

Qualities of Color

- Color has three properties or qualities. The first is hue. _____

- The other two qualities of color are _____

Value

- The _____ of a color. Each color has a wide value scale from light to dark. Different values form when _____ is added to a color.
— _____

Tints & Shades

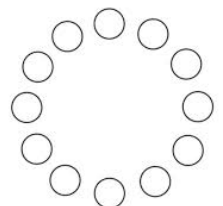
- Tints: A subcategory of value. A tint is made by _____
- Shades: A subcategory of value. A shade is made by _____

Intensity

- The _____ of a color. A _____ is more intense than a _____. Adding more of the _____ makes a color _____ intense. Adding some of the _____ will make the color _____ intense.

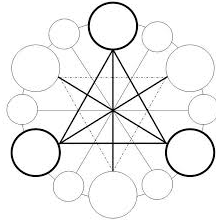
The Color Wheel

- The color wheel shows the _____
_____ It includes the _____



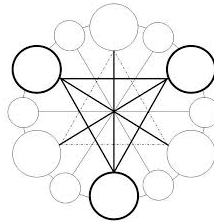
Primary Colors

- _____ are the primary colors. _____ No other colors can be combined to make any of them.
- They are placed equal distances from each other on the color wheel, _____
- _____ are made from them.



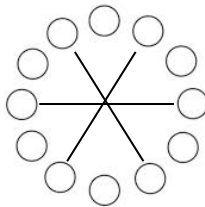
Secondary Colors

- _____ are the secondary colors. They are located _____ on the color wheel.
- Mixing _____ forms the secondary colors.
 - _____
 - _____
 - _____



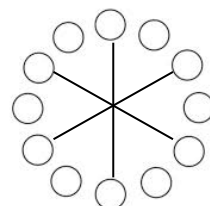
Tertiary Colors

- Combining equal amounts of a _____ hue form a _____ color. They are located between the _____ colors on the color wheel.
- These colors are _____



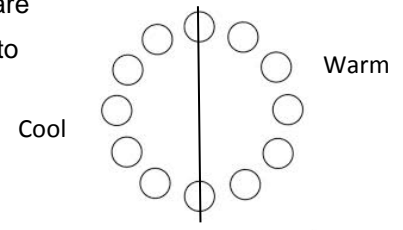
Color Complements

- Colors located _____ on the color wheel. They have the _____ and look _____ when used together.
 - _____
 - _____
 - _____



Warm Colors

- _____ are considered warm colors. They are _____ . Many people like to wear warm colors.



Cool Colors

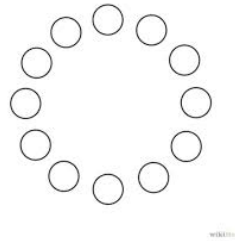
- _____ are considered cool colors. _____ are terms often used to describe these colors.
- Long term hospital patients may stay in rooms painted soft green or blue-green. These colors are _____

Color Schemes

- Appealing combinations of colors form _____. Designers often base _____ on these time-tested color schemes.

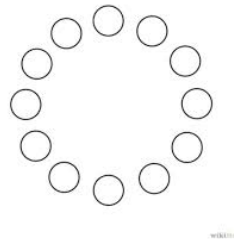
Monochromatic

- A color scheme that _____
Someone wearing a pale blue shirt, navy jeans, and pure blue socks is displaying a monochromatic outfit.



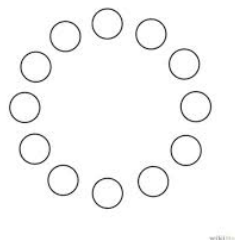
Analogous/Adjacent

- Two to Four Colors are _____ on the color wheel. They are _____ and _____
 - Autumn leaves in yellows, oranges, and reds are a great natural analogous color scheme.



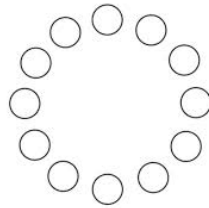
Triad

- A triad uses _____ that form an _____ on the color wheel. Commonly it is your _____ colors.



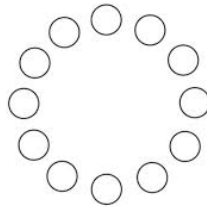
Direct Complement

- This color scheme _____
With this color scheme lower the _____ of one or both of the colors to enhance one other.



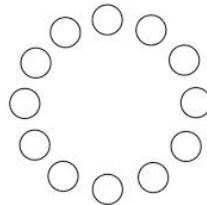
Split Complement

- This color scheme _____
- Creates a very _____ look to the design.



Double Complement

- This color scheme _____
- One of the colors should be _____ and can create a fun look.



Neutrals

- _____ are neutrals. They are known as the _____
_____ the absence of color reflects light. _____ absorbs all colors. _____ is a blend of
black and white. _____ are made by combining color complements evenly.

Accented Neutrals

- A color scheme that _____. This is a very
_____ when _____ various pieces in a wardrobe.

The Principles of Design

Principles of Design

- The principles of design _____
_____ are the principles of design. When these are used correctly, the result is _____

Proportion/Scale

- Proportion is _____ and of all the parts to the whole. This includes _____
- _____ should be in proportion to a person's _____

Balance

- Balance is _____
- There are two types of Balance:
 1. _____
 2. _____

Formal/Symmetrical Balance

- With formal/symmetrical balance, both sides of the garment are _____
It is easy to achieve in clothing.

Example: a skirt with the same number of pleats on each side of the center.

Informal/Asymmetrical Balance

- With informal/asymmetrical balance the _____ on either side of the imaginary line. _____
_____. Not as easy to create but usually more interesting.

Example: a jacket with an off-center closing.

Emphasis

- Interesting designs have _____
They have a _____. The eye is _____
_____ and it is the _____. Often referred to as the _____
- Emphasis should be used to _____
It is achieved through:
- _____

Rhythm

- Rhythm is the _____ created by line, shape, or color in a design. It causes the eye to move _____
- There are five ways that rhythm can be achieved:
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____

Rhythm By Graduation

- Sometimes called progression, _____
- Color can go from _____
- Textures from _____

Rhythm By Opposition

- Rhythm that is created when _____
Direct contrast created by _____
placed next to each other.

Rhythm By Radiation

- When lines extend out from a _____ . Created with _____
_____ fan out from a central area.

Rhythm By Repetition

- _____ in a garment.

Rhythm By Transition

- A fluid rhythm created when a _____

Harmony

- Using the elements of design according to the principles of design creates harmony and _____
_____. In achieving harmony, all parts of a design look as if _____
_____. It helps to _____ with accessories but never takes away
from the overall design.