



ADDITIONAL ELEMENTS AND PRINCIPLES OF DESIGN

COLOR

Light and bright colors draw attention and increase size.

Dark and dull colors minimize size.

Monochromatic color schemes tend to make you look taller.

FOCAL POINT/POINT OF EMPHASIS

A focal point or point of emphasis is a place to which the eye is drawn first. It is something of interest.

PROPORTION

Proportion deals with how the components of your outfit relate to the whole.

Avoid 50/50 divisions—thirds are more pleasing to the eye. The Golden Mean ratio is 3 to 5.

If you are short waisted, match your belt color to your skirt or pants.

BALANCE

Symmetrical balance is a safe, classic look.

Asymmetrical balance gives a more sophisticated look.

SCALE

Choose prints and accessories in scale to your size.

Big and little prints sharing a common color mix well together.

TEXTURE

Texture is the look and feel of a fabric.

Heavy, fuzzy, and rough textures enlarge a figure.

Shiny fabrics enlarge.