DESIGN PRINCIPLES

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DESIGN PRINCIPLES

- **Elements**
  - Silhouette
  - Line / Space
  - Color / Value
  - Pattern
  - Texture

- **Principles (Tate, Ch.4)**
  - Proportion (Scale)
  - Balance
  - Unity
  - Rhythm
  - Emphasis
Design Principles: Proportion

- Proportion (scale) is the relationship of various spaces (parts) to the whole shape.
  - The key idea of proportion is “in relation to”.

- Usable elements (Davis, p.223):
  - Shape (Silhouette)
  - Line and space
  - Pattern
DESIGN PRINCIPLES: PROPORTION

- Human body figure proportion
  - The size of the head
  - Width of the figure
  - Length of the waist and torso
  - And length of an individual legs.

- Golden mean
  - 3:5:8 or 5:8:13
  - The most pleasing ratio, applying to the classic ideal beauty of the human figure.
DESIGN PRINCIPLES: PROPORTION

- Head heights (The number of head heights)
  - The head is in relation to the rest of the body.
  - Ideal fashion figure of at least 8 heads high (Davis, 1996, p. 293).
  - The western standard of average figures 7 ½ heads high.
  - The lower the number of head heights, the larger the head is in relation to the body.
  - Two figures the same height but different body proportions (head heights) have different look.

Figure 22-10. body proportions (Davis, 1997, p. 294)
PROPORTION: HEAD HEIGHTS

(A) 7 head

(B) 7 1/2 head

(C) 8 head
Design Principles (Proportion)

- Clothing can be worn to visually balance body proportion (See Tate, p. 174-179).
- Designers modify proportion to achieve ideals of beauty.
  - Examples:
    - Short dress (skirts) that divide the figure in half make the person seem young and leg seem longer.
    - Golden mean proportions (3:5:8 or 5:8:13) tend to make a person look taller and slimmer.
Which dress looks longest?
Which rectangle looks longest?
Which rectangle looks longest?
Which dress looks younger and taller?
DESIGN ACTIVITY 2: PRINCIPLES

2-1: Proportion
2-2: Balance
2-3: Unity
2-4: Rhythm
2-5: Emphasis
DESIGN ACTIVITY 2-1: PROPORTION

- First, find 1 example of the principle (Proportion).
- Attach it to your journal sketch book.
- Trace the figure.
- Find head heights.
- Find proportion of the outfit.
- Write about each principle, elements, visual effects, and what makes the specific visual effects.
Principles (Proportion)

Proportion:
Head heights: 8 ½
Garment: Suits 4:3

Visual effects
Looks slimmer,
Formal,
Famine,
Light, Soft, etc.

Why
Explain what makes
the visual effects!

Elements:

✓ Silhouette:
  Slim skirts
✓ Line:
  V neckline(Jacket)
✓ Color:
  White & Patel.
  High value
✓ Texture:
  Light wool,
  Soft texture
✓ Pattern:
  Trim with patterns
Balance involves equaling the visual weight or space of different parts of a garment design.

Useable elements:
  - All elements

Balance:
  - Symmetrical vs. Asymmetrical balance
  - Vertical vs. Horizontal balance
  - Radial balance
**Symmetrical balance (Formal)**
- Equal elements on both sides of a vertical or horizontal division.
- Tends to be dignified and static.

**Asymmetrical Balance (Informal)**
- Varying elements and spaces on both sides of a division.
- Tends to be casual and creative.
Which rectangle looks thinner?
Which rectangle looks taller?
**Design Principle: Balance**

- **Vertical balance**
  - Vertical structure of the human body is balanced.

- **Horizontal balance (Tate, p. 182)**
  - Horizontal structure of the human body 3 types

![Balanced, Pear, Top heavy body types]
DESIGN PRINCIPLE: BALANCE

- Radial balance
  - Radial balance has a central focal point with design elements radiating out from it in a sunburst pattern.
  - Expensive design because of the technical process required to create the pattern.
DESIGN PRINCIPLE: COLOR BALANCE

Which dress looks longest?
DESIGN PRINCIPLES (BALANCE)
First, find 1 example of the principle (Balance).

Attach it to your journal sketch book.

Find head heights.

Find Balance of the outfit.

Write about principle (Balance), elements, visual effects, and what makes the specific visual effects.
**Design Activity Example: Balance**

**Principles (Balance)**
- **Head heights:** 8 ½
- **Balance:** Radial balance
- **Visual effects**
  - Central focus
- **Why**
  - Explain what makes the visual effects!

**Elements**
- **Silhouette:**
  - Slim
- **Line:**
  - V neckline
- **Color:**
  - White, High value
- **Texture:**
  - Smooth texture
- **Pattern:**
  - N/A
NEXT CLASS

- Analyze fashion figures in magazines
  - Unity / Rhythm / Emphasis

- Bring the following materials:
  - Text book
  - Fashion magazines
  - Tracing paper
  - Glue, Scissors
  - Pencil, and Micro pen