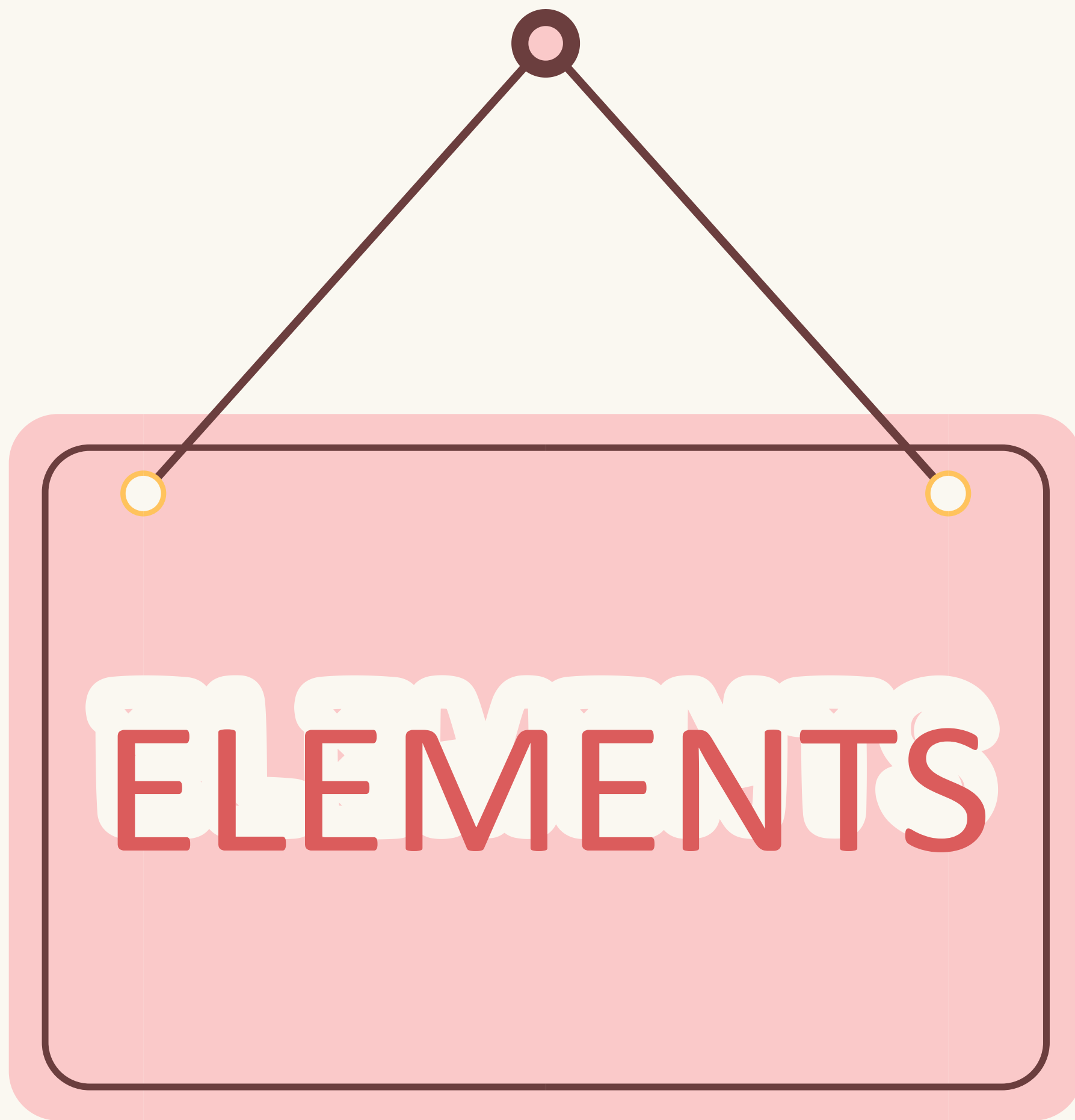


ELEMENTS & PRINCIPLES OF FASHION DESIGN

The elements and principles of fashion design are the guidelines that designers use to create effective clothing

The elements of design in fashion are the components used to create a garment's structure, balance, and visual appeal. These elements include color, line, shape, texture, space, and form. The principles of design in fashion are guidelines that help designers combine elements like color, line, shape, and texture to create visually appealing clothing.

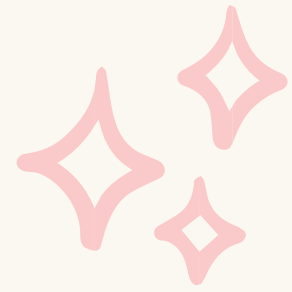
hello



Line

In fashion design, a line is a mark that defines the shape and outline of a garment. Lines can be straight, curved, diagonal, or horizontal

Hand-drawn

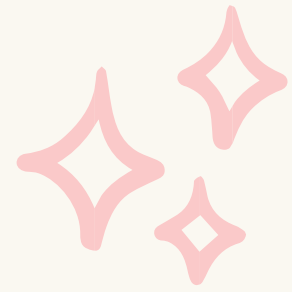


Line

horizontal & vertical
line

diagonal line

curved line



Line

horizontal & vertical
line



diagonal line



curved line

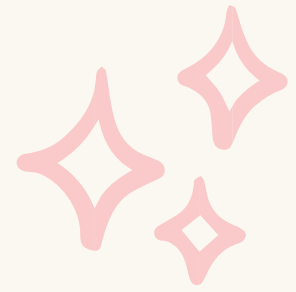




Silhouette

In fashion design, a silhouette is the shape or outline of a garment. It's a two-dimensional representation of the structure and proportions of a piece of clothing.

hello

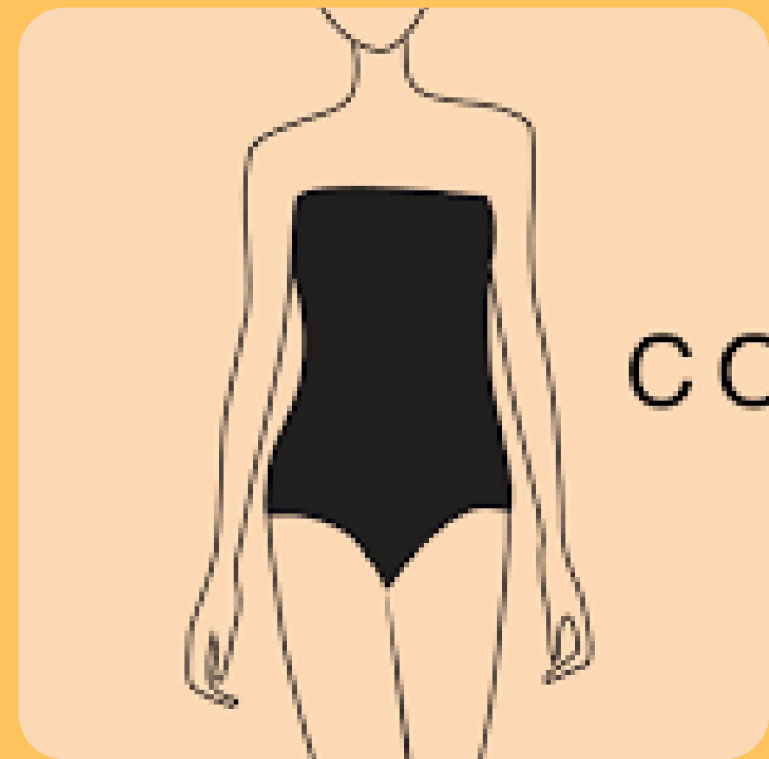
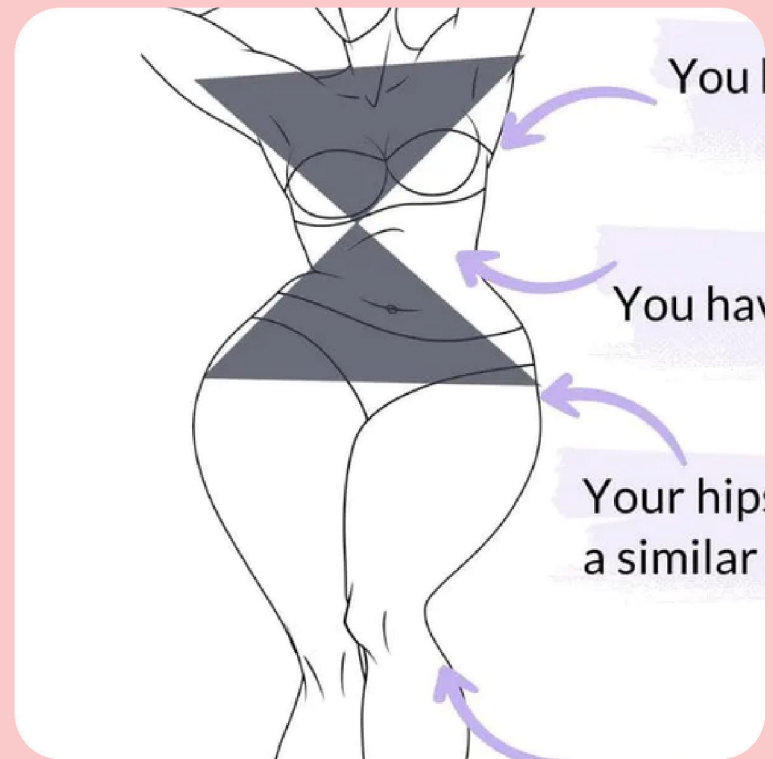
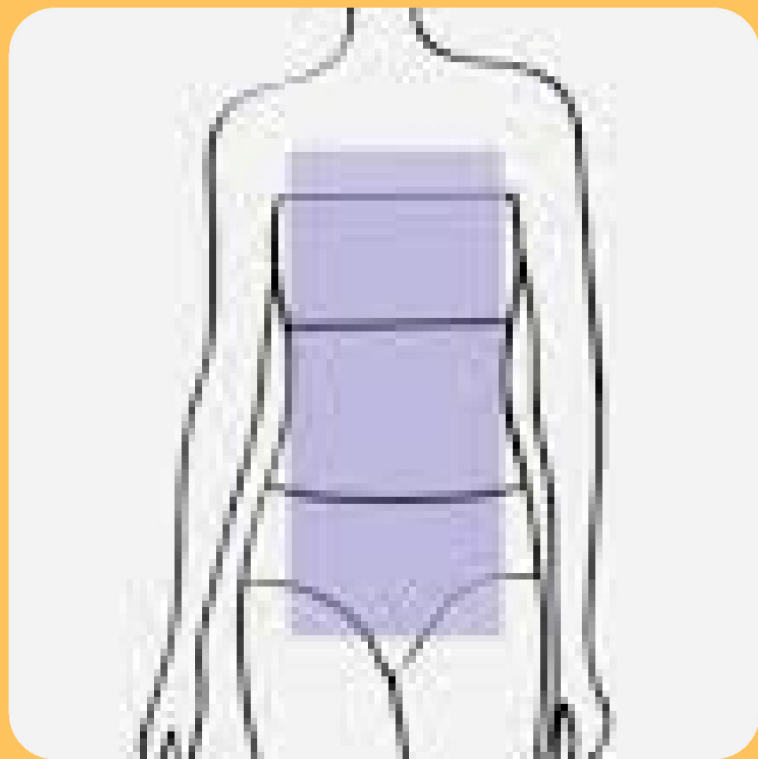


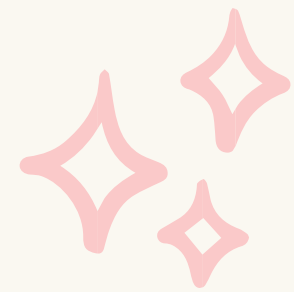
Silhouette

the rectangle
(silhouette)

The fit and flare
(hourglass) silhouette

the waisted column
body silhouette

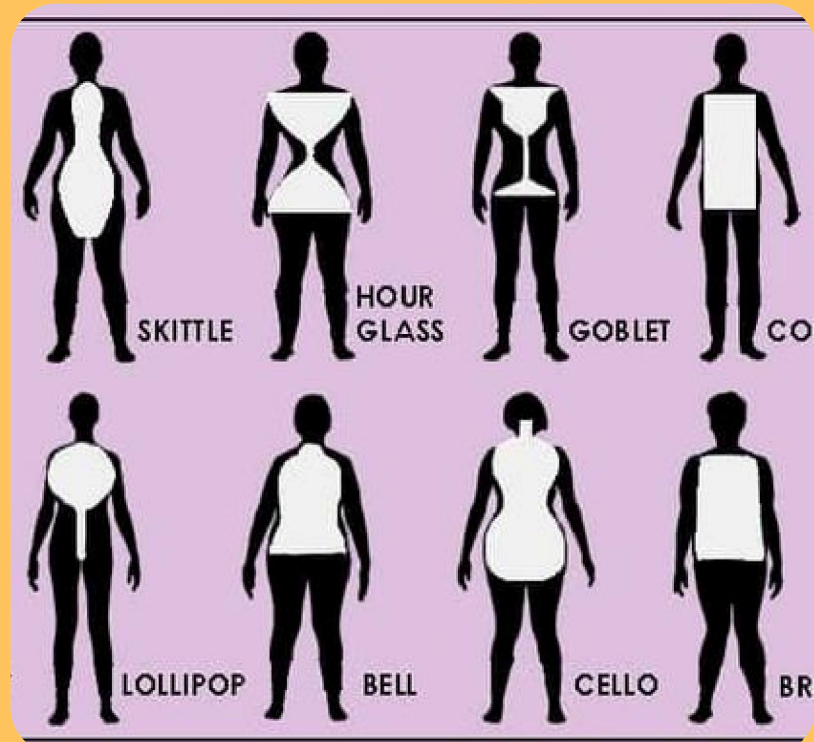




Silhouette

multiple body shape

the inverted triangle
body shape



Inverted Triangle Body Shape

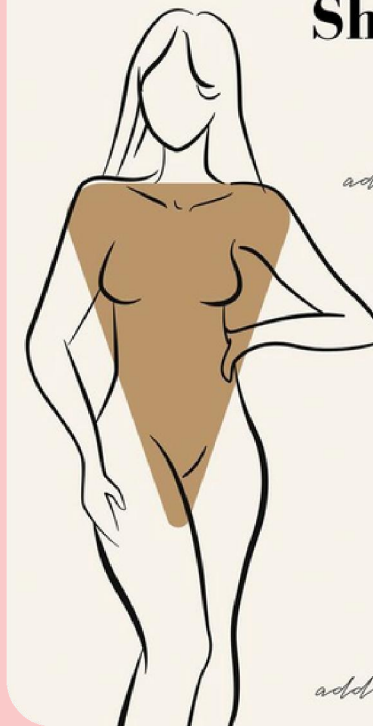
Do:

add volume to lower half

- Flared pants
- Wide leg jeans
- Tighter fitting tops
- V-neck cardigans
- Full skirts
- A-line skirts
- Drop waist and peplum silhouettes
- Tailored shirts

Don't:

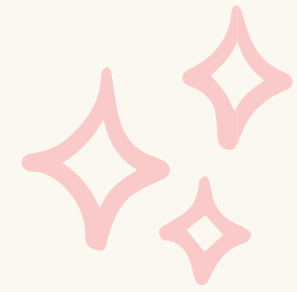
add more volume to your top



Texture

Texture in fashion design is the feel and appearance of a fabric's surface.

hello

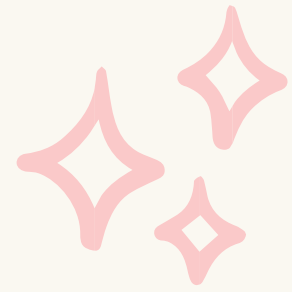


Texture

smooth fabric

rough fabric

light and flowy



Texture

smooth fabric



rough fabric



light and flowy



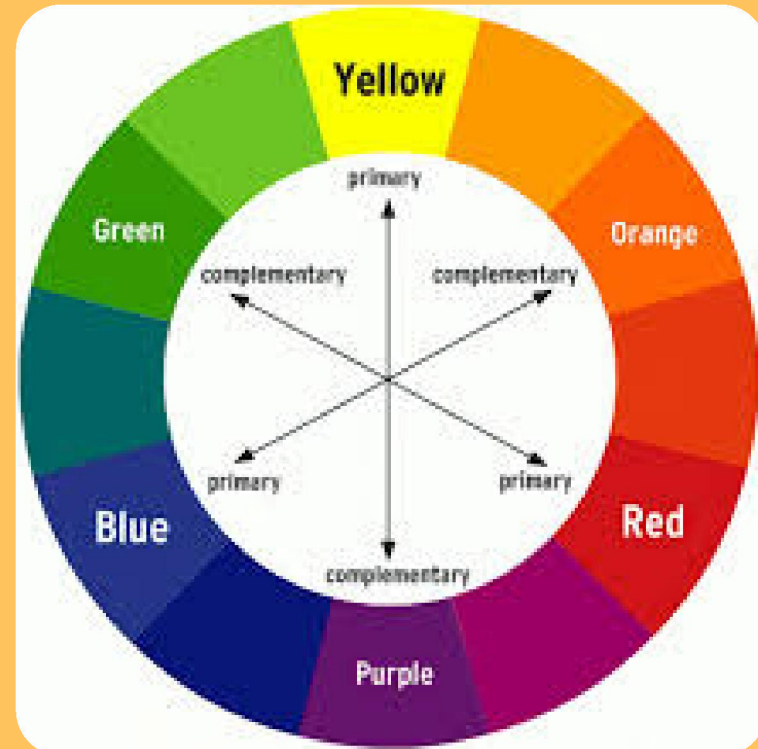


Colour







In fashion design, color is a key element that designers use to create mood, evoke emotion, and enhance the look of a garment or collection. Color is often the first thing people notice about a design.

hello













colour



colour

YOUR COMPLEXION CLOSELY MATCHES	WEAR THESE	DON'T WEAR THESE
		
		
		
		

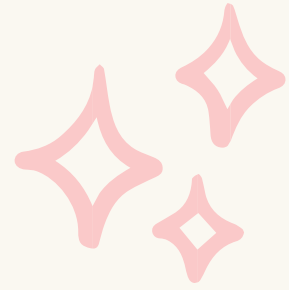


COLOR TYPE	SKIN TONE	BEST COLORS FOR YOU
 SPRING	 WARM	
 AUTUMN	 WARM	
 SUMMER	 COOL	
 WINTER	 COOL	

Value

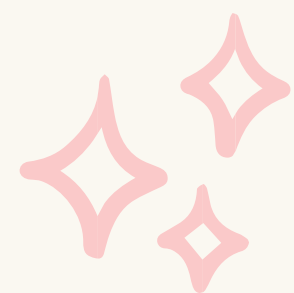
In fashion design, value is the lightness or darkness of a color or the relationship between different parts of a design.

hello



Value





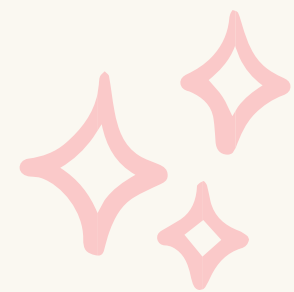
Value



Space

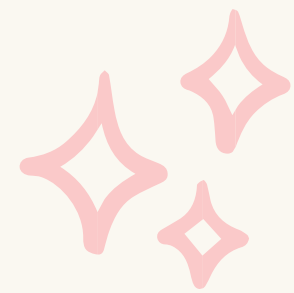
In fashion design, space is the physical and visual area between and around design elements.

hello



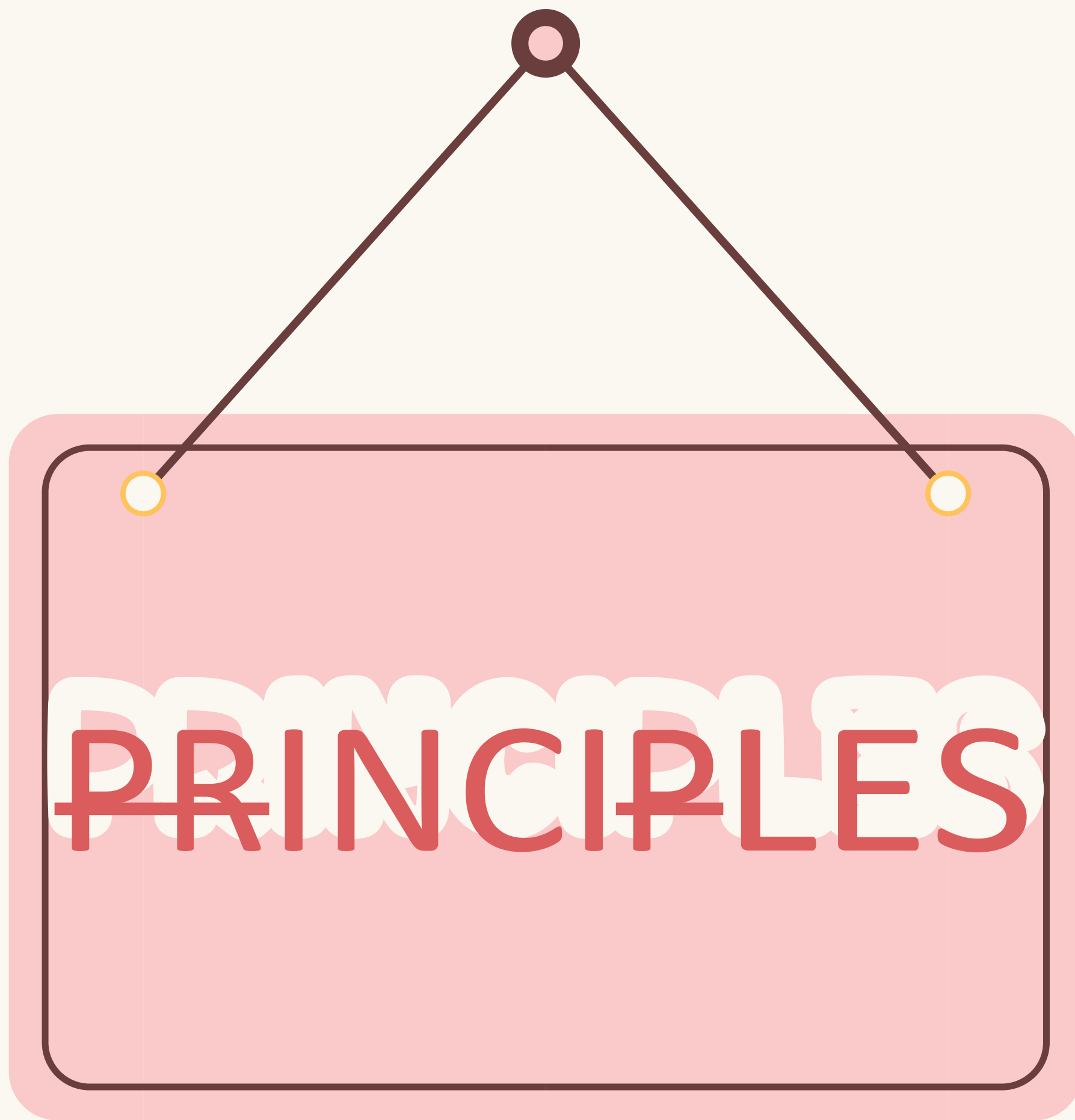
Space





Space

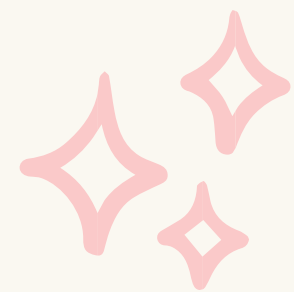




Repetition

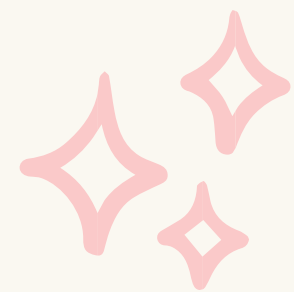
Repetition in fashion design is the use of similar or identical elements multiple times in a design. It can be used to create visual rhythm, establish a theme, or create a sense of cohesion.

Handwritten text: "Handwritten text" (partially obscured)



Repetition





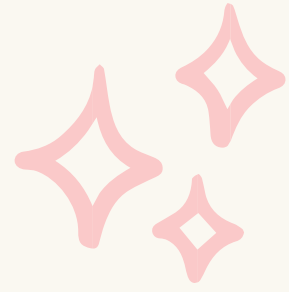
Repetition



Proportion

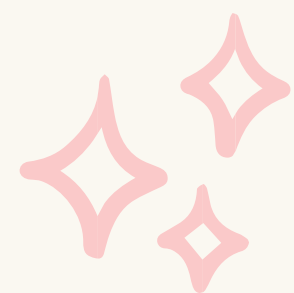
Proportion in fashion design is the relationship between the different parts of a garment or outfit. It's also known as scale.

hello



Proportion





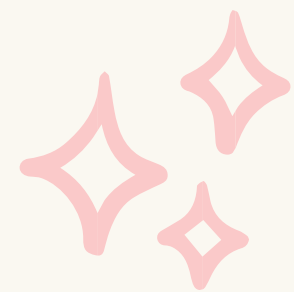
Proportion



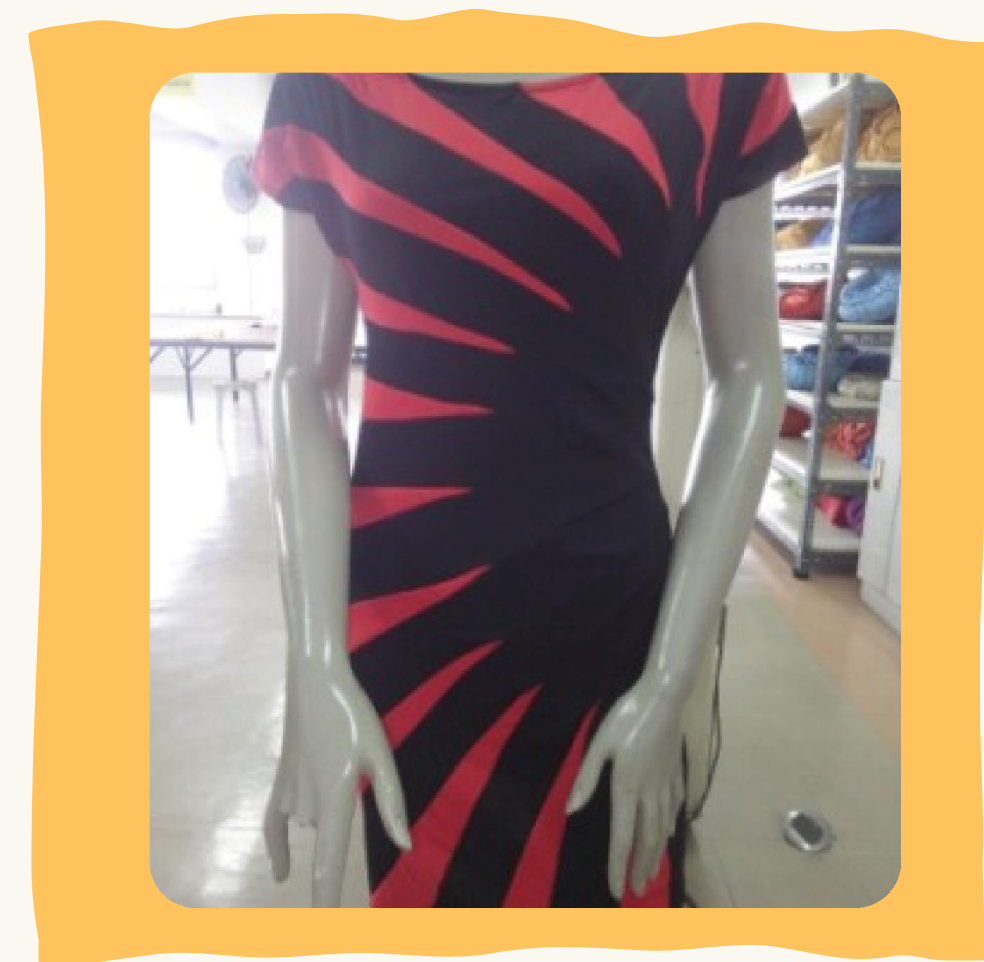
Rhythm

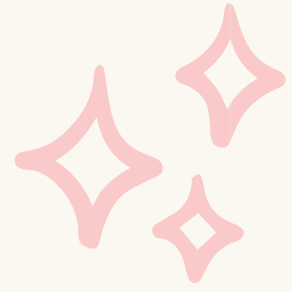
Rhythm in fashion design is the way a design guides the viewer's eye movement. It can be created by repeating, grading, or opposing elements in a design.

hello



Rhythm





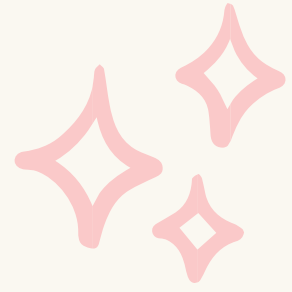
Rhythm



Radiation

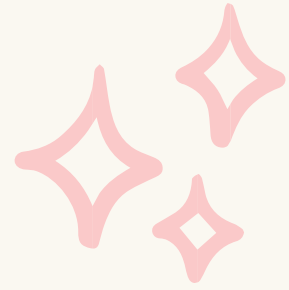
Radiation is a fashion design principle that uses design lines to create a focal point and radiate outward. This technique can create a sense of movement and energy in a design.

hello



Radiation





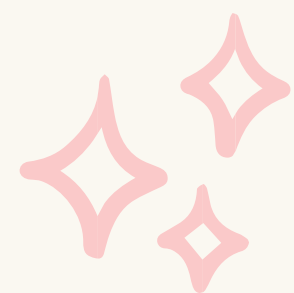
Radiation



Gradation

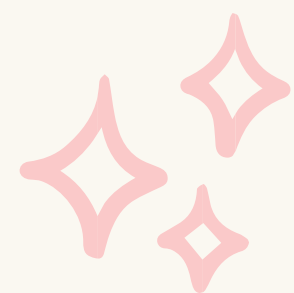
Gradation is a fashion design technique that uses a gradual transition of color, shape, size, or other design elements to create a sense of movement and rhythm.

hello



Gradiation





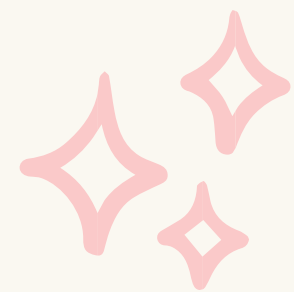
Gradiation



Graduation

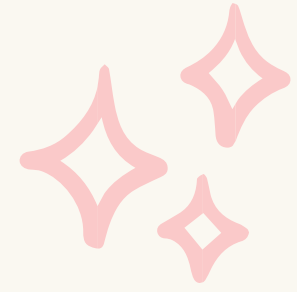
Graduation in fashion design can refer to the monochrome of colour from light, medium light and dark.

hello

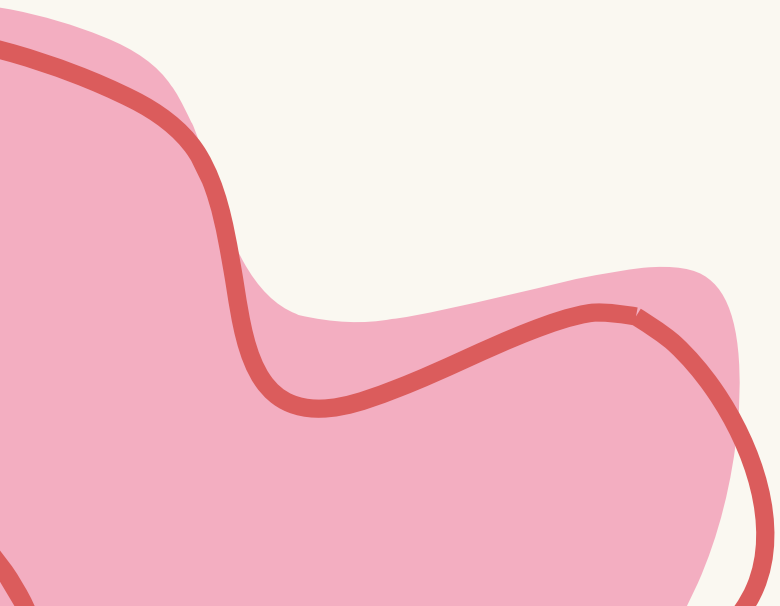


Graduation





Graduation

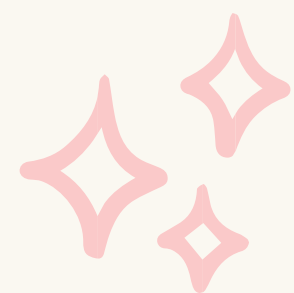




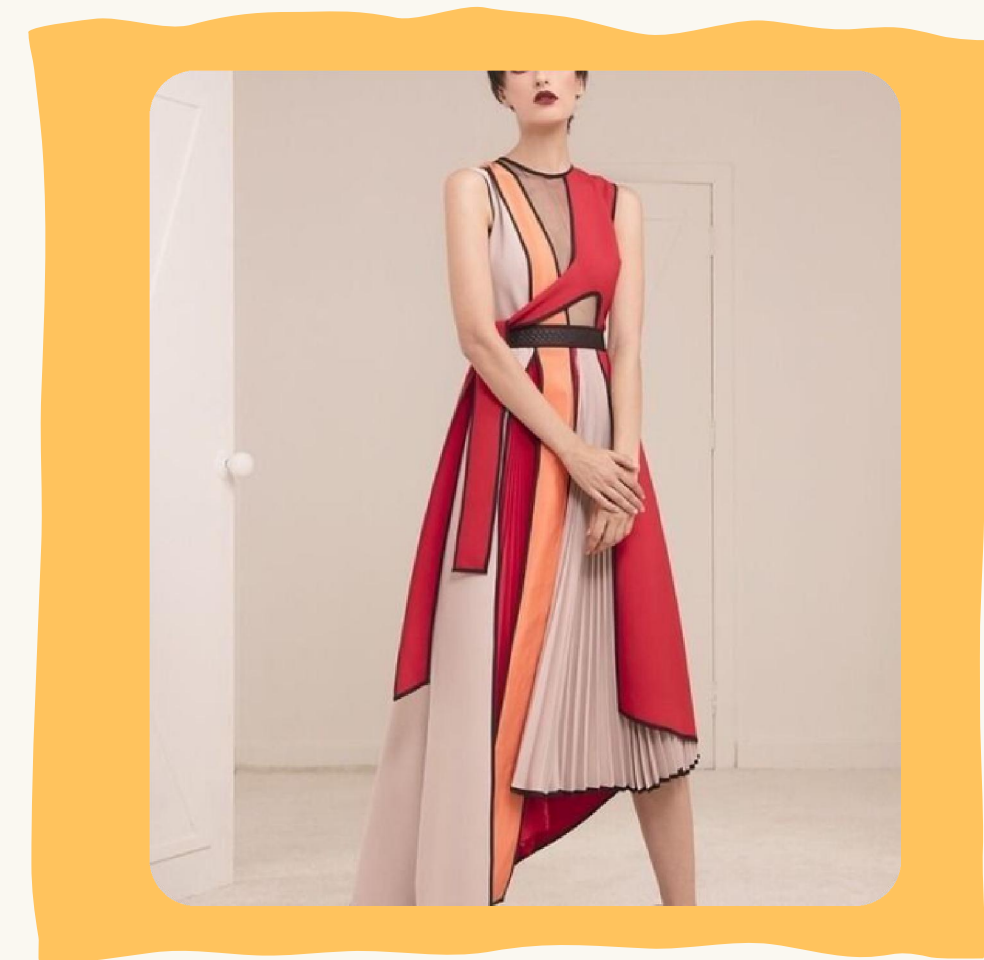
Harmony

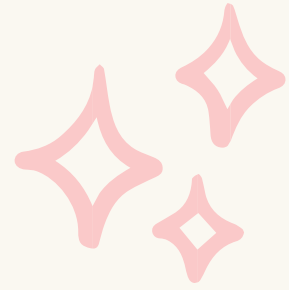
Harmony refers to the principle where all elements of a garment, like color, texture, shape, and pattern, work together cohesively to create a visually pleasing and balanced design, essentially meaning everything in the outfit looks good together and complements each other.

hello



Harmony





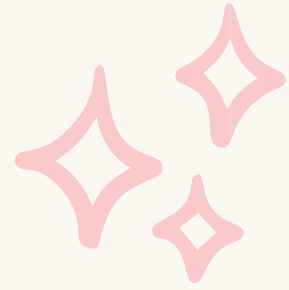
Harmony



Balance

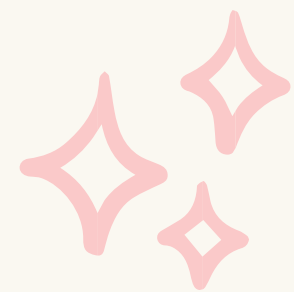
Balance in fashion design is the principle of arranging visual elements so that the right and left sides of a garment appear to be equal. It's a key principle of design that makes a garment visually pleasing.

hello

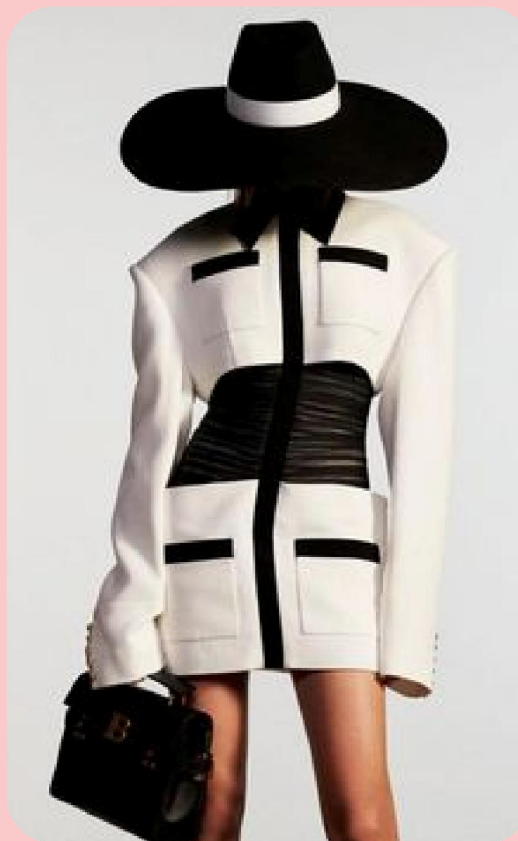


Balance





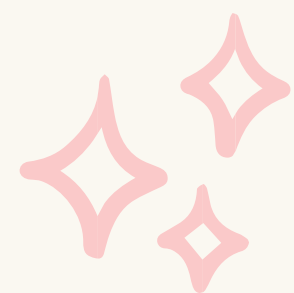
Balance



Contrast

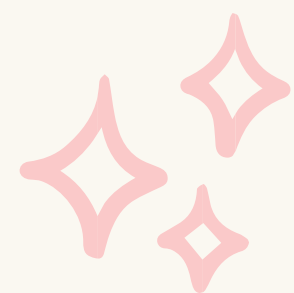
Contrast is a principle of fashion design that uses different elements to create visual interest and highlight differences in an outfit. Contrast can be created using color, texture, shape, pattern, material, style, or detail.

hello



Contrast





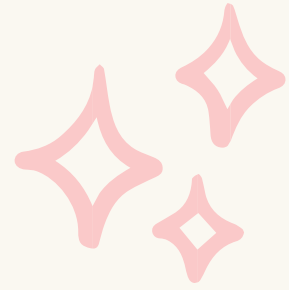
Contrast



Emphasis

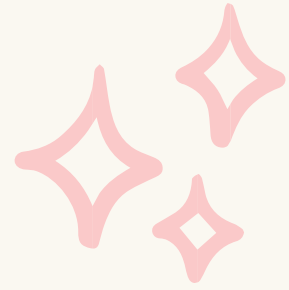
Emphasis in fashion design is the technique of creating a focal point in a garment to draw the viewer's eye. It's a principle of design that aims to create visual interest.

hello



Emphasis





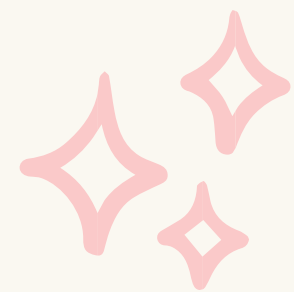
Emphasis



Unity

Unity in fashion design is the intentional repetition of a design element to create a cohesive and harmonious appearance.

hello



Unity



Unity





Thank You ✨