



SELECTION OF DRESS DESIGN ON THE BASES OF ART PRINCIPLES

Tasneem Naaz

Assistant Professor, Department of Costume design & Dress Making, Women's polytechnic, Aligarh Muslim University Aligarh

ABSTRACT

Garment in every Era follows the principles of good basic design by which it is always possible to create artistically sound, beautiful and exciting variations on the natural shape of human figure, fashion that are well proportioned, flattering to the wearer and in good taste. The design element that changes is the silhouette and with each of its variations in the slow but constant movement of fashion, interesting and effective ways must be developed to solve the problem of its new shape. Fashion design is the process of creating ideas and designs for many styles of clothing and accessories, like scarves, belts and shoes. Fashion designers are art professionals who know how stay ahead of trends and blend many elements to create clothing for all kinds of occasions. Some designers create one-of-a-kind haute couture fashions, very high-end custom clothing pieces for exclusive clients. Others come up with ideas for the many ready-to-wear styles made by manufacturers around the world. The designing of the cloth are a careful and knowledgeable arrangement of art principles to produce an expensive idea. Clothing is well designed when the individual parts are complimentary and harmonious with the individual by carefully studying and applying the components of design like: balance, proportion, emphasis, rhythm and harmony.

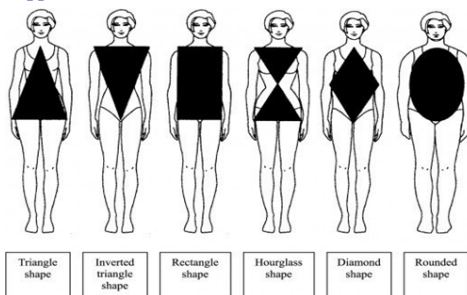
KEYWORDS : art principles | fashion | design | balance | proportion | emphasis | rhythm | harmony.

INTRODUCTION

When we are going to design, there are several ideas or aspects of design that need to be kept in mind. These aspects of design can be categorized into two areas: Principles and Elements of Design. One way to describe this is: "The principles are the directions for a cake recipe and the elements are the ingredients. The directions (principles) are flexible and should be interpreted within a current fashion or problem the designer is trying to solve. For

example, the directions (principles) would apply differently for a design of a costume than for a design of a current fashion garment. The ingredients (elements) are raw materials that must be combined. These elements change the taste of the garment, just as the ingredients can change the taste of a cake. A dress is more eye-catching in a bright color than a dull, neutral color, even though the design is the same. "By help of these design principles we can select appropriate dress according to our figure type.

Figure Types



Dress According to different Figure Types



Design principles

The first principle is balance. There are two kinds of balance, and in fact they relate to more than just fashion design; these two types relate to almost any type of design and art. Symmetrical and asymmetrical balances are the only two types that designers and artists use when it comes to balance of their piece. The outfit is symmetrical if you were to divide it right down the middle and both sides are exactly the same. Therefore, if you divide an outfit right down the middle and both sides aren't the same, the balance is asymmetrical. Asymmetrical balance is quite popular in dressy evening wear because it is dramatic and eye-catching.

Proportion creates the feeling of unity that is created when all of the parts (sizes, numbers, or amounts) relate well with each other. Also, when drawing or sketching the human form, proportion refers to the size of the head when in comparison to the rest of the body. Scale therefore refers to the overall size of any object or its parts when compared to the size of other parts or objects in the design.

Rhythm refers to the repeated use of lines, colors, trims, shapes, or details that create a pattern that the eye can follow throughout the design. Examples could be stripes, polka dots, ruffles, etc.

What your eye is drawn to on any outfit is considered to be emphasis. It could be anything that you focus on, from a horizontal stripe, a belt, jewel, or contrasting color.

So after everything is all said and done, it really isn't that difficult to understand these basic principles and elements. And once you do come to understand all of this, you won't be able to stop finding them in every outfit that you look at for now on. Just take a look in your drawers and closet...see how many principles and elements you can find!

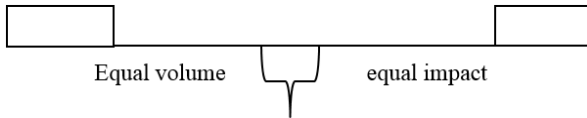
Unity is the feeling of harmony between all parts or objects of the design. The overall design creates a sense of completeness.

Aspects of Design: Balance

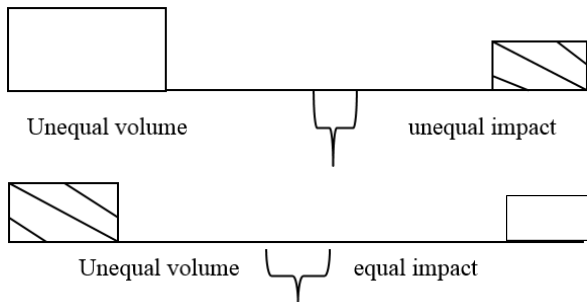
"Balance may be defining as equal distribution of weight from a central point or area.it is a state of equilibrium."Balance is the principle that the parts or features of a garment have equal visual weight. Whether the element is a sleeve, a cuff, or a line of buttons, it works with the other parts

of a garment. Balance can be symmetrical, which means both sides are equal, with the same elements in the same places. Think of pockets or pleats on a pair of jeans or dress pants. Balance can also be asymmetrical, which can make a garment more exciting. In this case, the designer uses elements like line or color in strategic ways to make the garment feel cohesive even when the sides aren't the same. A garment achieves its balance from the detail of line and trimming used in its design, and it satisfies the eyes as an artistic composition only when the "artistic weight" of its details are in balance. Artistic weight is of three types:-

**1. Formal Balance**-Formal balance occurs when objects appear to equalize each other by repetition and when arranged equidistant from a Centre.



**2. Informal or asymmetrical balance**-Occurs when object appears to equalize each other by repetition and when not arranged equidistant from a center.



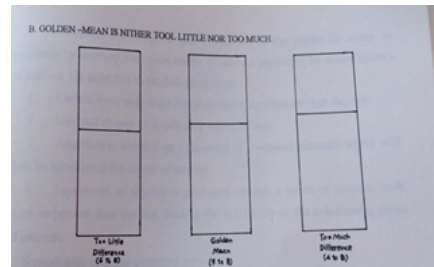
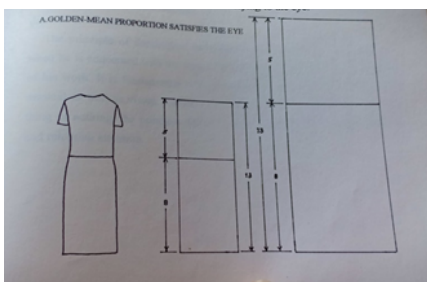
**Examples of balance**



**Aspects of Design: Proportion**

*"Proportion may be defined as the pleasing relationship of areas"*

Sometimes also referred to as scale, relates to how well the size of the parts of a garment work together. Most clothing is made to flatter someone's shape. Proportions vary for many body types, and designers need to understand how to make clothing look good for different shapes. Think of the difference between a suit made for a tall man or a dress made for a petite woman. These fashions have very different proportions but a good design should be able to make each of them feel cohesive.



**How to dress your proportions**



**Aspects of Design: Emphasis**

Emphasis is one of the ways to create interest in a clothing item. It means to make some elements stand out more than others by adding features like a splash of color or a texture. This technique creates a focal point to catch the eye. Emphasis can be created with one large item or with a group of smaller items. For example, a dress might have a focal point created with decorative structural details like ruffles and pleats or with embellishments like embroidery.

Emphasis can be created by:-

- Repeating details as tucks, gathers, ruffles, buttons, and other trim in groups in one or more areas of the garment, or by the concentrated use of jewelry.
- Unusual lines, shapes and textures when the garment design remains subordinate.
- Applied design on a contrasting background.
- Contrast among the plastic elements provided that few contrast are produced.



**Aspects of Design: Rhythm**

*"Rhythm may be defined as a pleasing sense of organized movement that gives continuity to the design"*

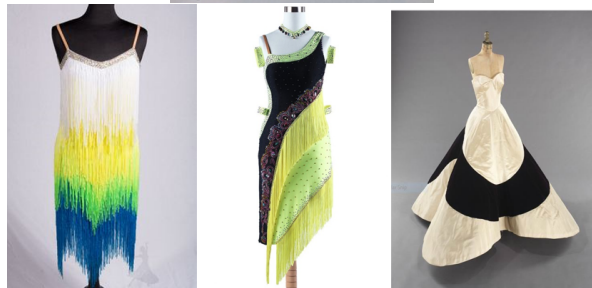
Rhythm provides as transition from one unit to another and leads the eye in a fluid movement throughout the design. The pathway along which the eye is led may be actual or implied. Without rhythm, a design may appear spotty or disconnected. Rhythm result from a regular repeat, or a gradual change, giving the feeling of continuity throughout the design. Rhythm in visual design resembles rhythm in music or audio design. Rhythm in design delights the eye for the same reason that

rhythm in music delights the ear, including a sense of excitement through the reoccurrence of the beat. Rhythm in design results from lines or masses that act as accents because they are repeat in an orderly, predictable pattern. Rhythm patterns are inherent in the repetition of pleats & tiers, in rows of banding in spaced pockets & buttons.

Rhythm in clothing Design Individual garments and assembled outfits need rhythm to unify their composition. When rhythm is lacking the separate parts of the design appeal spotty or disconnected. Rhythm is achieved in garment construction by the following combination of lines, shapes, colors and textures:-

There are three outstanding methods of obtaining rhythm movement-

- Through repetition of shapes
- Through progression of size
- Through an easy connected or continuous movements



Rhythm by repetition of shapes & through easy connected or continuous movements

**Aspects of Design: Harmony**

“Harmony is a fundamental requirement in any piece of art work in which appearance as well as beauty has to be considered.”

It most important factor of any design. Harmony is the art which produces an impression of unity through the selection and arrangement of ideas. When all objects in a group seen a family resemblance that group shows the principle of harmony. It depends upon five aspects:- 1.Line 2.Size 3.Shape & Form 4.technique & Texture 5. Colour.

Harmony is also called unity. Unity is created when all parts of the design are related, consistent and orderly. When a design has unity, it gives an overall impression that attracts and hold the attention of the observer.

**Harmony in clothing**

The term total look has been coined to describe unity in dress. A total look is achieved when each part of design, including garments, accessories, jewelry, hair style and facial ornamentation expresses a single theme that is consistent with the personality of the wearer and the place where it is worn.



Good taste is the instinctive recognition of “what goes with What.” The ability to discuss –by-eye-new combination and styling became attractive and satisfying to many people and therefore have fashion appeal.

Taste is the intangible factor that makes one dress look appealing and another dress look dull or busy, gaudy, or cheap. The first element of good taste is unity of design. Fabric, silhouette, structure and trimming must all belong together. A dress lacks unity when it seems to have been assembled from parts left over from other garments, as happens when the designer's eye is unascertained about the combination of elements.



## CONCLUSION

A good fashion design naturally consists of the same elements and principles. It is necessary to define the needs according to the personality of the wearers. It is equally important to consider conditions in which a garment will be worn. On the whole, contemporary clothing displays rather than conceals the human figure. It expressed the natural grace of the body and it is hygienically sound. To wear cloths it is not essential to have perfect model figure not it should necessarily be slim or tall. Within limits, a person of any height or weight can be well dressed. A heavy person may sometimes look better than the slim one. The reason is just the understanding of principles of dress design i.e. balance, proportion, rhythm, emphasis and harmony.

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