



BRENTWOOD
ACADEMY

Assignment Cover Sheet

Student Name:	Shahid Saleem
Student Number:	
Course:	Fashion Designing (Short Course)
Assignment NO:	01

Marking Criteria:

We expect the learners to write minimum one well expressed point in three lines against each allocated mark. This means one needs to write 15 lines with 5 well expressed points to get high grades for a 5 marks question.

For high grades use examples and illustrations where appropriate.

Q No 1. What are the principles of design?

The principles of design are guidelines which assist designers understand and use the elements of design in effective ways. Principles of design are the processes used to examine, create and evaluate garment designs on and off the wearer. There are three types of principles of design

Directional principles includes (Repetition, Parallelism, Sequence, Alternation, Gradation, Tradition, Radiation, Rhythm)

Highlighting principles includes Concentrism, Contrast, Emphasis

Synthesizing Principles Proportion, Scale, Balance, Harmony, Unity
We will discuss here only five principles which are including in our syllabus

Balance Balance is the distribution of the visual weight of objects, colour, texture and space if the design was a scale there elements should be in symmetrical balance the elements used on one side of design are similar to those on the other side. In asymmetrical balance, the sides are different but still look balance. In radial balance the elements are arranged around a Central point and may be similar.

Emphasis is the part of the design that catches the viewer's attention. Usually the artist will make one area stand out by contrasting it with other areas. The are could be different in size, color, texture, shape

Harmony It is relationship between all parts of a while and is achieved when all design parts are related and are arranged in an orderly manner.

Proportion or Scale is the result of comparative relationships of distances, amounts, sizes degrees or parts.

Rhythm the rhythm of garment is the pleasing arrangement of design elements which allows the eye to easily move over the piece of clothing. The term rhythm is a feeling of organized movement.

Q No 2. How the formal balance achieved in dress designing?

It is possible to build formal balance by arranging elements equally around central point. Formal objects are exact mirror images of each other on either side of garment. In order to bring a sense of dignity and/or formality to a dress it is necessary to have formal balance. Both upper and lower areas of a design must be carefully organized to create a balanced effect. Too much weight at the top or bottom will give it a heavy look in that area and will not be attractive.

Q3. What is the relationship between in principles and elements in a design?

The design elements are used in a way to construct the design principles. The elements of design are line, space, texture, shape or form and color. There is a important relationship between design elements and principles e.g. In balance the design principles that measures the weight of elements on a design. Balance can be created through the placement of shapes. And also can be created through use of negative space. Movements is flow of an design and that can be created by repetition of similar sized shapes and through the use of line. Harmony can be created through use of colour scheme. Contrast is often shown through the elements of colour and proportion is often shown through the size of shapes, text or lines.

Q 4. Define the following terms.

Classic. A long lasting or constant garment type such as T-shirt or skirt is called classic. It is the most important promotable fashion whether in or out but always be a part of fashion scene.

Fads. A fad in fashion is something that will appear on the scene and will capture people's attention but unfortunately a fad will fade out just as quickly as it came.

Interrupted cycles. Sometimes the normal progress of a fashion cycles is interrupted or prolonged by social upheaval, economic depression or by war types event.

Recurring cycles. Sometimes even after a certain fashion has faded. It may appear again at later time. Designers take ideas from old styled fabric and give a new look and revival to old fashion.

Traditional fashion adoption. Designers introduces new look / stuff these new looks can be extreme but after a while consumers start to see how they can be adopted to their particular needs.

Reverse adoption. When fashion is activated by consumer. For example in 60s and 70s it was the youngster in London and San Francisco that influenced the fashion

industry by using combination of new & old clothes

Student Statement:

By submitting this assignment, I confirm that this is my own work.

Student Signature		Date	25-01-2018
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For Tutor / Assessor Use Only

Total Marks	
Marks Obtained	
Percentage / Grade	