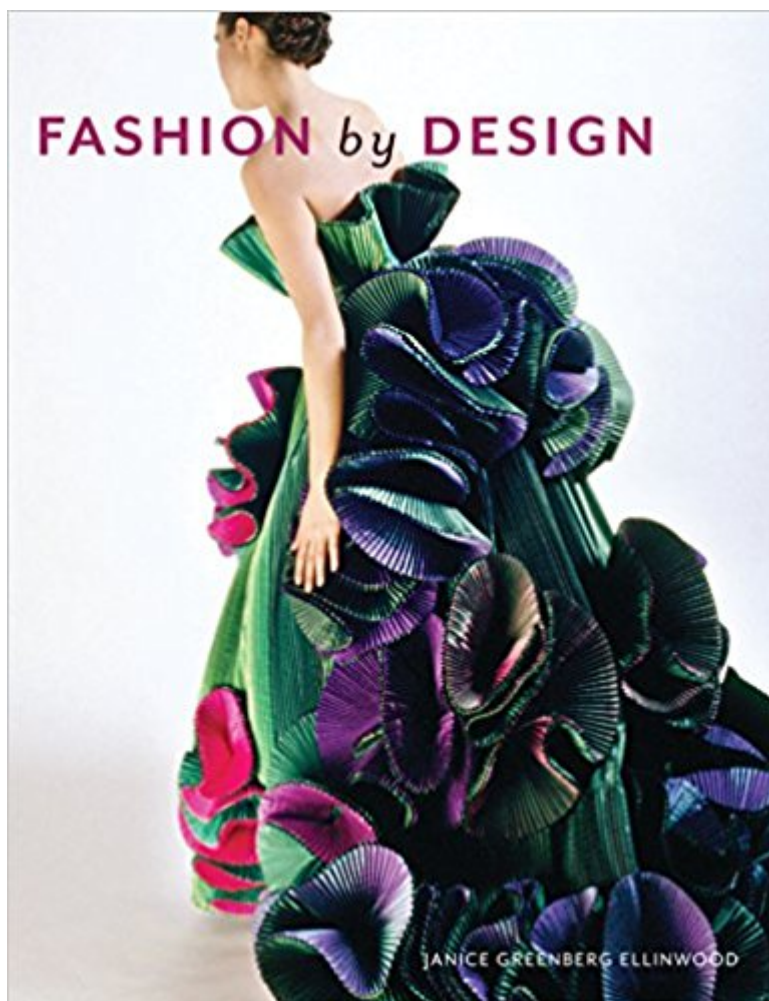**The book was found**

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

Janice G. Ellinwood is a Professor of Fine and Applied Arts at Marymount University where she has been Department Chair of Art, Fashion Design, and Fashion Merchandising for more than 20 years, while teaching fashion design and illustration.

This textbook is a wonderful introduction to the elements of fashion design!

Thanks! Book was in excellent condition and I looked it very much. I would recommend it to anyone and the price was great!

Bought used, but it was in like new condition. Arrived earlier than expected. Great book, needed for a class but enjoyed it and will keep it.

i recommend this book to those who want to learn about everything about fashion design and its history. the book is heavy and pages are thick. pictures are attracting.

Came to me wrapped and completely new condition, as stated, so I was very happy with the condition I received it in.

The book came super fast! I got it for my class and i got it cheaper than the bookstore which is always great!

I got this for class. the cover is attractive, but honestly I haven't really read the book. Maybe it's because the way my instructor teaches the class makes me feel it's useless to read the book. But I am a little annoyed on how my instructor picks out the flaws of the book. Makes me question the quality of it. Such as how she believes the author of the book is a interior designer rather then a fashion designer, because of how the author uses ridiculous examples that are not in fabric, etc. Although I think those two profession are closely related, but it's still not the same.

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. For example she writes "there are many types of knitting such as x, y, z, and q" and then these terms are included in the vocabulary section at the end of each chapter. However, if I actually wanted to know what the difference was, I would have to look it up. To be fair it would be a substantially longer book if everything were fully explained.The biggest drawback was that there did not seem to be any treatment of male fashion. I became interested in fashion through /r/malefashionadvice on reddit. I realized I did not understand any of the terms being discussed on there, so I chose this book. Unfortunately the focus was all on womens' dresses. I understand this may be the focus for fashion designers, however I am still looking for a similar book from a broader perspective. In a similar vein, almost all of the models were conventionally attractive young white women. And once again, from a fashion designer's perspective, perhaps this is all he or she cares about-- one of the designers highlighted, it was even mentioned she never designed dresses for herself because she considered herself too ugly. Others used muses. But from a layperson's perspective, people come in all shapes, sizes and colors and it seems to me that we imperfect ones are those that need fashion the most.When I finished the book I went outside and tried to apply the principles taught in the book (such as emphasis and rhythm) to what I saw people wearing outside. What I noticed was that for many people, the emphasis in their outfits was not part of the garments themselves but some accessory -- for example, a handbag or a pair of glasses, or a hat. That made me realize this book did not really discuss a person's entire "look" but only the garment itself.Overall I'm giving this four stars because I think basic concepts and principles are most important and the book covered this by far. But I am still looking for a similar book that goes into greater detail and covers a wider range of needs more from the consumer perspective. If anyone has any recommendations, please leave them in the comments. Thanks

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