

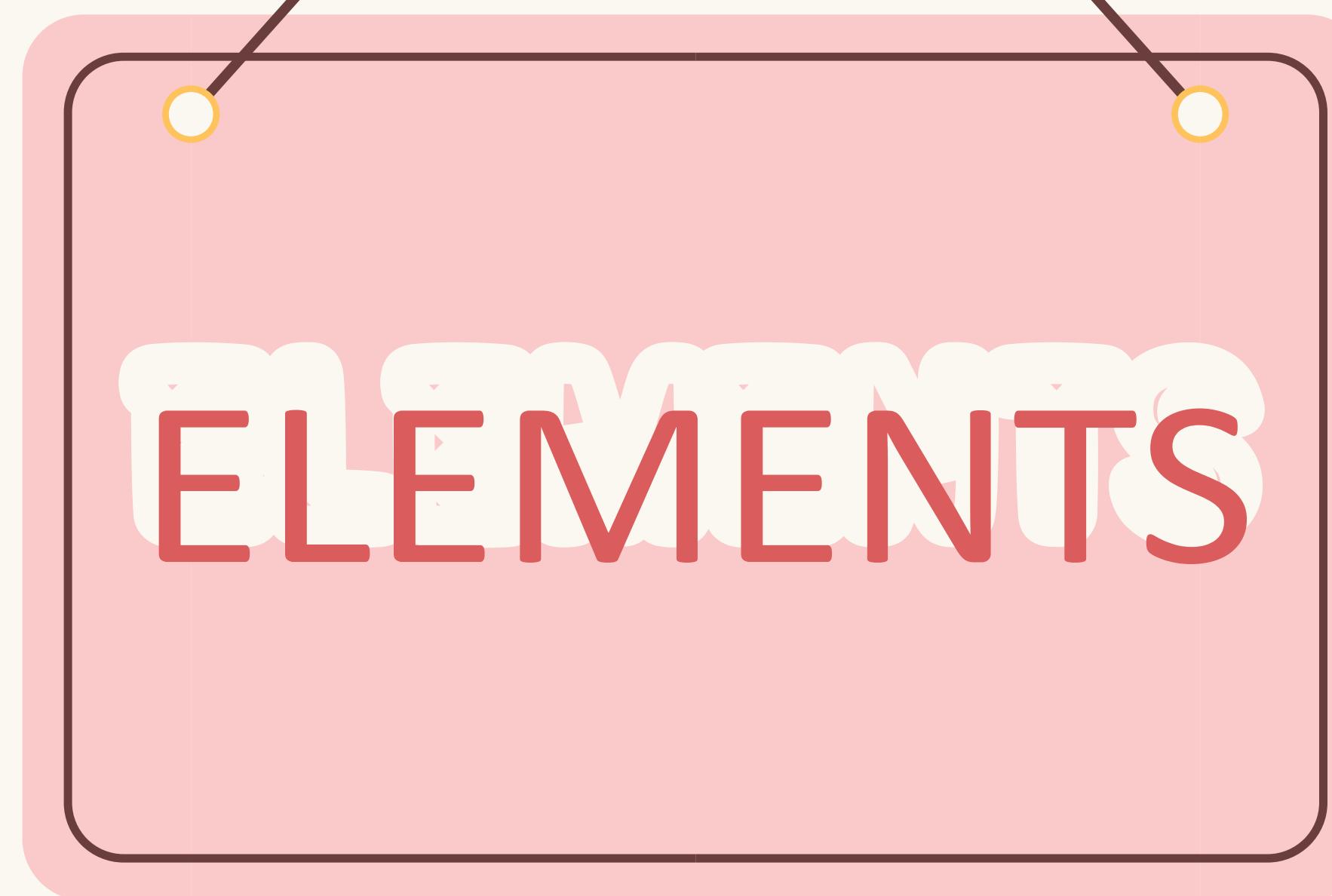
# ELEMENTS & PRINCIPLES OF FASHION DESIGN

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

# 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.

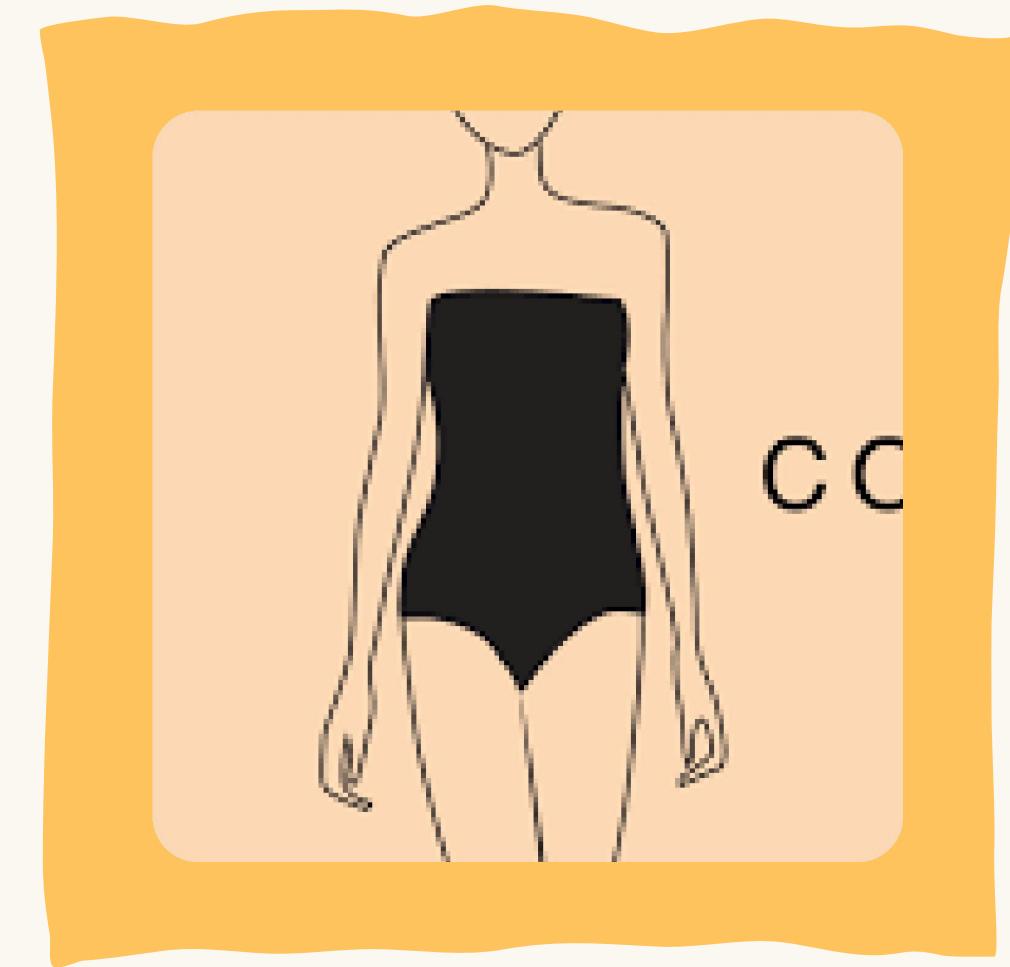
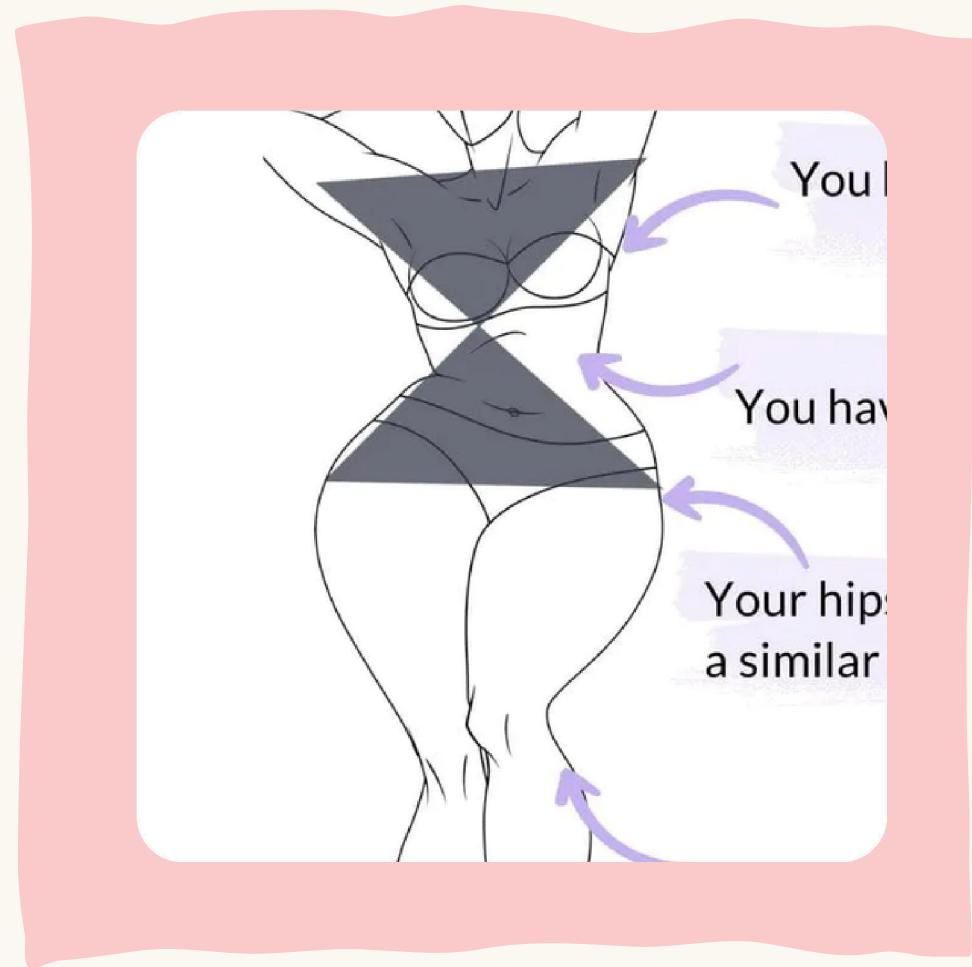
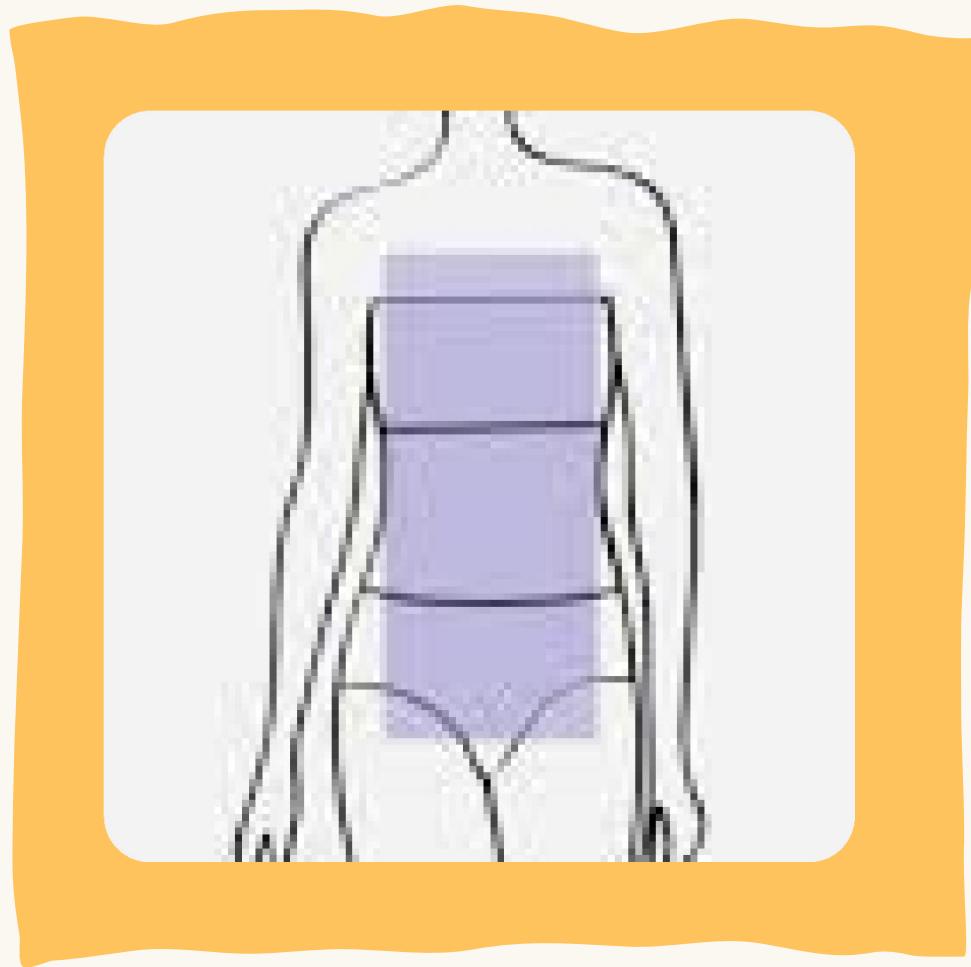
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# Silhouette

the rectangle  
(silhouette)

The fit and flare  
(hourglass) silhouette

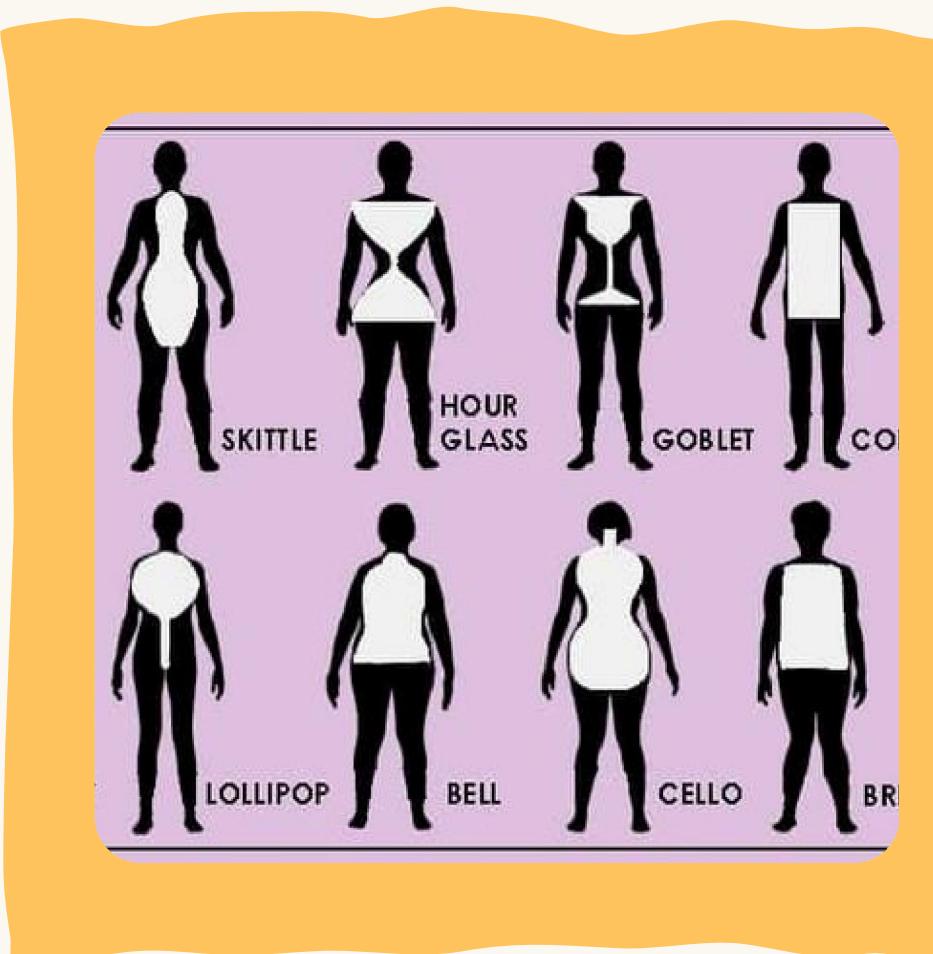
the waisted column  
body silhouette



# 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.

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# Texture

smooth fabric

rough fabric

light and flowy

# Texture

smooth fabric



rough fabric



light and flowy



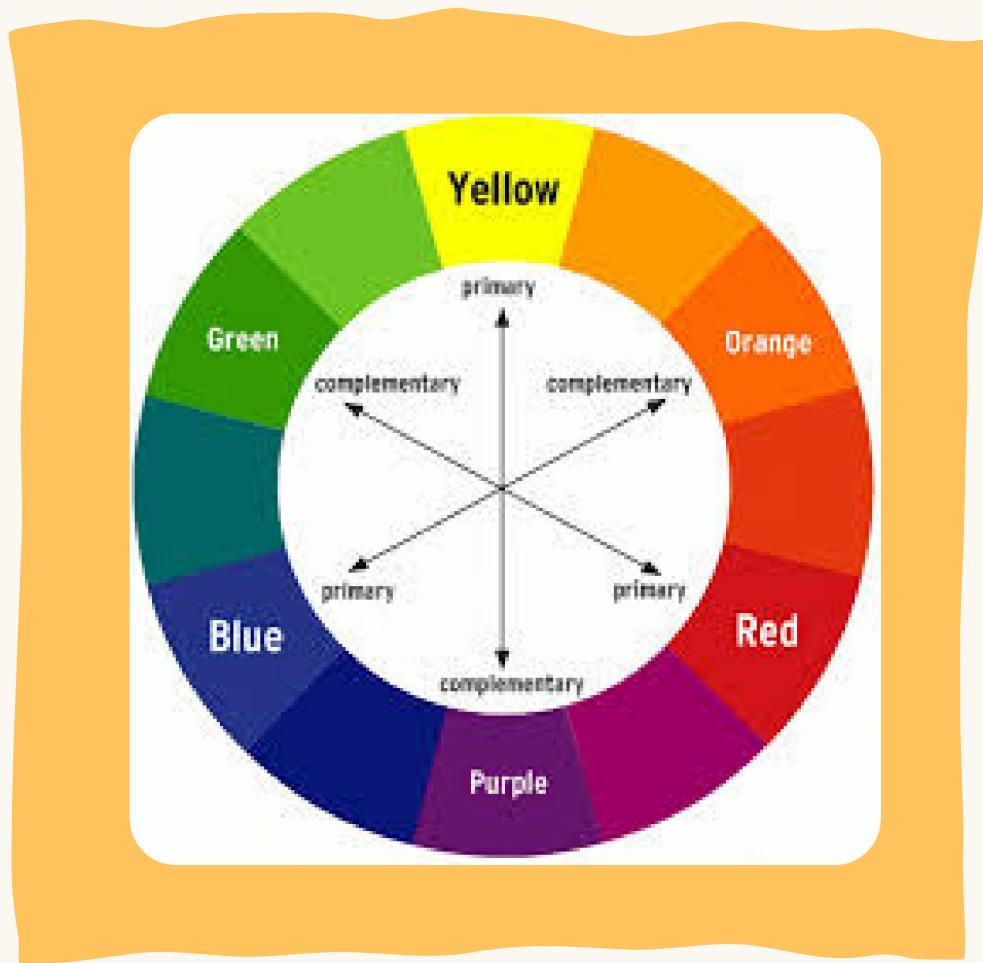


# Colour

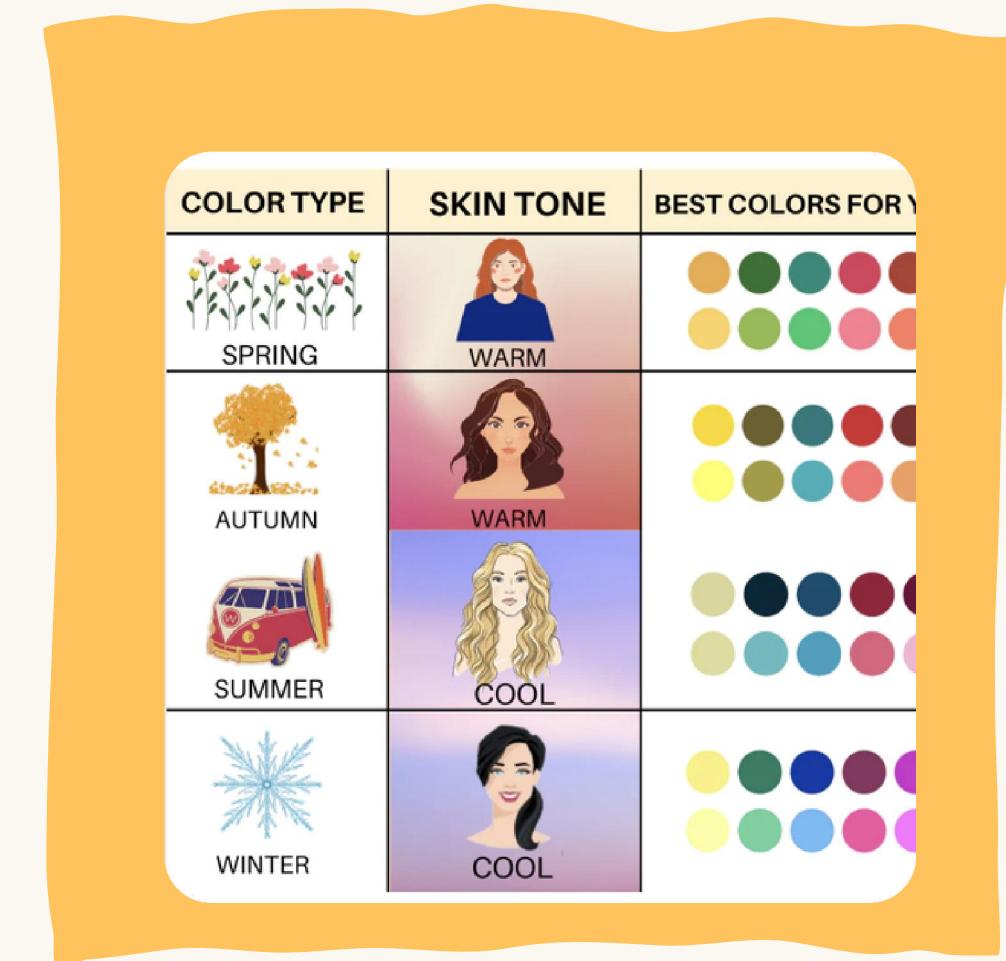
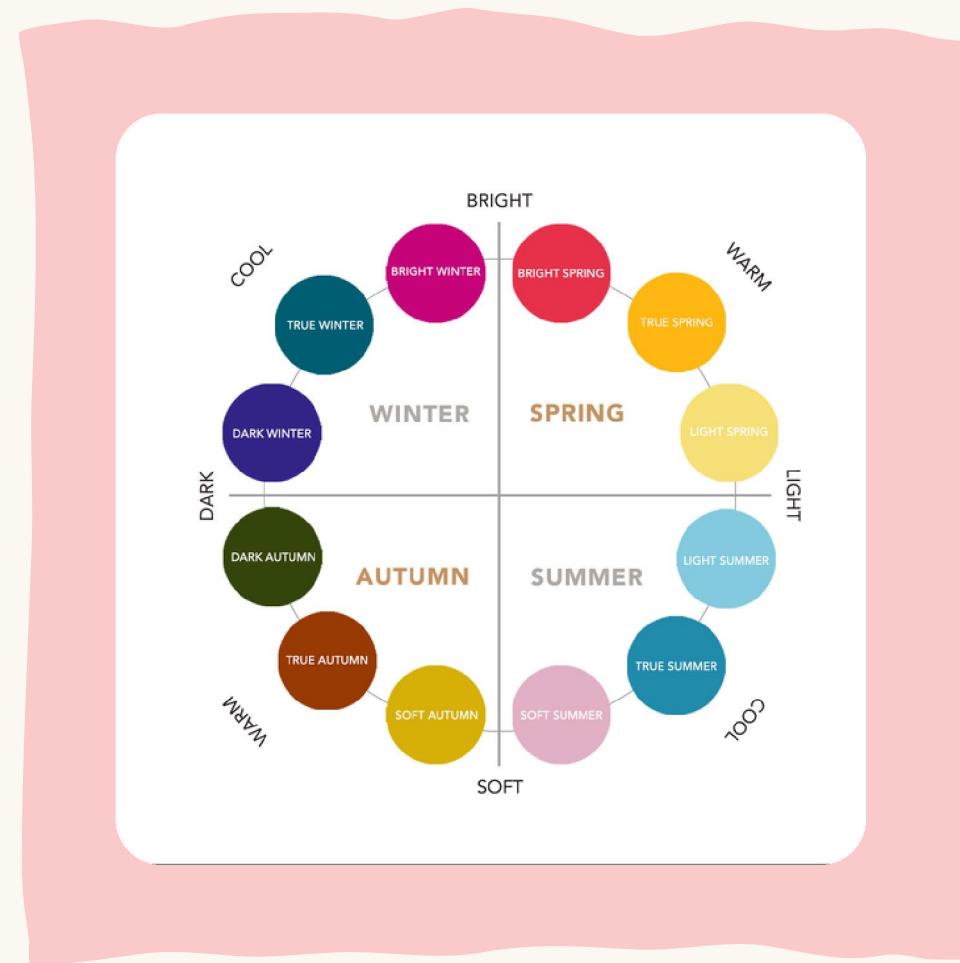
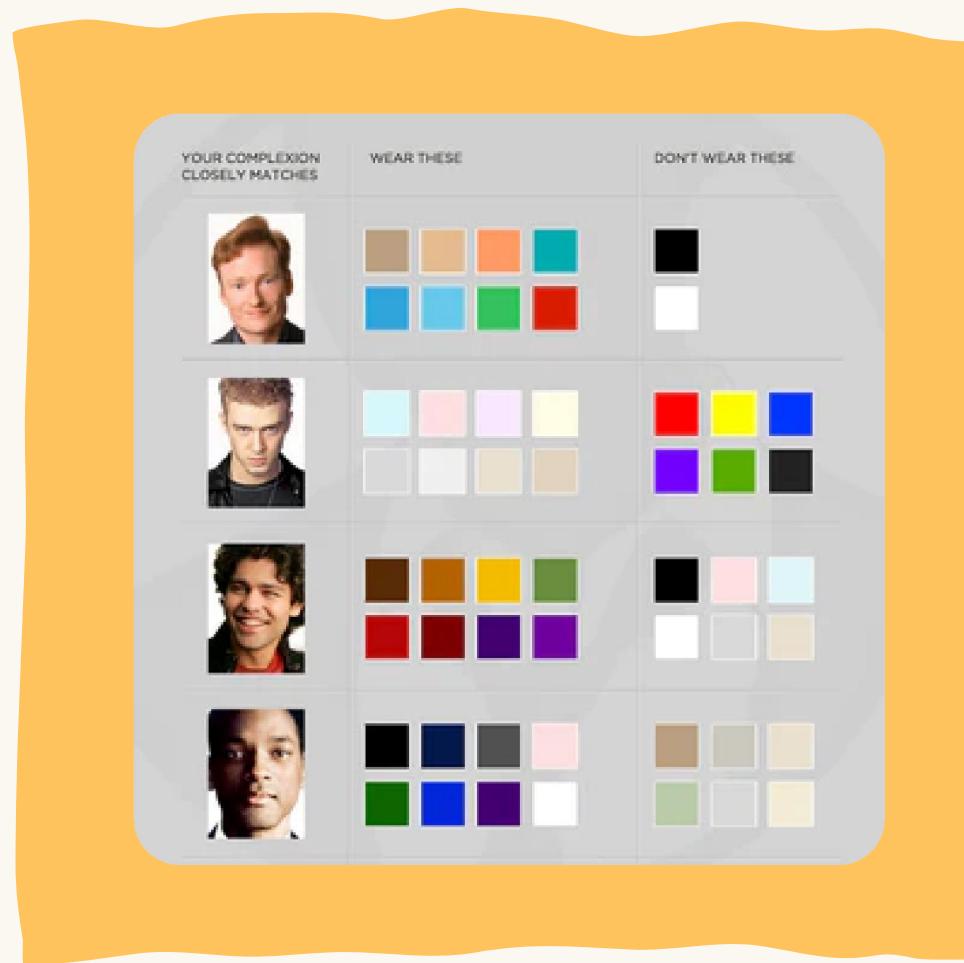
In fashion design, color is a key element that designers use to create mood, evoke emotion, and enhance the look of a garment or collection. Color is often the first thing people notice about a design.

hello

# colour



# colour



# Value

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

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# Value



# Value



# Space

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

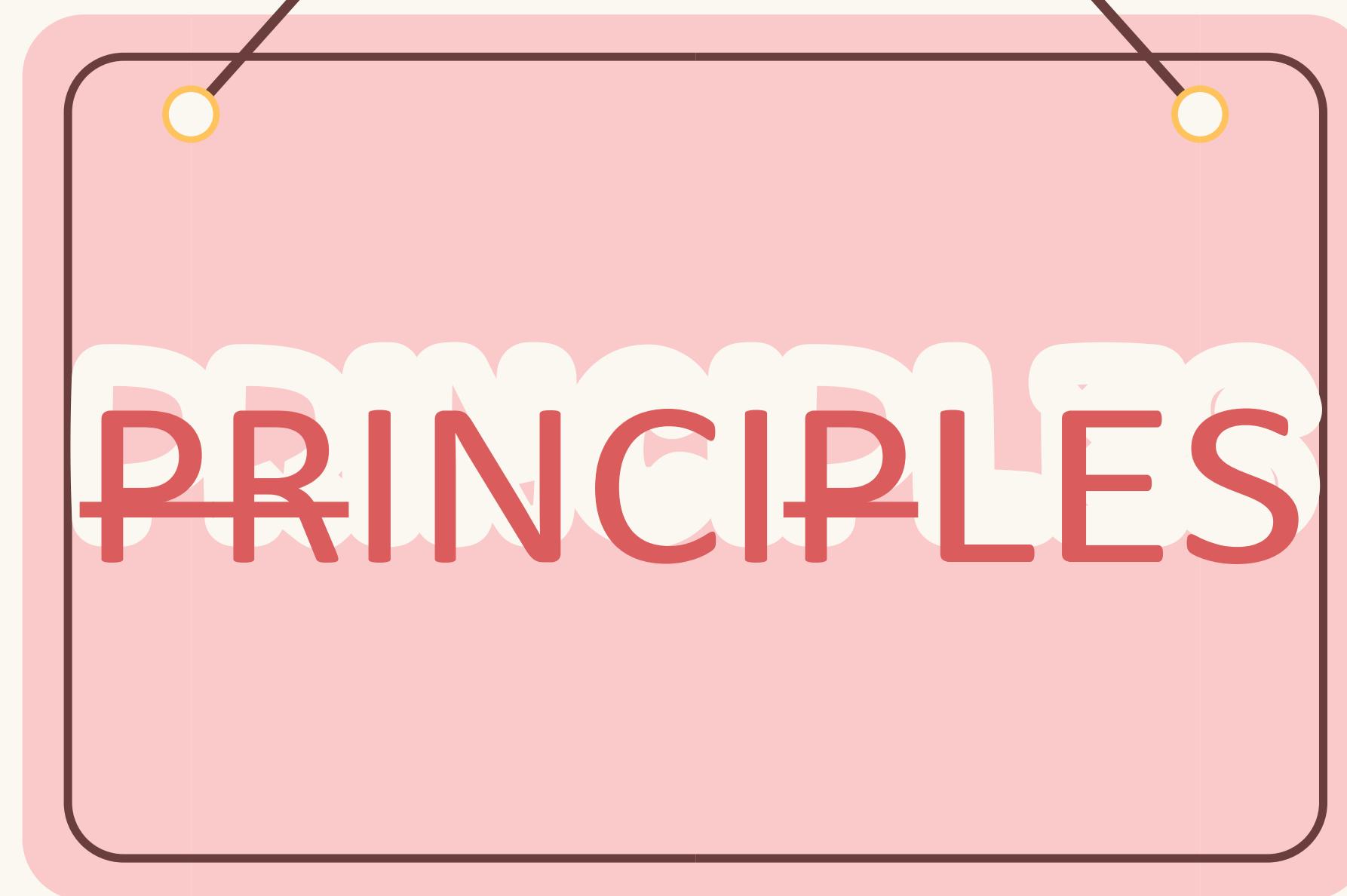
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# Space



# 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.

# Repetition



# Repetition

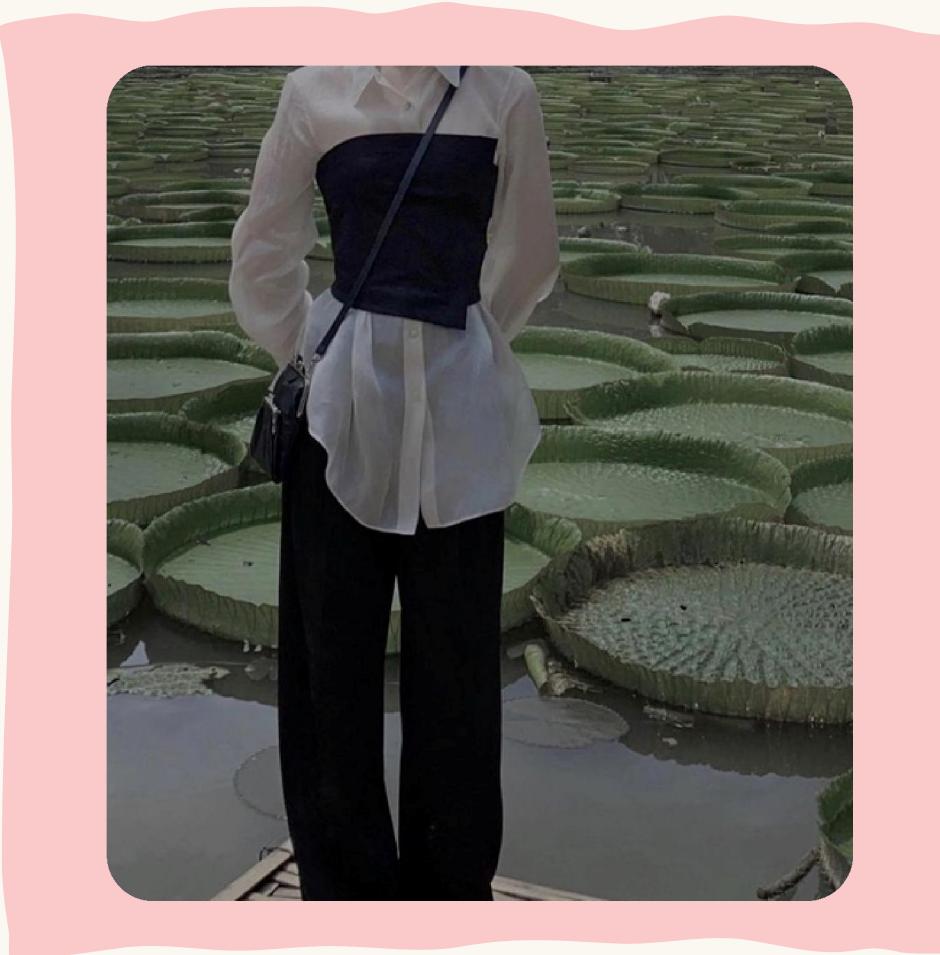


# Proportion

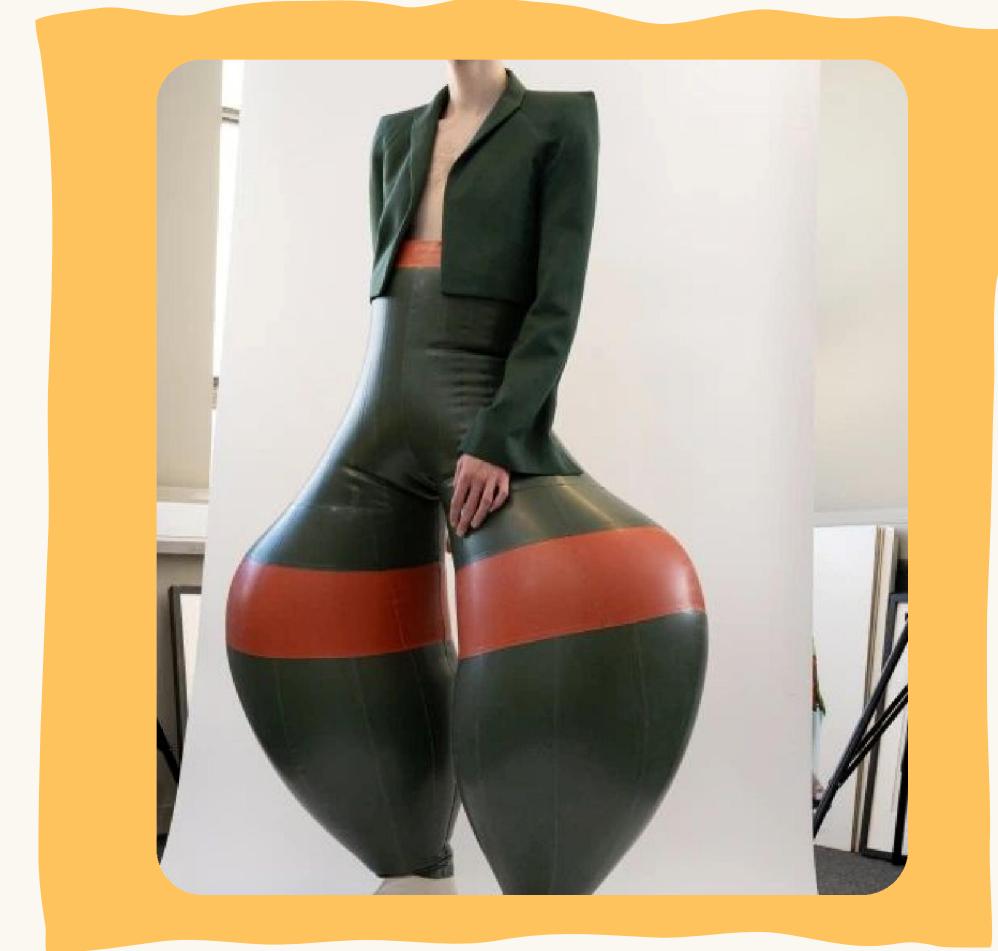
Proportion in fashion design is the relationship between the different parts of a garment or outfit. It's also known as scale.

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# Proportion



# Proportion

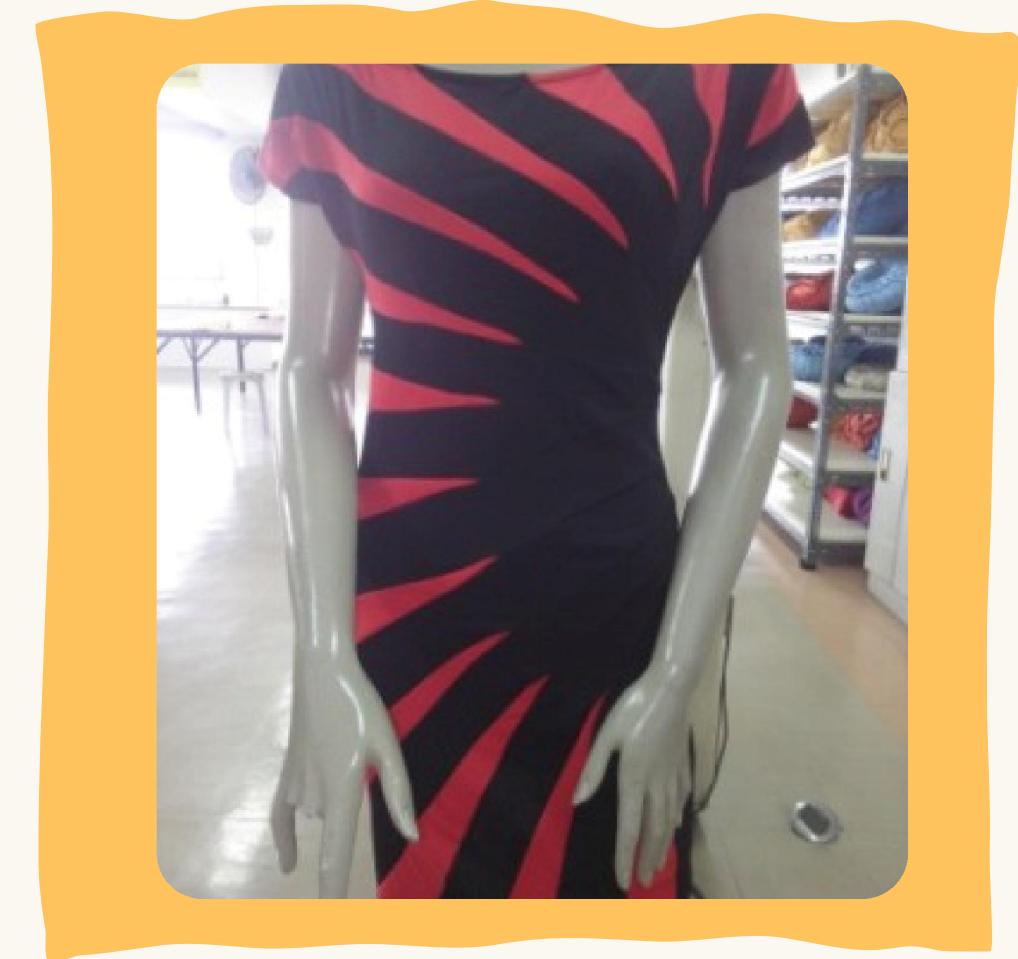


# Rhythm

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.

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# Rhythm



# Rhythm

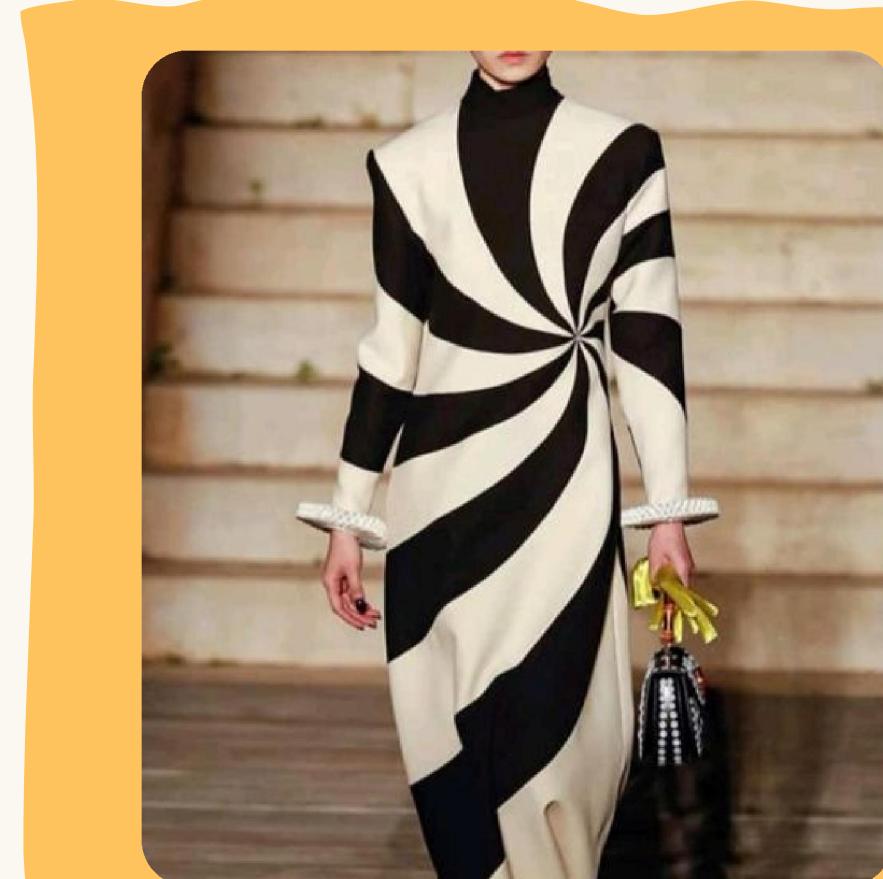


# Radiation

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



# Gradiation

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.

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# Harmony



# Harmony

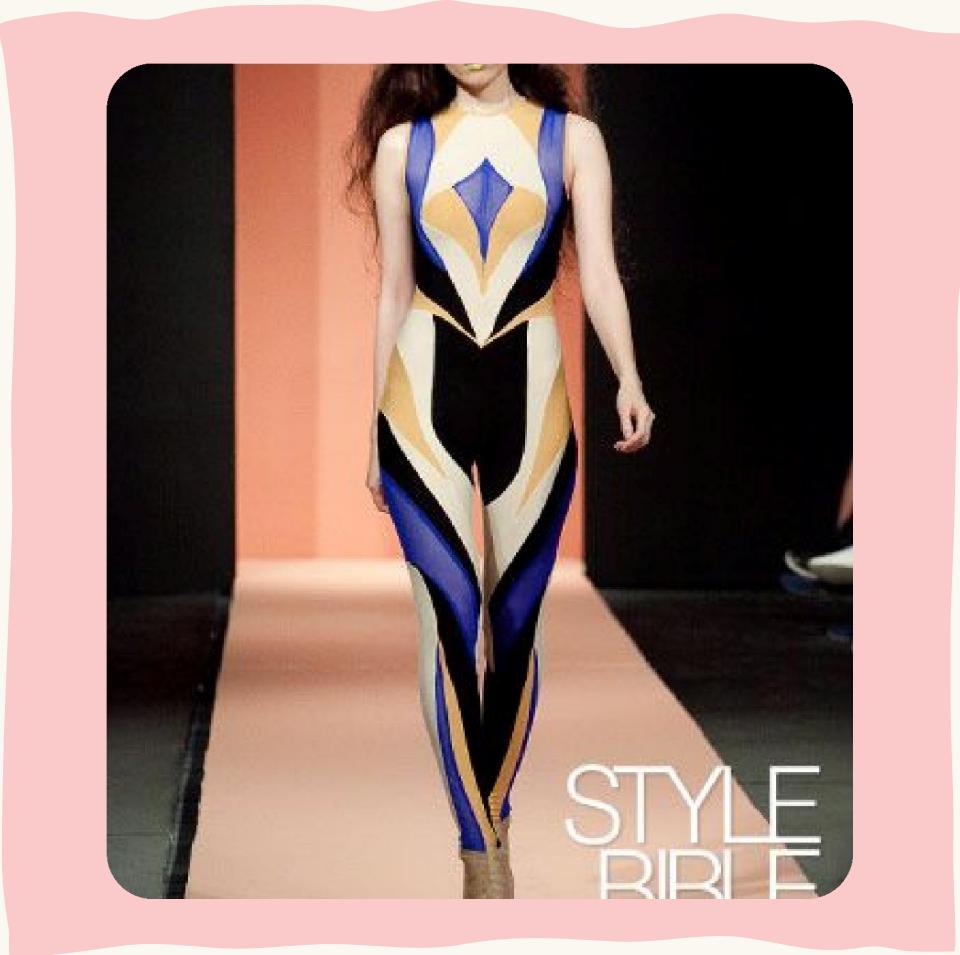


# Balance

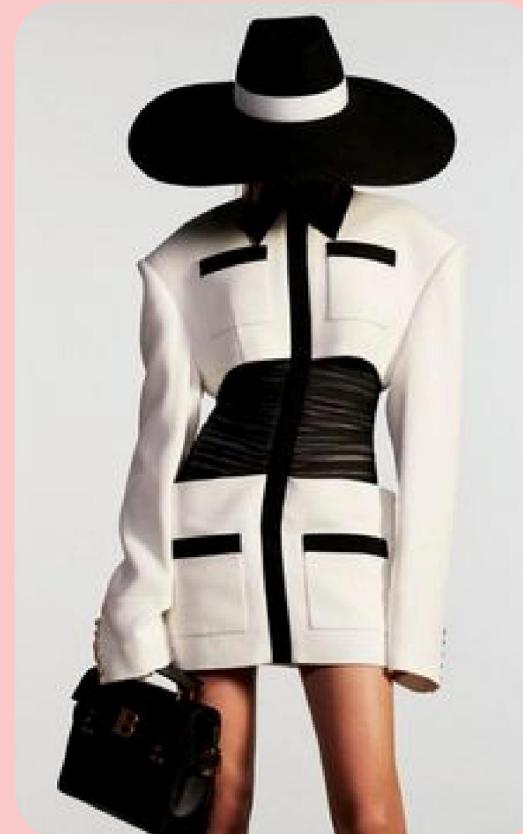
Balance in fashion design is the principle of arranging visual elements so that the right and left sides of a garment appear to be equal. It's a key principle of design that makes a garment visually pleasing.

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.

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# Contrast



# Contrast

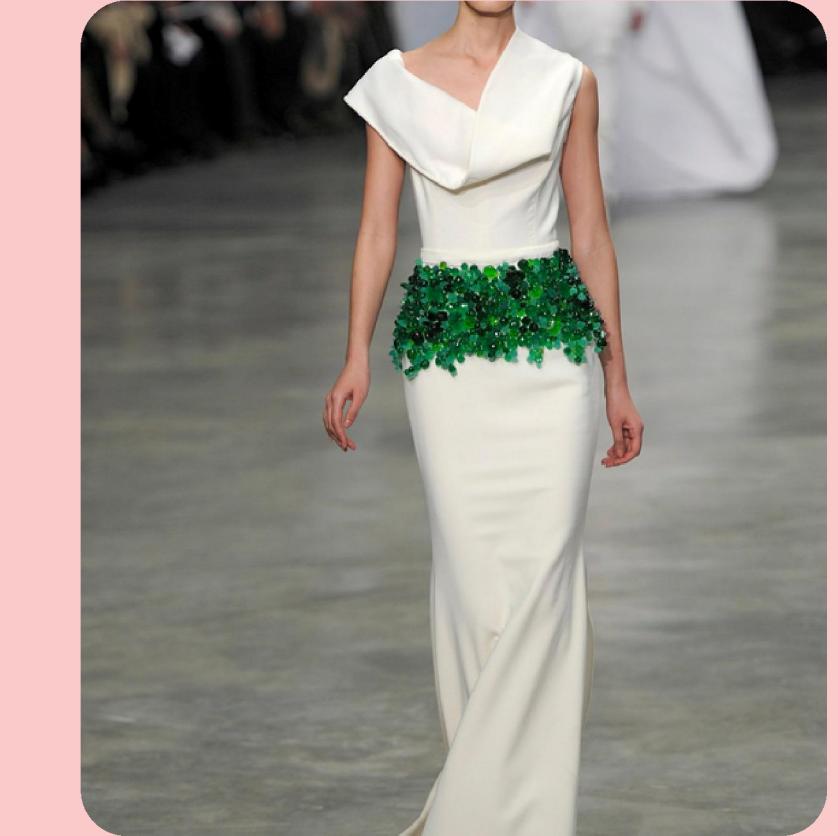


# Emphasis

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