Module 3 - Elements and Principles of Fashion Design

Example, Answers, Feedback, and Advice Section

Activity 1

Research and Practical

Activity 2

Research and Practical

Activity 3

Advice and Feedback

There are five design principles in fashion, which include balance, proportion, harmony, rhythm, and emphasis. Balance gives your design weight and makes fashion visually appealing. The principle of proportion gives balance to a garment, rhythm keeps your eyes moving through the garment, and emphasis draws focus on a target area. Finally, harmony is what is achieved when all the principles work together cohesively in your apparel.

Activity 4

Answers

Before you can begin designing your own fashion styles, it is a good idea to identify your target market, so you know who you are designing for. The best way to achieve this is through market industry research. This is the process of identifying who your customers are, where they shop, and why they are shopping. It is a culmination of everything you learned including trend predicting and having a knowledge of fashion history. With this knowledge in tow, you set out to determine your customer demographics, belief systems, and buying habits.

Activity 5

Answers

1. Colours 2. Illusion 3. Purples 4. Size 5. Across 6. Harmonies
7. Large 8. Wheel 9. Nature 10. Accent