TRINITY COLLEGE FOR WOMEN NAMAKKAL

DEPARTMENT OF COSTUME DESIGN & FASHION

FUNDAMENTALS OF DESIGNING

EVEN SEMESTER

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THE PRINCIPLES OF FASHION DESIGN

RHYTHM

In fashion design, rhythm refers to the repetition of visual patterns. It's a continuity of organized movement and is also called recurrence. There are four elements to this, which are used to create a sense of excitement and activeness in the design. These draw the eye from one element to another.

- **Repetition**

- **Progression**

- **Transition**

EMPHASIS

This essential element of design in fashion draws attention to a specific part of the body or garment. This is done in various ways, such as using different sizes, colors, textures, shapes, etc. These include embellishments, like sequins, cut-outs, peplum skirts, ruffled sleeves, and more. What this does is draw visual interest to a particular area, therefore decreasing attention on the other areas. If one desires to accentuate their shoulders, they can opt for a halter neck dress or top. Flared and ruffled skirt details help take away attention from the upper body. A popular example is the leg-o-mutton sleeves that adorned 1980's wedding gowns.

Emphasis is also created using:

- Value (light and dark of the same color).

- Complementary colors and atmospheric perspective.

BALANCE

In fashion, this is essentially the equal distribution of visual weight. Designers use this principle when creating necklines, hemlines, seams, and more. These relate to our physical concept of internal equilibrium. If this principle isn't utilized effectively, the viewer feels uncomfortable and the design appears visually unstable.

ASYMMETRICAL, or informal balance, is when the designer makes an object look unequal by using it in a specific way in the repetition of an arrangement of design elements. Asymmetrical balance is tough to execute effectively. For example, a one-shoulder gown can look interested. But, would a jacket with one lapel larger than the other look as good? The answer is no.

SYMMETRICAL, or formal balance, is created when certain elements of an object are repeated equally in an arrangement of design elements. This is done in such a way that they appear to be equal. For example, a straight hemline is symmetrically balanced as it looks equal in every direction.

PROPORTION

- The principle of proportion refers to the ratio of one element to the other in a design. It helps designers choose the size and shape of many elements concerning each other to create a pleasant overall effect. A feeling of togetherness is created when different parts (amounts, sizes, or numbers) relate to each other.

- When one draws a car – they have to create the tires in proportion to the rest of the vehicle's body. This creates a comparatively harmonious relationship between the sizes of tires and the car's body.

- Similarly, when two or several elements (such as colors, quantity, and size) are created in proportion, it looks good. If this principle isn't utilized, the final design can look strange and 'out of proportion'.

UNITY (HARMONY)

- When the fashion designer weaves all the elements in such a way that they come together to create a unified design language, they're using the principle of unity. This is also known as harmony. When this is effectively executed, a garment looks good overall.

- Each design element enhances the others, as opposed to distracting the eye from the design. This principle ensures that the design doesn't look chaotic or lifeless. The main goal of each design is to achieve the maximum amount of unity between the elements as possible.

THANK YOU