TRINITY COLLEGE FOR WOMEN
NAMAKKAL

DEPARTMENT OF COSTUME DESIGN & FASHION

BASIC DESIGNING
EVEN SEMESTER

Presented by

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INTRODUCTION

- Fashion design is the art of drawing, aesthetics and functionality to clothing and its accessories. Designers work in various ways in the design of clothing and accessories such as bags, shoes, hats, jewelry and costume jewelry.

Principles Of Design

- Unity
- Emphasis
- Proportion
- Balance
- Rhythm

Balance

- **Balance** in fashion design can be achieved with the use of features such as seams, hemlines, and necklines

Symmetrical balance

Types Of Balance

- **Formal balance –symmetry**

  Design has equal elements on both sides

- **Informal balance –asymmetry**

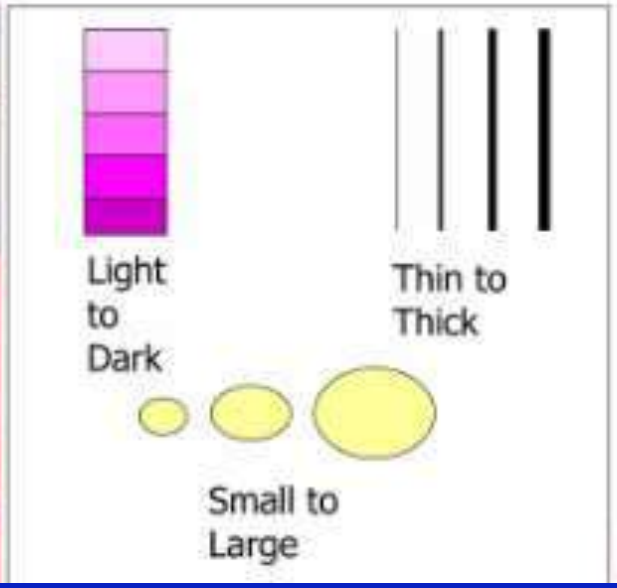
  Design has varying elements and spaces on both sides

Asymmetrical balance

Rhythm

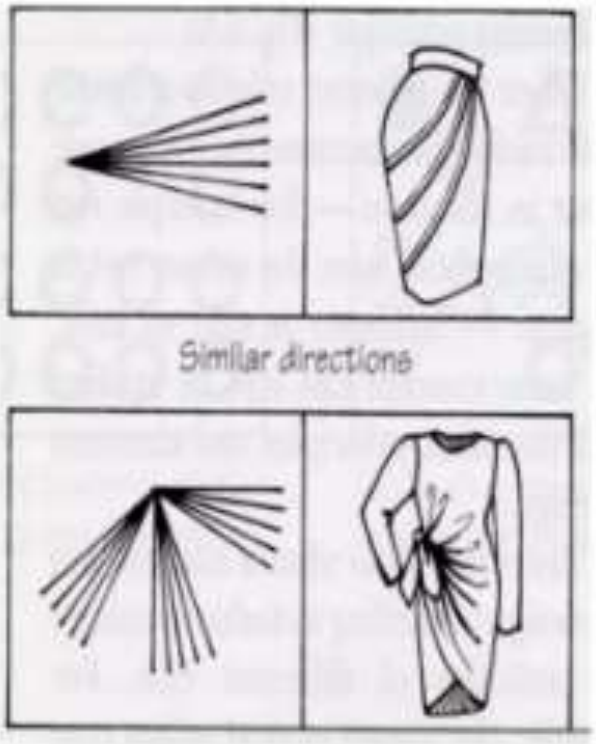
- The pleasing arrangement of the design elements so the eye moves well over the apparel. It directs the flow of eye movement.
- Repetition: Can be a repeat of lines, shapes, colors, or textures
- Gradation: Also called progression. An increase or decrease in design elements.
- Transition:A fluid rhythm created when a curved line leads the eye over an angle.
- Opposition: hen lines meet to form right angles.
- Radial Arrangement: Line come from a central point.

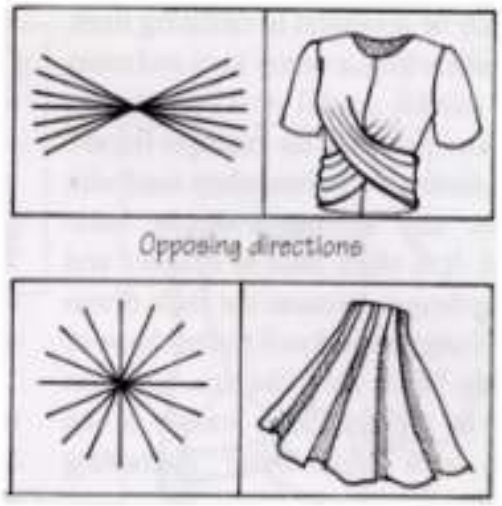
Rhythm-Gradation



Rhythm- Radiation

Lines flow out from a single point.




Opposing directions

Rhythm- Transition

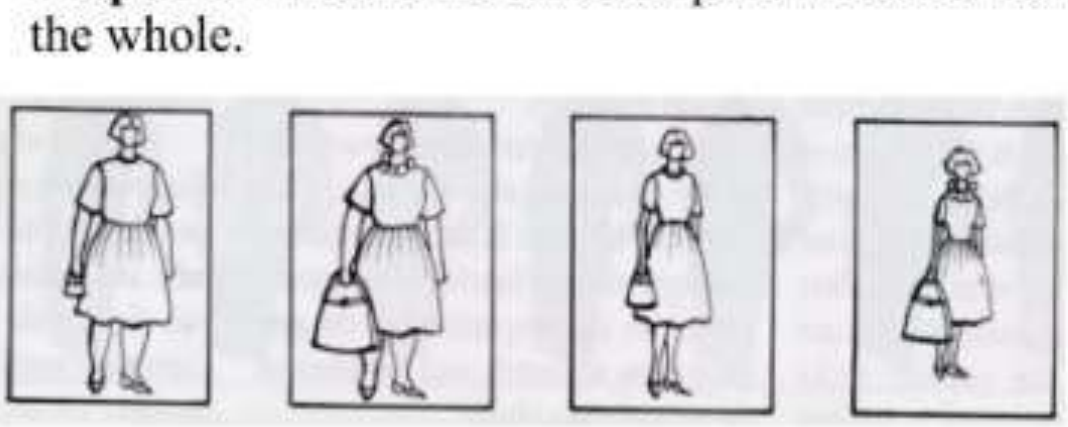
- Curved lines carry the eye.

Emphasis

Emphasis means the interest is concentrated in a particular part or area of a design. Emphasis in clothing may be achieved with contrasts of colours or textures, lines, or unusual shapes.

PROPORTION

- Proportion is the **relationship** between objects, or parts, of a whole.
- The size, relationship of all of the parts in a design to each other and to the whole. Also called "scale".
- Size and scale are important aspects of proportion. **Proportion** means the size of a part in relation to the size of the whole.



HARMONY

- **Harmony** means that there is pleasing visual unity of all aspects of a design. It is a summary of all of the other elements and principles of design. It means that all parts of the design look as if they belong. There is no excess variation that could displease or detract from appreciating the entire design or look.

Thank You!