



EMPHASIS

CENTER OF INTEREST

ONE MAIN FOCAL

POINT

BALANCE
PARTS OF A WHOLE
ARE ARRANGED
SO ACHIEVE A
FEELING OF REST
AND EQUILIBRIUM

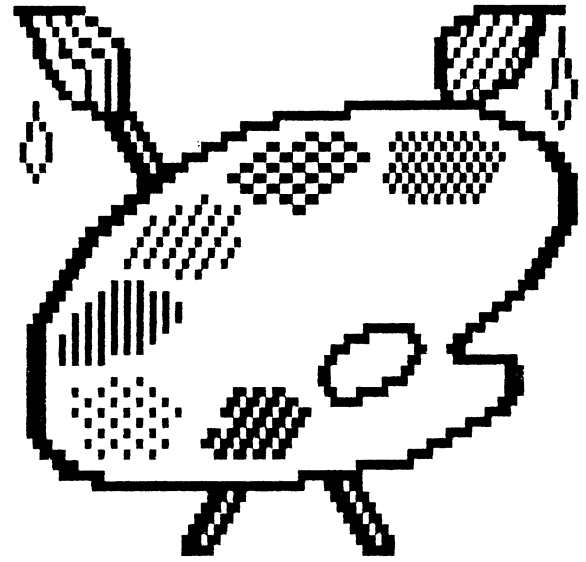


SCALE

THE RELATIONSHIP OF
THE SIZE OF ONE
PART TO ANOTHER
PART

RHYTHM

THE EYE IS MOVED
EASILY FROM ONE
PART TO ANOTHER,
BY REPEATING OR
PROGRESSING A
LINE, DESIGN
OR ACCENT



ELEMENTS OF FASHION DESIGN



PROPORTION-

**The relation of
the parts to
each other and
the whole.**

**The way space
is divided**

LINE:

HORIZONTAL

VERTICLE

CURVED

DIAGONAL

NARROW

WIDE



FIGURE 11-22. The figure on the left shows how a patterned fabric with considerable contrast in lightness and darkness enlarges an area. Compare this garment with the one on the right, in which there is less contrast.

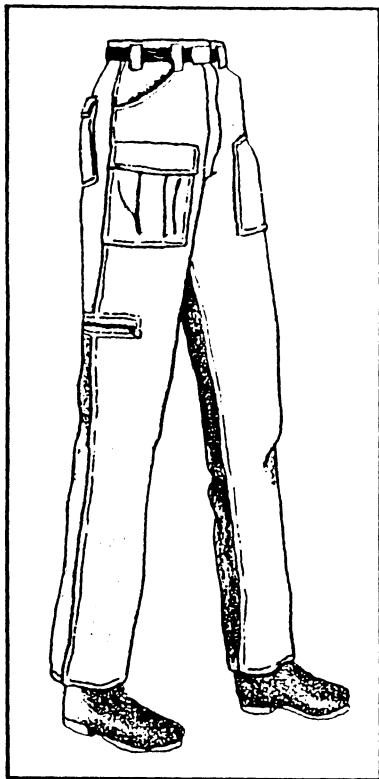


FIGURE 11-30. To add fullness to the hip area, try pants with multiple pockets.



FIGURE 11-31. Soft shoulder gathers can help balance a full bust.



FIGURE 11-32. The side pleats on these pants can disguise a rounded stomach.



FIGURE 11-20. Color can be used to change proportions. Light or bright colors attract attention, while dark or subdued colors seem to recede



FIGURE 11-19. A dark tie stands out on the light background of a shirt.

