

# Principles of Design

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Fashion Design

# Dot-to-Dot

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- You will have 1 ½ minutes to try this activity
- Start at the #1 and draw a line to 2, 3 4,... and so forth
- See how high you get!



**Try it again!**

# DOT-TO-DOT

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- All the odd numbers are on the left side of the page; the even numbers are on the right.
- The numbers go in a zigzag pattern (left to right), going down the page, back up and back down.
- Now you have another 1½ minutes to see how well you do.



# Dot to Dot:

## Connection to Elements and Principles

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- The numbers on the page are like the elements of design. They are the tools we have to change and manipulate. We have learned about several of these tools.
- What are the tools or elements of design???
  - *line, color, texture, shape/form, and pattern.*
- Now that we have those elements out there, we need rules that show us how to use them. The rules are referred to as the principles of design.
- How would it make it easier to have rules about using the elements of design???

# The Relationship of the Elements and Principles of Design

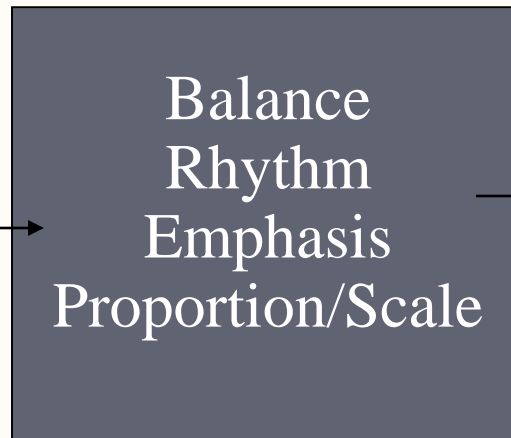
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## ELEMENTS OF DESIGN



## TOOLS

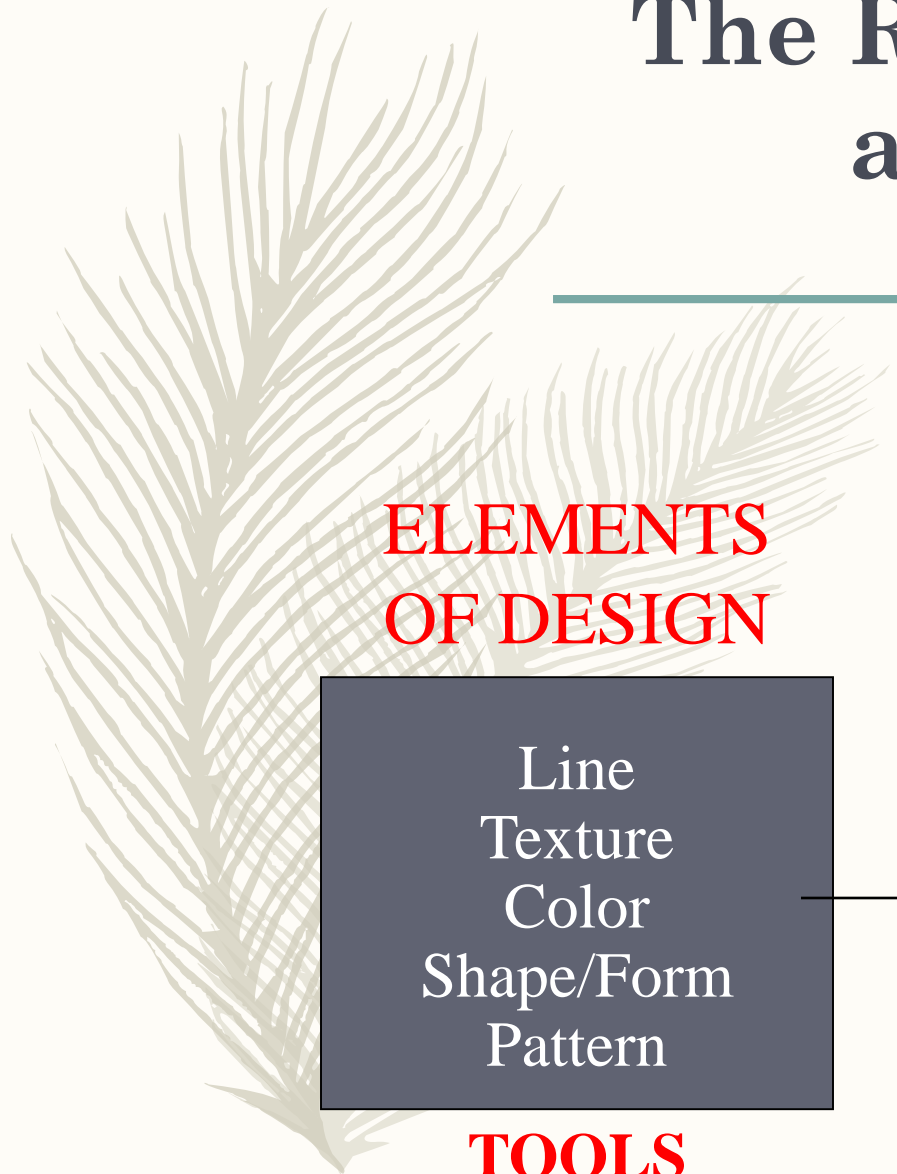
## PRINCIPLES OF DESIGN



## RULES

To  
create

Harmony



# The Principles of Design

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■ **Rhythm**

■ **Emphasis**

■ **Balance**

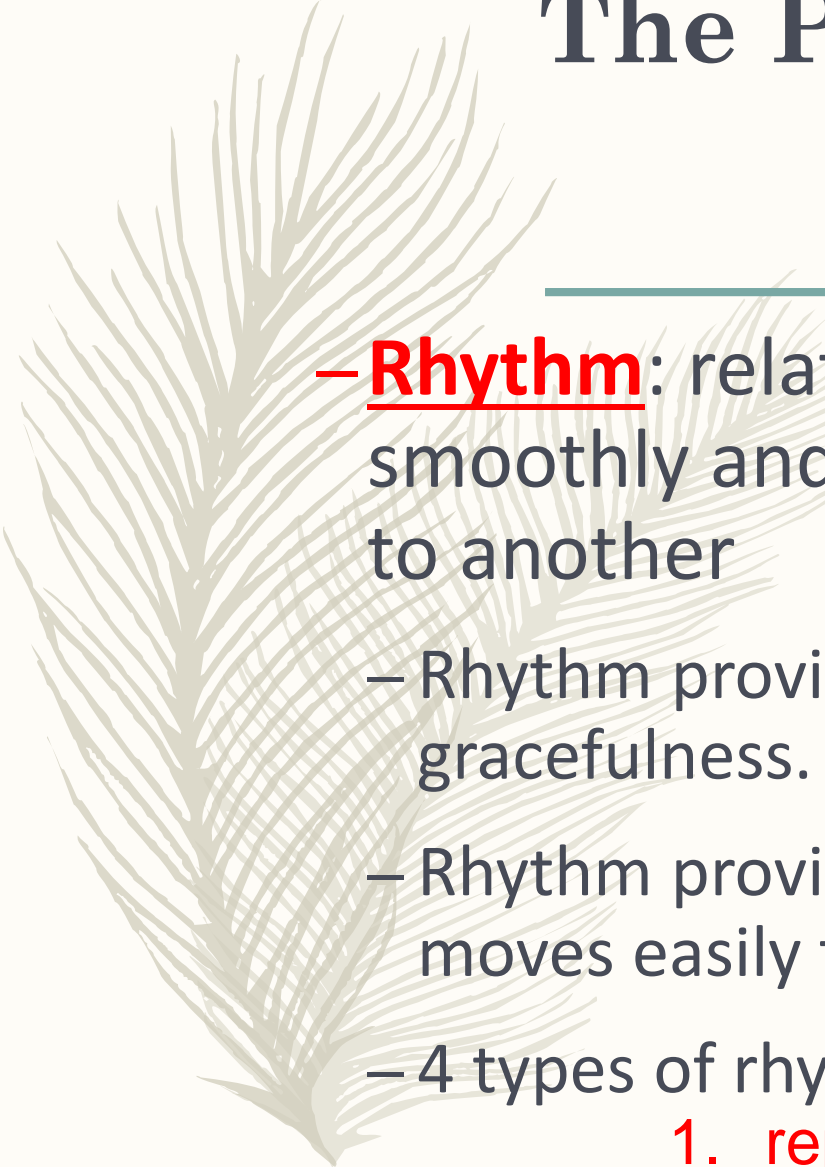
■ **Proportion/Scale**

■ **Harmony**



# The Principles of Design

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- **Rhythm**: related movement that leads the eye smoothly and easily from one part of the design to another
    - Rhythm provides a sense of order and quality of gracefulness.
    - Rhythm provides the illusion of motion as the eye moves easily from one part of the design to another.
    - 4 types of rhythm include the following:
      1. repetition
      2. gradation
      3. transition
      4. radiation

# The Principles of Design

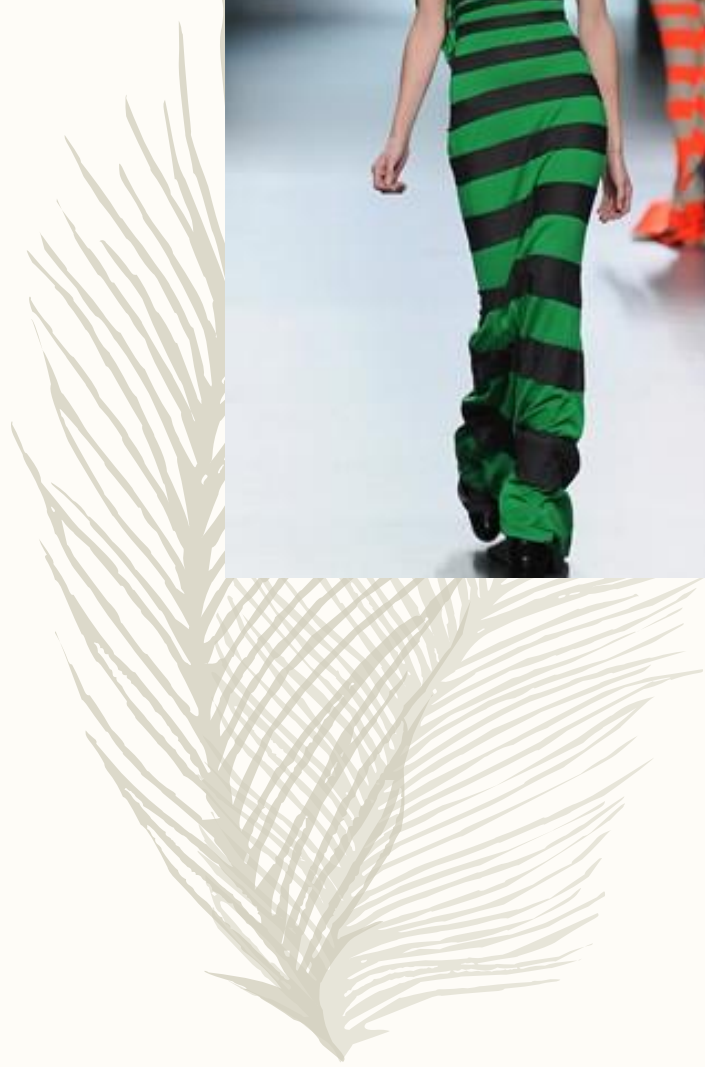


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## 4 Types of Rhythm:

- Repetition: repeating design, shape, pattern, or texture.
- Gradation: applies to the incremental change in the state of a design element. Gradual increase or decrease of design.
- Transition: a smooth flowing passage from one condition or another. Shift from one place to another on the garment.
- Radiation: the feeling of movement steadily bursting outward in all directions from a visible or suggested central point.





# The Principles of Design



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- **Emphasis**: also known as the “center of interest,” “focal point,” and “dominant idea”
  - Emphasis centers attention on the most important item in an arrangement and allows rhythm to carry the eye from this point to other areas of interest.
  - Emphasis creates order and captures attention.

## EMPHASIS

- Points of attention in a design.
- The feature in a design that attracts one's eye.
- The focal point.
- Emphasis can be achieved through size, placement, color and use of lines.
- The most personal aspect of a design.





# The Principles of Design

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– **Balance**: the arranging of design parts to create a feeling of rest and equilibrium

- Balance produces a sense of equality between opposite elements.
- Two types are as follows:

1. **Formal balance (symmetrical)** – *The design is the same on each side of the design center.*
2. **Informal balance (asymmetrical)** – *The design is balanced but is different on each side of the design center.*



Asymmetrical vs. Symmetrical Balance

# The Principles of Design



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## – Proportion/Scale:

- Proportion is the relationship of parts to each other and to the design as a whole based on division of space.
- Scale is the law of proportion when applied to the size relationship of objects used together.



# Proportion

- Elements seem to be an appropriate size for the space they fill.



# Proportion

- The ratio of one part to the whole.
- Things just look right.



# Proportion

- The ratio of one part to the whole.
- Things just look right.

Small and average sized textures are suitable for most garments. Large textures can overpower a garment



# The Principles of Design

$$\text{Unity} + \text{Variety} = \text{Harmony}$$

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- Harmony: the combination of unity and variety. All parts of the room or garment work together to create a pleasing, whole design.
- Harmony occurs when the parts of a design are related by a unified design and consistency of style.
- Harmony is essential to successful design.
- Harmony is the final goal of any arrangement.
- Harmony demands that the sizes, shapes, colors, textures, and ideas used to create the arrangement or design be related.



# *Conclusion*

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As you can see the Principles of Design overlap some but through practice and exposure you will see these principles come to life all around you.