

DESIGN

Exploring the Elements and Principles in Clothing

Elements of Design

The elements of design are color, line, shape, form, and texture. These are the tools used by clothing manufacturers when a garment is designed and constructed to enhance your appearance.

By learning and using the elements and principles of design, you will increase your understanding of how and why some things work together and some simply “don’t look right.”

Line

Line can show direction, draw your attention, outline an object, divide a space, or communicate a feeling. Lines can be straight, curved, diagonal, thick or thin, horizontal or vertical. They can be part of the fabric (some stripes or plaid) or part of the design.



Color

Color is the hue, value, and intensity that defines and can set off one area of the design from another. Hue is the name of the color. Value is how light or dark the color is (light blue, navy blue). Intensity is how bright or dull it is (4-H green, neon green).



Shape

Shape is two-dimensional, appears flat, and is made from lines. For example, a circle or square is a shape.



Texture

Texture is the surface quality of an item. It is how something feels when it is touched or looks like it would feel if touched (rough, smooth, soft, or hard).



Form

Form is the shape and structure of an item. It is three-dimensional with length, width, and depth. For example, a ball or a cube is a form.



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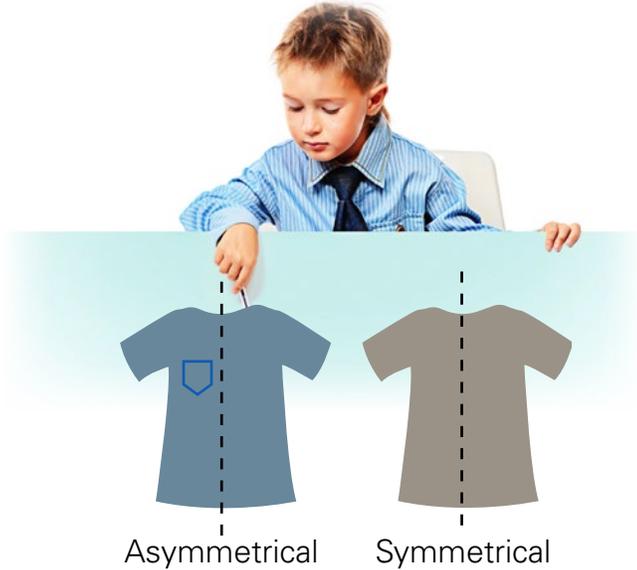


Principles of Design

The principles of design include rhythm, emphasis, proportion, balance, and unity. They are how we use the elements of design to create whole outfits.

Balance

Balance makes the right and left side of a garment appear to be equal, even though they may not be exactly the same. If the two sides are the same, it is symmetrical balance. If the two sides are different in some way but still give the same weight, it is asymmetrical balance.



Rhythm

Rhythm leads the eye from one part of a design to another part, creating movement through repetition of pattern or color.

Unity

When things look right together, you have created unity. Unity includes clothing, all accessories, and you. Lines and shapes that repeat each other show unity, such as curved lines and curved shapes. Colors that have a common hue create unity. Texture also helps create unity, such as a soft texture with curved lines. Try to create a certain mood or theme—sporty, tailored, dramatic, casual—and keep the clothing and accessories in harmony with the look you are trying to achieve. Unity is both a principle in itself as well as the goal for the overall look.

Emphasis

Emphasis is the quality that draws your attention to a certain part of the design first, such as a logo or stripe.



Proportion

Proportion refers to the relationship between parts of a design. For example, the scale of a floral or polka dot print.

