

## CHAPTER-XII

UNIT <b>IV</b>	<b>CLOTHING AND ITS RELATION TO PERSONALITY</b>
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### 12. Introduction

Clothes or dress is an integral part of an individual and his personality. It reflect the personality of the wearer and affect his physical, mental, social and emotional abilities. Clothing levels, beauty and enhance the appearance of an individual as well as provide comfort to him. Don't you want to wear such dress which can level beauty to you and fell comfort ?

'A thing of beauty is joy forever,' is known to all said by the great poet 'Keats'. Yes it is, all human being appreciate beautiful things, like to wear beautiful dress which contributes self confidence, self acceptance, self respect etc. So, in this chapter we will discuss all these and you will be able to know the following.

- a. Importance of clothing.
- b. Understand the various element of art.
- c. Principles of design.
- d. Understand the importance of element of art and principles of design for beauty and functionalism in clothing.

**12.1. IMPORTANCE OF CLOTHING :** Clothing plays an important role in the life of all individuals. Apart from making dress, clothes are used for variety of purposes in home. For example like table linen- table cover, chair back, mats, napkins, household linen- towel, duster, curtain, bed linen like bed sheets, bed cover, pillow cover etc. All these are used in every household, so, clothing is one of the most, important aspect

Clothing performs following functions.

- i. Gives personal protection.
- ii. Provide comfort.
- iii. Enhance beauty of an individual
- iv. Mental satisfaction
- v. Social status or identification of man
- vi. Self expression
- vii. Creative
- viii. Variety in life.

**i. Personal Protection :** The basic requirement of clothing is to provide personal protection. It protect us from rain, sun, wind and cold winters. And also provide protection against harmful



and poisonous insects and plants.

**ii. Comfort :** Clothing provide comfort to an individual which make him feel the sense of well being. When a person wear comfortable dress, he feels secure and finds easy to adjust himself with others. So one should always wear such clothing which provides comfort and promote physical wellbeing.

**iii. Add beauty :** Dresses of an individual always add beauty to him, if the dress is properly designed, well stitched and according to the height, size, goes with skin complexion of the wearer. Physical appearance is an important aspect of ones personality. Proper use of clothes can highlight the attractive body features and subdue undesirable ones. Hence proper dressing enhance the natural beauty of a person.

**iv. Mental satisfaction :** Clothing also give mental satisfaction to individual and it has deep influence on human behaviour. When an individual adolescent feels happy, able to draw attention of the other or adjust well with them. On the other hand, if he is not dressed up well or according to the latest fashion he develop inferior feeling which will prevent him to adjust with his friend. Later, this inferiority complex transform itself into problem behaviour.

Proper clothing inculcates a feeling of self-confidence, self control which are

essential for all-around personality development.

**v. Social status or identification of man :** Social status of an individual is revealed through clothing worn by him. It helps to recognise who he/she is. For example : One can easily identify person like nurse, doctors, advocates, soldiers as they have distinctives uniform which define their social role. Dressing also reflects the nationality, culture of the wearer.

**vi. Self expression :** One can express one's self through clothing like leather jacket express toughness, need for protection against harsh weather.

Satin material dress express mild behaviour needed for occasion, for beauty and femininity.

It also indicate acceptance or rebellion against a person or group. Adolescent sometimes select clothing that they know, is not approved by others specially the elders of the family to express rebellion nature. On the other hand, some adolescent sometimes wear such dress which he knows that- it will approve by all elderly person of his family to express his feelings. Have you ever done this ?

**vii. Creativity :** Clothing construction and dressdesigning are itself a creative ort. Here, elements of art, principle of design, artistic abilities are used, which



can be channelised to create fashion and design. Have you ever tried to draw design or designed your own dress? Latest fashioned dress can be created by utilising creative abilities. Hence clothing give scope to individual to become creative person.

**viii. Variety in life :** Clothing also add variety to life by wiping out boredom or monotony from our life. Because, one cannot wear same colour, same designed, same type of dress material for a long period. He has to change his dress from time to time, occasion to occasion, work to work etc. As a result he has to change his dress and need varied dresses. Hence we can say that clothing provides variety and warm feeling to our life.

### 12.2. ELEMENTS OF ARTS :

Now we can see that how a beautiful designed dress material adds variety to our life and enhance our beauty. In order to draw a design one must know the basic elements of it. These basic element are used in such a manner, that can help to create a beautiful design and enhance the beauty of the dress.

There are four basic elements of art- They are line, form, colours, texture.

**a) Line :** Lines are the first element in drawing a design. It plays an important role in designing and making a dress. With the help of line, a dress can be

made beautiful, because a number of natural lines are formed at seam line, shoulder line, breast line, arm hole line, neck line, collar, cuff line etc. when different pieces of clothes are joined or stitched together in of dress. One of the feature of line is that- it provides movement by creating desirable eye movement or subdued. So, proper use of line gives an illusion of length or height but horizontal lines gives the illusion of breadth. Hence short and fat or obese person appears to be tall or thin by the use of vertical lines and a tall person appears to be short by use of horizontal lines. In this way other lines like diagonal, curved line can be sued to give different illusion.

**b) Shape:** Shape is formed by combination of different lines. In stitching a dress, shape of neck yoke, collar, pocket etc. are formed by joining different lines. These should be used in such a manner, that can subdue defects of the body figure and supplement the personality by highlighting the attractive body feature.

**Neckline :** It helps in highlighting the special features of the face, neck and also subduing the defects of the face, neck and shoulder. Different shapes of neckline gives different look to face and neck. 'V' shape neckline gives a slandering look to face, the square shape neck, line gives broaden look to the face



and shoulder, the round shape 'neck line' gives an illusion of roundness.

**c) Texture :** It is an element of cut. It means surface quality of an object or material. It may be smooth or coarse, hard or soft, thick or fine, dull or glossy etc. which can be felt by touching them. Do you have same feelings when you touch woollen and silk material. You might have noticed that silk has smooth surface whereas wool possesses coarse surface. These differences in surface quality of the cloth are due to fibre, weave, finishes given to the cloth. There are three types of surfaces on clothes like.

- Coarse and thick cloth
- Medium and soft cloth
- Fine, smooth and glossy cloth

These differences in texture of the cloth have varied effects. Glossy texture reflects light and gives an illusion of increased size. On the other hand dull texture absorbs light and reduces the size etc.

Usually fine, soft and medium textured clothing materials are used in dress and in extreme cold climate, thick and coarse clothes are used and medium textured materials are used to make school uniform, towels and business clothing etc.

**d) Colour :** It is an important element used in dress which attracts easily. Colours reflect the interest, personality of a person and help in enhancing the personality. Right choice of colours in the

dress gives a feeling of self-confidence.

### CHARACTERISTIC OF COLOURS

According to colour theorists, there are three characteristics of colours

- Hue
- Value
- Intensity

**a) Hue-** It means the name of the colours like blue, red etc.

**b) Value-** It means lightness and darkness of any colour.

It can be done by using colours either white or black to the main colour. When white is added to a prime colour to make it light, it is called 'tint', whereas, when black is used, then it is called 'shades'.

**c) Intensity-** Brightness and dullness in colour is known as intensity. Bright colour has more intensity than dull colours. Intensity of a colour can be made adding by supplementary colours.

**Types of colours-** You have studied about Primary, Secondary and Intermediate colour and its different scheme in the previous lesson. Do you remember these? A review on these colours will be of immense help to you.

Colours are classified on the basis of composition and effect:-

**a. Classification on the basis of composition.**

Colours are classified into three



category on the basis of its compositions-

- i) Primary colours
- ii) Secondary colours
- iii) Intermediate colours.

**i) Primary Colours:** Red, yellow, blue are primary colours. All other colours are derived from primary colours.

**ii) Secondary Colours:** These colours are obtained by mixing two primary colours in right or equal amount like green is obtained from blue and yellow colours. There are three secondary

a. Warm Colour

b. Cool Colour

**a. Warm colour :** Bright colours which gives an effect of warmth are termed as warm colour. These colours have inspiring and cheerful effect and can stimulate a person. Warm colour has a dominance of red, yellow or orange and give illusion of nearness and vastness.

**b. Cool colour :** These colours are opposite to warm colours as they give a feeling of coolness, lend peace to a

PRIMARY COLOUR	SECONDARY COLOUR	INTERMEDIATE COLOUR
Red	Red ] orange Yellow ]	Red [ orange Purple ]
Yellow	Blue ] Green Yellow ]	Black [ Blue Blue Purple ]
Blue	Red ] Purple Blue ]	Yellow [ Yellow Green Yellow purple ]

colours- Orange, Green and Purple.

**iii) Intermediate Colours :** These are derived from primary and secondary colours. When one primary colours mixed with adjacent colour then intermediate colour is formed. There are six intermediate colours.

**Classification of colours on the basis of Effect :** Colours are also classified into two groups on the basis of its effect.

person and are also gloomy. Cool colours have dominance of blue, green or purple and give illusion of firmness and smallness

These two qualities of colours are helpful for dress designing in many ways. **Colour scheme :** It is a scheme where different shades or different colours of the colour wheels are used together. Here, colours are used in a planned manner to



make an object attractive. There are different types of colour scheme -

- a. Monochromatic colour scheme
- b. Analogous colour scheme
- c. Complementary colour scheme
- d. Double complementary colour scheme.
- e. Split colour scheme
- f. Triad colour scheme

**a. Monochromatic colour scheme :** In this scheme only one colour is selected and used with its different values and intensities. For example if red is selected as main colour, then pink, light pink maroon are used in this scheme.

**b. Analogous colour scheme :** It is formed with the neighbouring colour of the colour wheel to create desired chaining effect. e.g. red, red purple and red orange form an analogous colour scheme. This scheme may have three to five colours.

**c. Complementary colour scheme :** In this scheme, colours which are opposite to each other on the colour wheel are used. This scheme is lively and vibrant in which one warm and one cool colours used together like red and green, blue and Orange etc. for e.g. green is the background colour of a material or saree with red borders or print on the material or saree.

**d. Double complementary colour scheme:** In this scheme two secondary colours are used with two opposite

primary colours. But one must be careful enough in selecting intensities of all the four colours. All the four colours should not be of same intensities or values and there should be one colour which dominant the scheme.

**e. Split complementary colour scheme:** In this scheme one colour is used with two colours on either side of its complementary colour.

For example:- Red with blue green and yellow green, yellow with red purple and blue purple etc.

**f. Triad colour scheme :** In this scheme, three colours are used which is equidistant to each other on the colour wheel. For example, green, orange, purple, yellow green, blue purple and red orange.

There are the different colour scheme used in dress material and the success of using colour scheme on dress depends on the suitability of the wearer, proper combination of intensities and value of different colours etc.

### 12.3. Factors affecting choice of colours in clothing

Now, you have learnt about different colours, their intensities, values and the colour scheme. With the knowledge of colour scheme, you will be able to select proper colour for your dress. In addition to these, there are certain factors which you should consider while selecting colourful, attractive dress for you.



These factors are - Season and time, age and sex, size and shape of the body, colour of the skin, occasion, fashion and personality of the wearer.

**a. Season and time** - It is one of the important factor that has great influence on colour of the dress. Generally in summer, light and cool colours and in winter dark and warm colour are preferred. Because cool colours like blue, green, pink and light yellow gives a feeling of coolness, whereas warm colours like red, orange, red purple gives a feeling of warmth. Depending on season, the colour should be selected to get good effect. Likewise dark, warm, bright colours are suitable for late evening, at night which add beauty to the wearer.

**b. Age and Sex** - Age and sex are also important factor in choosing colour for dress. For e.g. bright colours are suitable for children and adolescent whereas sober, light colours are for elderly people as these colours have calm and peaceful effect. Today, though all the colours are used by both boys and girls. Yet certain colour suit more to both the sexes.

**c. Size and shape of the body** - Colours always affect the size and shape of the body. Warm colours give the illusion of increasing size whereas cool colours give the illusion of reducing size.

Therefore one has to consider this point while choosing colour of the dress. for e.g. for a thin, slender person, it is better to select dark, bright, warm colour dress which give healthy look and for obese, large, bulky figured person, light, cool colours are suitable.

**d. Colour of the skin**- Colour of skin is important in the choice of the colour of a dress. Dark colour looks better on white complexion whereas cool and sober colour for fair complexion. So to get good result or effect one should choose colour for dress according to his or her complexion. Like blue, pink, light purple for fair complexioned people whereas yellow, brown suits more to white complexioned person.

**e. Occasion**- The colour of the dress should always goes well with the occasion. E.g. Dark, vibrant colours are suitable for parties, marriage, for different festivals to express cheerful, joy, happiness. But in case of serious and sad occasions light, cool colours like blue, white, light green are suitable.

On special occasion and in certain profession, some particular colours are used. For example black and white are used in morning, by doctors, nurse, advocates and Policeman uses distinctive coloured uniform. Formal social occasions demand the use of light, dull medium colour in dressing



**Fashion-** It is another important factor influence on selection or choosing colour of dress. Colours of the dress keep on changing with the change in fashion. Young man, woman specially adolescent always prefer such colours which are in fashion at the time of selection. They like to go with the fashion trend and feel happy to wear colourful and fashionable dress.

**Personality** - Colour of the dress always reflect the personality of the wearer and it is the index of individual's interest. While selecting dress, one should keep in mind that colour should be such, which can enhance the personality of the wearer. Some people like bright colours and some other like dull, sober colours. Colour express varied moods, such as red, yellow, light orange indicate cheerfulness, enthusiasm and stimulating. So the person who prefer these colours they used to be of such personalities.

**12.4. Types of Designs :** All these elements of arts are blended in such a manner that can create a beautiful design. Designs are of two types:-

- a. Structural design
- b. Decorative design

**a. Structural designs :-** This design is formed by joining or stitching together different pieces like collar, yoke, pleats, cuff etc.

**b. Decorative Design :** It is surface

enrichment that are added after the basic structure of the dress is made. It is done either by putting fancy button, embroidery with coloured thread, patch work or frill etc.

**12.5. Principles of design :** In order to draw design, elements of arts are used on the basis of certain principles. These principles are also use to make an attractive, beautiful dress. Therefore, the knowledge of basic principle of art is essential. These principles are -

- ✓ a. Balance
- ✓ b. Proportion
- ✓ c. Harmony
- ✓ d. Emphasis
- ✓ e. Rhythm

**a. Balance :** It refers to pose, equilibrium, steadiness, security and it can be achieved by grouping lines, shapes, colours in such a way that the attraction on both sides of the centre is equal. Balance may be achieved in two ways:-

**i. Formal balance :** It is also known as symmetrical as the structure, decorations, accessories are identical on both sides from the centre of the dress. It can be done easily but sometimes it leads to monotony to the dress.

**ii. Informal balance :** When the structure, decoration and accessories are different on both sides from the centre of the dress, then it is called informal



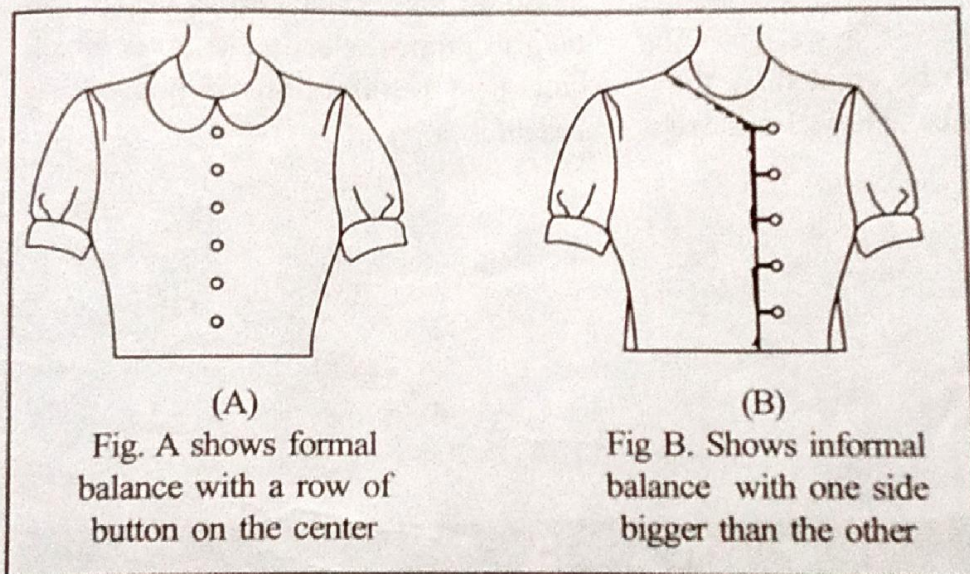
balance. In this balance attraction of the dress on both sides are created by using different accessories. Pleats, dark colour button, embroidery etc. are used to create balance. For e.g.- a small amount of bright colour placed near the centre balances a similar amount of dull colour placed away from the center.

proportion.

**Harmony :** It means a relationship of different proportion of a dress and it can be achieved through judicious use of colour, line, shape and texture to give a feeling of oneness. The lines in the garment construction and all accessories must be consistent. They should relate to

each other. For example there should be unity in texture, like silk blouse goes with a silk sarees, a crisp summer salwar suit can harmonise with silver jewellery.

**Emphasis :** It is the principle which is used by designer



(A)

Fig. A shows formal balance with a row of button on the center

(B)

Fig B. Shows informal balance with one side bigger than the other

**Proportion :-** It is the relationship in a design of one part to other and all the parts to the whole. According to this principle, different parts of the dress should be in proper proportion like your, collar, button, pockets etc. should be in proportion to the size of the dress. E.g.: small pockets and buttons would look more appropriate on a small frock. In case of colour of the dress, if different colours are used, it should be in right

used to create interest in a design by attracting more attention to one part than the other parts. This portion is the center of interest of the dress and are called as a point of emphasis. This can be laid by buttons, belt, lace, patch work etc. of contrast colour on base colour of the dress. Point of emphasis used to be around the neck, or on the waist line of a dress. Emphasis always enhances the grace of the wearer.



**Rhythm-** It is an important principle of art, which is created by repeated use of that element-line. Rhythm refers to a feeling of movement. If there is rhythm in a design, the eye would move easily from one part to the other. Rhythm can be achieved through repetition, radiation, gradation etc. Repetition of lines, colours, shape, etc. on a dress in helps uninterrupted eye movement.

Rhythm can also be created by the uses of radiated lines. These lines are

created by gathers and can be seen around circular yoke, arm and skirt.

It can also be created by gradual change in colours, lines, shapes etc. For example:- In case of colour, gradual change from pink to red to maroon in a dress produce rhythm.

So all these principles of design can help in proper selection of dress which can give satisfaction of possessing beautiful dress.

### SUMMARY

- One of the basic needs of human being is clothing, as it performs various functions like providing physical protections, social functions, mental satisfaction etc. Clothing has relation with the personality of an individual.
- The beauty of a dress always depends on application of elements of art like-line, form, colour and texture.
- Age, sex, season, time, shape of the body are always influence in choosing colours of the dress.
- Principles of design like balance, proportion, harmony, rhythm, emphasis are always considered while selecting a garment.