**Fashion Design**

**Unit #3**

**Principles & Elements of Design**



**Standards:**

Students will recognize and use the principles and elements of fashion design.

1. Demonstrate knowledge of the elements (tools) of design.

\*Line (vertical, horizontal, curved, and diagonal visual effects)

\*Shape/form

\*Color

-Color wheel: hue, primary, secondary, tertiary/intermediate

-Value: tints, tones, shades

-Intensity: brightness, dullness

-Schemes: neutral, accented neutral, monochromatic, triad, analogous, complementary

\*Texture (tactile, visual)

\*Pattern (Naturalistic, Conventional, Geometric, Abstract)

2. Demonstrate knowledge of the principles (rules) of design.

\*Proportion/Scale

\*Balance:

-formal/symmetrical,

-informal/asymmetrical

\*Emphasis: focal point

\*Rhythm: gradation, opposition, radiation, repetition, transition

\*Harmony: unity & variety

3. Create a color wheel identifying primary, secondary, and tertiary/intermediate colors and the warm and cool colors.

4. Create or show use of values (tints, tones and shades).

**Line**

|  |  |  |
| --- | --- | --- |
|  |  |  |
|  |  |  |
|  |  |  |

Line Types:

1-

\*

\*

2-

\*

\*

3-

\*

\*

Line Directions:

1-

\*

\*

2-

\*

\*

3-

\*

\*

Line Applications:

1-

\*

\*

\*

2-

\*

\*

\*

**Shape & Form**

**Shape:**

**Form:**

**Texture**

**Where is texture found?**

Visual Texture:

Tactile Texture:

**What is texture?**

**What words described texture?**

**How is texture created?**

**Why is texture important?**

**Texture that increase the appearance of body size:**

**Texture that decrease the appearance of body size:**

COLOR

Color Wheel:

\*Primary Colors



-

-

-

\*Secondary Colors

-

-

-

\*Tertiary Colors

-

-

-

-

-

-

Tints, Tones & Shades:

\*Tints-

\*Tones-

\*Shades-



Color Schemes

To maintain or decrease attention and apparent size, to appear taller and slimmer:

-

-

-

-

To increase attention and apparent size, to appear shorter and heavier:

-

-

-

-

To appear refined and romantic: To appear happy, youthful, sportive:

- -

- -

- -

- -

To appear mature, serious, somber & classic: To appear dramatic/exotic:

- -

- -

- -

-

|  |  |  |
| --- | --- | --- |
| **Monochromatic** | **Analogous** | **Complimentary** |
| **Triad** | **Neutral** | **Accented Neutral** |

**BALANCE**

Balance Basics:

1.

2.

3.

Types of Balance:

|  |  |
| --- | --- |
| Formal or | Informal or |
|  |  |

RHYTHM

Basics:

1.

2.

Rhythm can be created through:

-



-

-

-

-

Rhythm by Repetition:

Rhythm by Gradation:

Rhythm by Radiation:

Rhythm by Transition:

Rhythm by Opposition/Alternation:

Emphasis and Harmony

Emphasis Notes:

Harmony Notes:

|  |  |
| --- | --- |
| Unity | Variety |

**Proportion/Scale Notes**

**Scale is:**

**Proportion refers to...**

-

**Proportions = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Principles and Elements of Design

Elements =

Principles =

Pattern in Fashion

Naturalistic:

|  |  |
| --- | --- |
|  |  |

Conventional:

|  |  |
| --- | --- |
|  |  |

Geometric:

|  |  |
| --- | --- |
|  |  |

Abstract:

|  |  |
| --- | --- |
|  |  |

Portfolio Expectations

Each portfolio assessment must include:

1. Background must be on a tan/cream colored cardstock.
2. Boarders must be ¼” on black construction paper and they must have STRAIGHT edges.
3. Sketches must be drawn in black pen and colored.
4. Descriptions must be typed. A title must be included (Try to be creative, like “A Night on the Town” or “A Day in the Sun”)! If you cut out your description, they must have STRAIGHT edges. Text must have an even boarder of white space around the text. You must use basic design details in your descriptions of the outfit. Be sure to explain WHERE on the design you created the concept you are assessing.

Examples:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| #1   |  | | --- | | Title & Description | | #2   |  | | --- | | Title & Description | | #3   |  | | --- | | Title  Description | |

Each assessment will be worth 5 points:

2 points for the description

2 points for sketching & designing

1 point for professional mounting

Tips:

1. Use pencil on rough drafts… and PRACTICE!!
2. Draw hair. The croquie looks stupid without hair.
3. Do NOT draw a face. The croquie looks stupid with a face.
4. Think about how clothing sits on the human form. It is not skin tight.
5. Be patient and have fun!!