

COMPETENCY #2, 3:

Identify the elements of design namely: proportion, scale, balance, emphasis, and rhythm.

Understand the affect these principles have on the way clothes look on an individual.

CONCEPT: By understanding the principles of design students will be able to make the most of the way they look.

VOCABULARY:

PROPORTION - The relationship of parts of each other and to the whole. The way the space is divided.

SCALE - The relationship of the size of one thing to another thing.

BALANCE - The various parts of a whole are arranged so a feeling of rest or equilibrium exists.

Within balance there are two main methods to achieve the rest or equilibrium, they are:

Formal or Symmetrical Balance - both sides are exactly the same, a mirrored image of each other.

Informal or Asymmetrical Balance - the design is balanced, but each side is different.

EMPHASIS - A center of interest that the eye is drawn to. One main point of emphasis is all that is needed. To check for emphasis, stand in front of a mirror, close your eyes for a few seconds. Open your eyes and see what they are attracted to.

Emphasis can be created by :

CONTRAST in textures, shapes, lines, colors, or by use of unusual shapes, textures colors or accessories.

REPETITION - repeating a color or line or shape in a design that carries the eye. Example: Black pants with black sweater, silver hair ornament, silver earrings, silver necklace. The silver adds emphasis to the outfit by being repeated several times.

RHYTHM - When the eye moves easily from one part of the design to another, a flow of design.

Rhythm is created or expressed in several ways:

RHYTHM BY REPETITION - Repeating a color or line or shape in a design that carries the eye.

RHYTHM BY PROGRESSION - A small line or pattern is progressed to a large pattern.

RHYTHM BY CONTINUOUS LINE - the line begins at one end of the design and continues through to the end of the design. It may be any line, curved, vertical, diagonal etc.

PREPARATION

Find illustrations in fashion magazines and pattern books that will help students to visualize each type of line and how it is used in clothing design. Mount on poster board and discuss each as you lecture.

LECTURE/ DISCUSSION

The principles of design are specific guidelines to help you put together all the parts of your outfit in a successful manner that will work to complement your face, body shape and size.

You may have an outfit that you really like and get many compliments on. As we discuss these principles you will begin to recognize why some outfits work better than others.

Discuss as a class the vocabulary words, use your picture/posters as illustrations. If you notice any of the elements obviously on a student, have them stand and show the class.

ASSIGNMENTS

PROPORTION

Find an illustration, using pattern books or magazines, that shows an outfit that has good proportion. Using our definition, explain the relationship of the parts to each other and to the whole, how is the space divided etc.

(Example: A white baggy or oversized sweatshirt worn with black jeans, or black stirrup-pants puts the focus on the upper half of the body, the legs are minimized by the fit and color of the pants.)

SCALE

Find an illustration, using pattern books or magazines, that show the following relating to scale:

- a. A small pattern on a child or small person
- b. A large print or accessory on an adult that is scaled to fit them.

NOTE: the scale of the print or accessory or design should be in proportion to the wearer.

- c. Try to find an outfit that the scale is not right. Perhaps an accessory that is too large or too small for the person, or a print that is out of scale for the wearer, or too much or too little of one color or pattern to bring the outfit into scale.

BALANCE

Find an illustration, using pattern books or magazines that show the principle of FORMAL OR SYMMETRICAL BALANCE. Keep the definition in mind: A design that is identical on both sides.

Find an illustration that will show the principle of INFORMAL OR ASYMMETRICAL BALANCE. Keep the definition in mind: A design that is balanced, but each side is different.

EMPHASIS

Illustrate the following ways the EMPHASIS is created by using contrast:

- a. Contrast by texture
- b. Contrast by color
- c. Contrast by use of unusual shapes or accent.

Illustrate the following ways that EMPHASIS is created by using repetition:

- a. Repeating a shape or design
- b. Repeating a color throughout the design or outfit

RHYTHM

Find an illustration of RHYTHM as it is created by:

- a. Repetition - repeating color, or line or shapes in a design so that it carries the eye around the design.
- b. Progression - find a picture that illustrates a small to large pattern or design. Perhaps a stripe that starts out very narrow on top and gets larger and larger until it reaches the bottom of the shirt or dress etc.
- c. A continuous line that carries the eye around the design.