



Elements & Principles of Design

The Relationship of the Elements and Principles of Design

ELEMENTS OF DESIGN

Line
Texture
Color
Shape/Silhouette
Pattern

TOOLS

PRINCIPLES OF DESIGN

Balance
Rhythm
Emphasis
Proportion/Scale
Harmony

RULES

+

=

DESIGN



Color

in Fashion

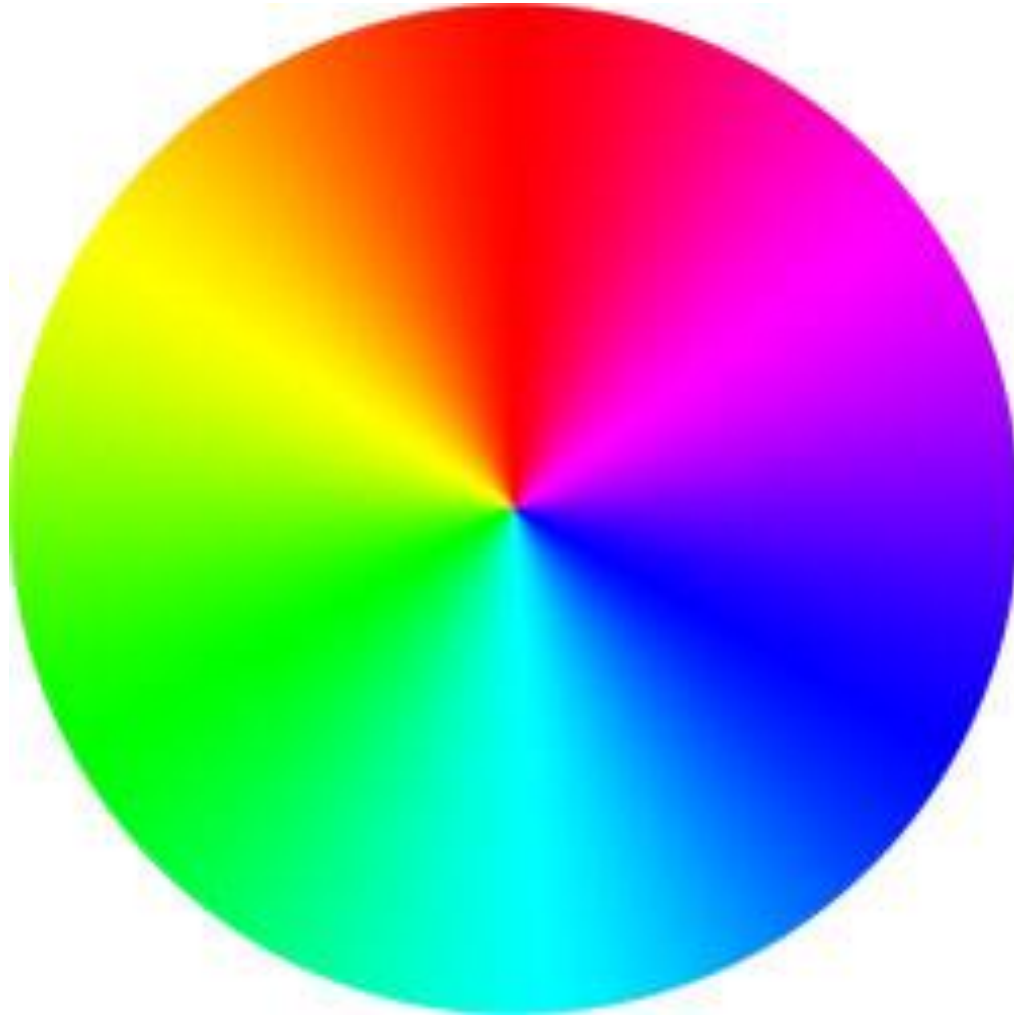
Color

- Color has a **HUGE** impact on fashion.
- Colors have the power to evoke a variety of feelings and influence impressions.
- The impact of color is immediate and long-lasting.



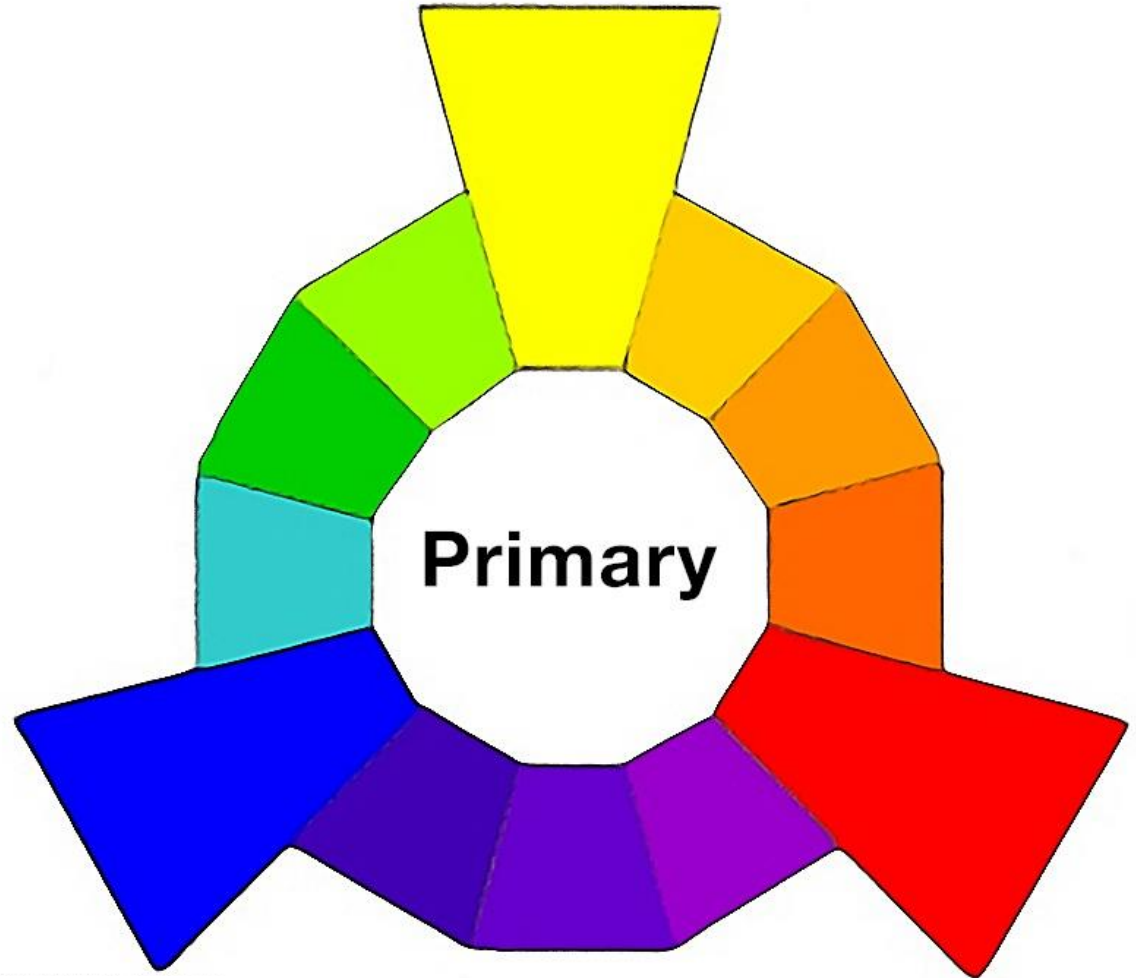
1. Hue

- Another term for color.



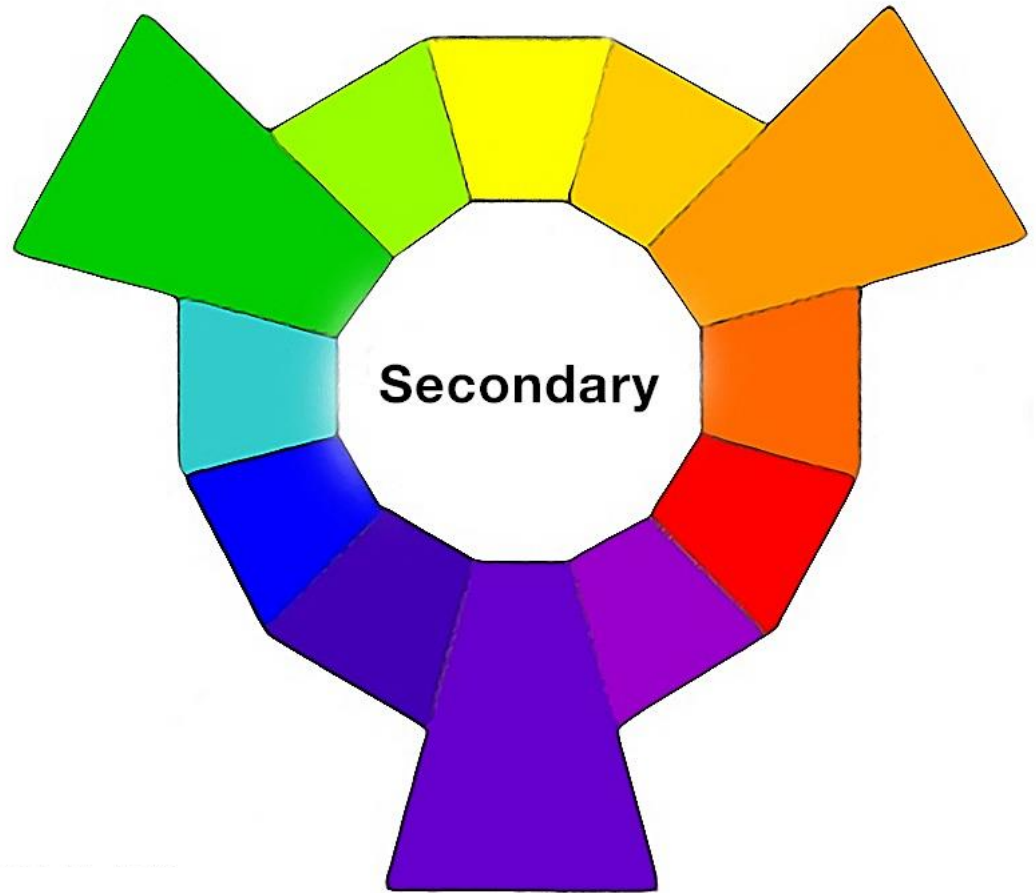
2. Primary Colors

- Red, Yellow and Blue
- All other colors come from the primary colors.



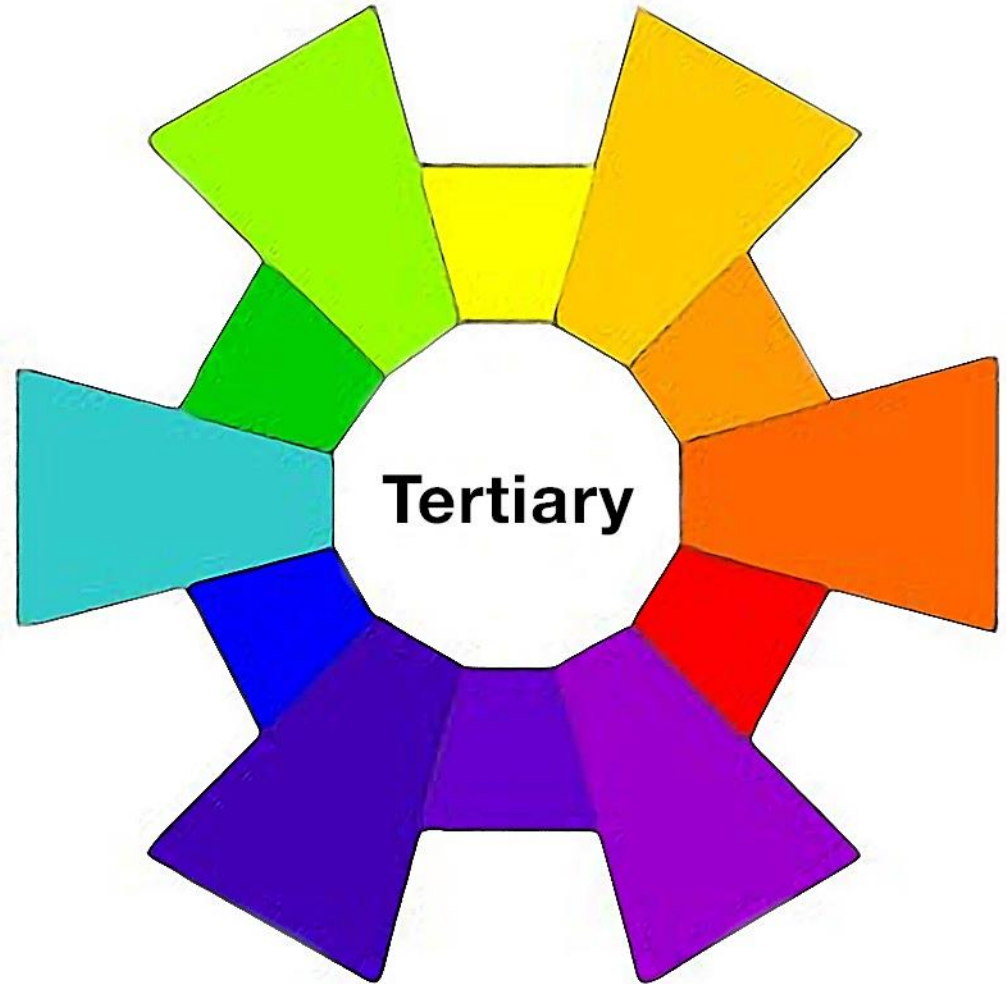
3. Secondary Colors

- Orange, Green and Violet
- Created by combining two primary colors.



4. Tertiary / Intermediate Colors

- Red-Orange
Red-Violet
Yellow-Orange
Yellow-Green
Blue-Green
Blue-Violet
- Created by combining a primary & secondary color.
- Named by the primary color first.



5. Value

- The lightness or darkness of a color.

- Tints:

- Hue + White



- Shades:

- Hue + Black



6. Intensity

- The brightness or dullness of a color.
 - Tone: Adding both white and black (gray) to a color.





Color Schemes

in Fashion

7. Color Scheme

- A combination of colors/hues that are pleasing to the eye.



8. Neutral

- The “non-colors”: black, white, tan, brown.



9. Accented Neutral

- Mostly neutral with just a touch of color.



10. Monochromatic

- Tints and shades of one color.



11. Triadic

- Three colors evenly spaced on the color wheel.

Triadic colour Schemes An easy way of mixing and co-ordinating colours using the triadic colours of the colour wheel.



Red, Blue, Yellow

Green, Orange, Violet (Purple)

Blue-Violet, Orange-red, Yellow-Green

Red-Violet, Blue-Green, Orange-Yellow

Transform



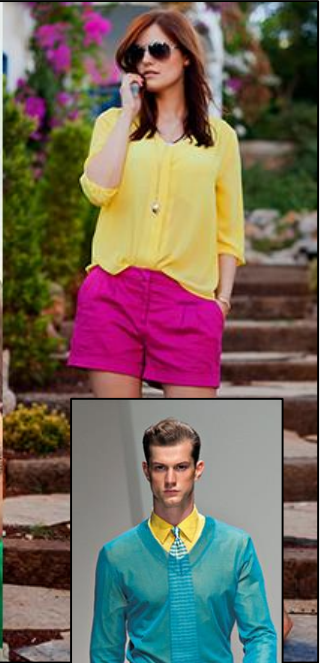
12. Analogous / Adjacent

- 2 to 4 colors next to each other on the color wheel.



13. Complementary

- 2 colors opposite each other on the color wheel.



14. Warm Colors

- Hues that make us think of sunshine, warmth, fire, summer or heat. (Reds, Yellows and Oranges.)
- Warm colors tend to stand out or advance.
- Associated with heightened emotions, joy and playfulness.
- Red is the “warmest” of the warm colors.





15. Cool Colors

- Hues that make us think of water, sky, winter, ice or snow. (Violets, Blues and Greens.)
- Cool colors tend to recede or retreat.
- Associated with feelings of calm, relaxation and peace.
- Blue is the “coolest” of the cool colors.



