ELEMENTS OF DESIGN

LINE
A line leads the eye from one point to another. Use lines to help emphasize your height, conceal your weight, or draw attention.

Horizontal lines move across the body, making it appear wider.

Vertical lines lead the eye up and down, emphasizing height.

Diagonal lines suggest movement and action.

COLOR
Light and bright colors draw attention and increase size.

Dark and dull colors minimize size.

Monochromatic color schemes will make you look taller.

FOCAL POINT
A focal point is a place to which the eye is drawn first.

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

Avoid 50/50 divisions. Thirds are more pleasing to the eye.

If you are short waisted, match your belt color to your top.

To minimize a long waist, match your belt color to your skirt or pants.

Symmetrical balance is a safe, classic look.

Asymmetrical balance gives a more sophisiticated look.

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.