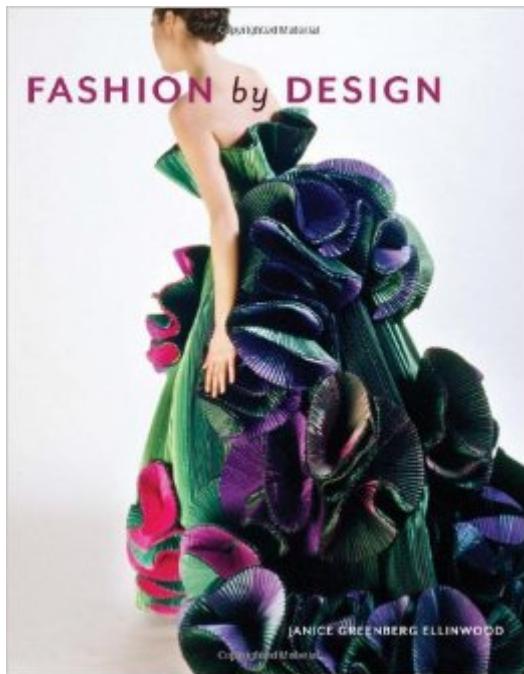


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# Fashion By Design



## **Synopsis**

Fashion by Design explores the elements and principles of design as they relate to fashion. By evaluating the best examples from early through contemporary fashion design, students will develop the eye of the fashion designer in order to identify and understand how to manipulate the elements and principles of design. The objective is for design students to use these guidelines not to simply develop an appreciation of aesthetics but to execute an aesthetically pleasing garment design. Each chapter includes hands-on projects with step-by-step instructions related to the element or principle discussed in that chapter. The theory in the book originates from the Bauhaus school of art, while also drawing from sources on aesthetics in the field of clothing and textiles.

## **Book Information**

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## **Customer Reviews**

This book introduces the student to design using a theory of design developed by the Bauhaus school in the early 20th century, and conceiving of design as both a product and a process. The Bauhaus school sought to develop a theory of aesthetics appropriate for the modern age. The general approach is then used to apply to fashion design in particular, illustrating how Bauhaus principles can apply to fashion. Organization is subdivided into the elements and principles of design. The eight elements (line, shape, form, space, light, color, texture, and pattern) are treated separately, some with their own chapter. Then the five principles by which the fashion designer organizes the elements (balance, emphasis, rhythm, proportion, and unity) are treated. For each element or principle, major concepts, historical trends, and designers noted for that particular element or principle are highlighted. For example, in the section on color, readers are introduced to

the color spectrum and different color wheels, light and dark colors, opposition theory, color as it relates to season and industry, types of dyes, etc. Each of these topics could be explored much more in depth, but only the major ideas are highlighted. Finally, the book approaches all of its topics with three aspects of design in mind: aesthetic aspect (for instance how pattern draws the eye), structural aspect (for instance how the choice of materials support design elements), and functional aspect (for instance how it allows the wearer to move comfortably), with the focus being on aesthetic and structural aspects. Some drawbacks of the book to me as a layperson- sometimes, new terms were introduced without being explained.

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