



Name _____ Period _____ Date _____

ELEMENTS OF DESIGN

People come in a variety of shapes and sizes. No matter what a person's size or shape, good design can make them look better in their clothes.

The basic elements of design are the same for furnishing a room, painting a picture, or choosing your wardrobe. The eight elements of design are:

1. shape
2. line
3. texture
4. color
5. focal point
6. proportion
7. balance
8. scale

SHAPE

The seven major body contours are: 1. Tall and thin

2. Tall and heavy 3. Short and thin 4. Short and heavy

5. Top heavy 6. Undefined waist 7. Bottom heavy

Your contour is bottom heavy if you have large shoulders in comparison to your hips. Your contour is top heavy if you have wide shoulders in comparison to your hips. If you have little or no waist indentation, you have a(n) undefined waist contour.

LINE

Without line you can't have design. You can use lines to emphasize your contour strengths, conceal your contour faults, or direct the eye. Horizontal lines move the eye across a figure, so they appear to make a person wider.

Vertical lines move the eye up and down, so they emphasize height.

Diagonal lines suggest movement and action. They lengthen or shorten

depending on their angle. Curved lines add softness because they

emphasize roundness. Stay away from double-breasted coats or jackets if you want to

look thinner. An outfit with two or more horizontal lines has a strong widening

effect. Jackets ending above the hips look unattractive with pants. Tops that end

below the hips best camouflage large hips.

TEXTURE

Texture is the look and feel of a fabric. You can use texture to change

your perceived shape. Heavy textured fabrics enlarge a figure. Fuzzy, rough

surfaces add bulk. If you want to minimize weight, wear smooth fabrics.

**ELEMENTS OF DESIGN - PAGE 2****COLOR**

Color has the power to change how your shape appears. Light or bright colors increase your apparent size. Dark and light colors make what they cover appear smaller. People who carry extra weight in the hips need to wear dark pants and light or bright colors near their face. If you are quite tall and want to minimize your height, you should wear two color outfits; they draw attention to the line where the separates meet. Contrasting colors bring attention to an area. Matching belts are the best choice for tall people because contrasting belts visually cut them in half which makes them look shorter. Monochromatic color means you use one color. Monochromatic color makes you appear taller.

FOCAL POINT/EMPHASIS

A focal point is a place to which the eye is drawn first. It is a point of interest. The neckline is most often the point of emphasis in a dress design because it calls attention to the face. This is also the reason men wear colorful ties.

PROPORTION

Proportion deals with how the parts of your outfit relate to the whole. The ancient Greeks knew that ratios like 3 to 5, and 5 to 8 were more pleasing to the eye than equal divisions. These ratios are called the Golden Mean. It is best to avoid 50/50 divisions in your clothing choices. This guideline is applicable for line, color, and separates.

BALANCE

A well-designed outfit is in balance. A blazer is an example of formal or symmetrical balance. When design elements on both sides are different yet balanced, this is called asymmetrical balance. Color can also be used to create balance. You can create balance when you choose clothing and accessories in scale with your body.

SCALE

Scale means how large or small parts are in relation to the whole. One should choose prints and accessories in scale to his/her body size.