



The Principles of Design

Fashion Strategies

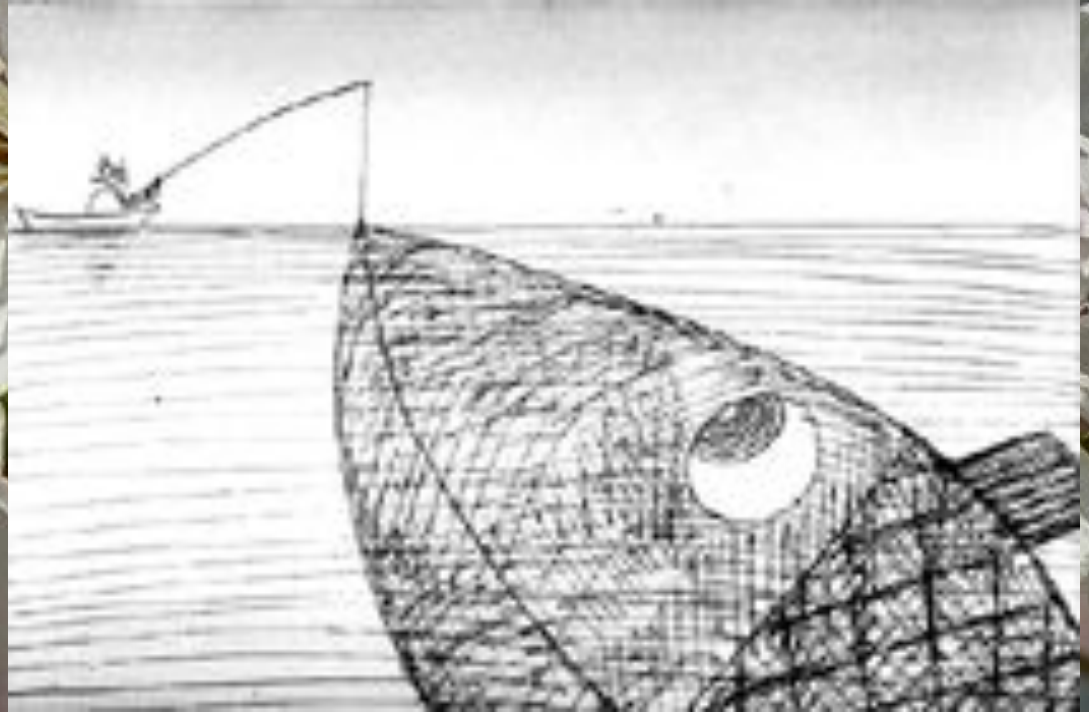


Outline

- Proportion (Scale)
- Balance
- Emphasis
- Rhythm
- Harmony

Proportion

- Proportion is the **relationship** between objects, or parts, of a whole.



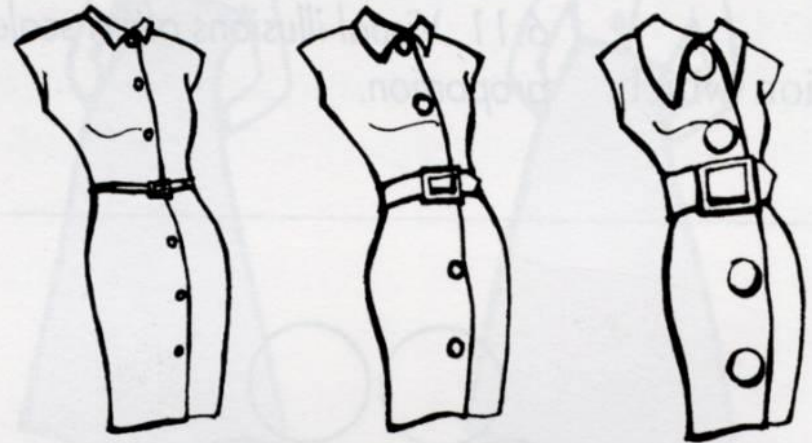
Proportion

- 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.

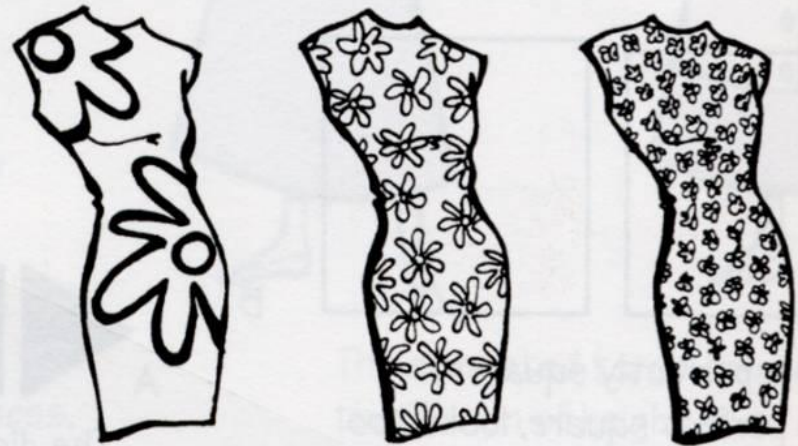


Moderately sized trims, neither too large nor too small, work best for most garments

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



Formal Balance



- One side is a mirror image of the other side

Informal Balance



- Objects on each side of the central dividing line are different.
- More exciting and dramatic

Emphasis

- Emphasis creates a center of interest
- Also referred to as a Focal Point



Rhythm- Repetition

When a design element is repeated

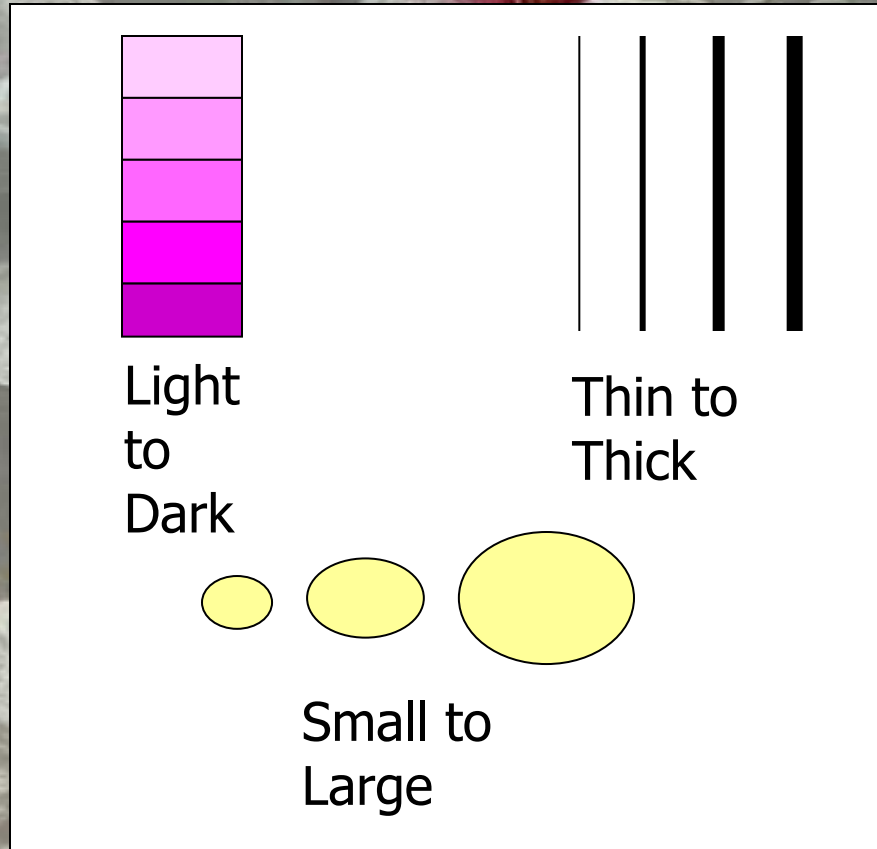


Rhythm- Opposition

- When lines meet to form a right angle
- Checks and plaids
- Square necklines
- Square pockets

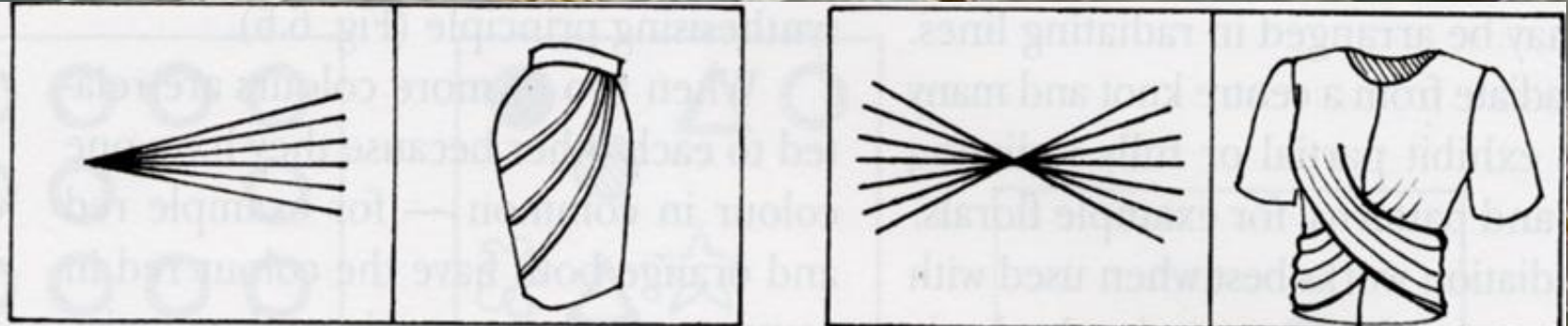


Rhythm-Gradation



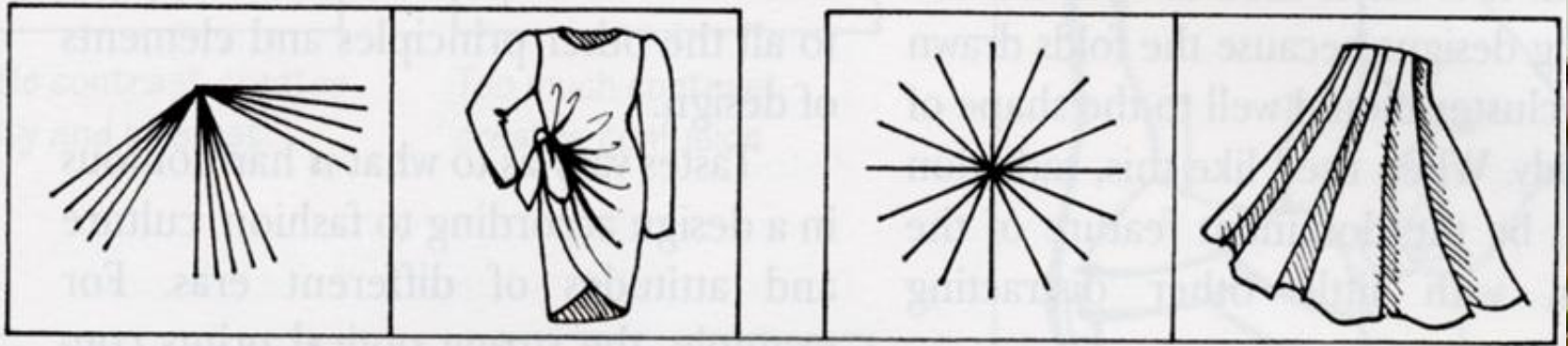
Rhythm- Radiation

Lines flow out from a single point.



Similar directions

Opposing directions



Rhythm- Transition

- Curved lines carry the eye.



Harmony

- Harmony is achieved when Unity and Variety are effectively combined.



Harmony- Unity

- The design is seen as “whole”.
- Unity can be achieved through matching and coordinating



Harmony- Variety

- Variety can relieve monotony by giving the eye a number of different details to look at.



Harmony

- Is it harmony?
- What do you think?





Conclusion

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.