## Color

Color is the hue, value, and intensity that defines parts and sets off one area of design from another. Hue is the name of the color (red, blue). Value is how light or dark the color is (light blue, navy blue). Intensity is how bright or dull it is


## Line

Line can show direction, draw your attention, outline an object, divide a space, or communicate a feeling. Lines can be straight, curved, diagonal, thick or thin, horizontal or vertical. They can be part of the fabric (stripes or plaid) or part of the design (a yoke or seam).


## Note for the Project Helper

Not all exhibits in the clothing project area will require identification of elements and principles. If a garment or accessory has been designed and/or constructed to enhance personal appearance, the elements and principles will most likely need to be identified.

Design elements and principles are difficult concepts for younger youth. Beginning to learn about line and color is emphasized for beginning youth See Adventures in Clothing 4-H 315a or Discovering Choice, pp. 24-25. As youth have more experience, they should begin to learn about other elements and how
 to use the principles of design in making choices. The principles of design are introduced in Strategies for Cothing 4-H 315c pp. 4-10.

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 Unraveling
the Mystery of Design Elements and Principles in Clothing


IOWA STATE UNIVERSITY University Extension

## Elements of Design

The elements of design are shape/form color, texture, and line. These are the tools used by you and clothing manufacturers when a garment is designed and constructed to enhance your appearance.

## Shape/Form

Form is the shape and structure of an item. Shape is two-dimensional and appears flat; form is three-dimensional with length, width, and depth. (A circle is a shape; a ball is a


## Texture

Texture is the surface quality of an item It is how something feels when it is touched or looks like it would feel if touched


## Rhythm

Rhythm leads the eye from one part of a design to another part, creating movement through repetition of pattern or color. Follow the flow of orange waves or white daisies in the examples below.


## Proportion

Proportion refers to the relationship between parts of a design, such as the size of the clovers compared to the size of the


## Principles of Design

The principles of design (rhythm, emphasis, proportion, balance, and unity) are how we use the tools (elements) to create looks (whole outfits, accessories, shoes, etc.) that are different or unique.
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## Unity

When things look right together, you have created unity. Unity includes clothing, all accessories, and you. Lines and shapes that repeat each other show unity (curved lines and curved shapes). Colors that have a common hue create unity. Texture also helps create unity (a soft texture with curved lines). Try to create a certain mood or theme-sporty, tailored, dramatic, casual-and keep the clothing and accessories in harmony with your coloring, your build, and your age. Then you'll have unity.

Unity is a difficult principle to define It is both a principle in itself as well as the goal for the overall look! What about the pink and green outfit? Is that a good example of unity? Notice the sundress with sandals in the picture. In your opinion, does that create "unity"?

## Emphasis

Emphasis is the quality that draws your attention to a certain part of the design first. (A logo or stripe,


## Balance

Balance makes the right and left side of a garment appear to be equal, even though they may not be exactly the same. If the two sides are the same, it is symmetrical balance. If the two sides are different in some way but still give the same weight,
it is asymmetrical balance.


