Costume Design & Technology

Basics: The Proper Foundation

What is a costume?

What does a costume do?

- A costume helps define the character, both for the actor and the audience
- What messages can the audience get from costumes?
  - Gender
  - Age
  - Socio-economic status
  - Occupation
  - Self esteem
  - Personality
  - Location
  - Time of year
  - Weather conditions

Let's work backward…

- Typically, the Costume Designer reads the script and talks with the director in order to analyze the characters before making costume choices.

- Using the following images, work with a partner to create a character analysis for each person.

- Be sure to address all of the required information on the next slide.

Character Analysis

1. How old is the character?
2. How much money does the character have/make?
3. What does the character do for a living?
4. What is the character's mental ability? IQ?
5. How does the character feel about self (self esteem)?
6. What does the character think about others around him/her?
7. Give three or more personality adjectives.
8. What time of year/day is it?
9. Where is the "play" set?
10. Give a brief description of the character's family life.

Character 1

Character 2

Character 3

Character 4

Character 5

Character 6

Review

- What is a costume?
- *Anything worn or carried by an actor, seen by the audience, which enhances or communicates character*
- Who does the costume designer keep in mind when making choices for characters on stage?
- What can the audience learn from a character's costume?

Are there any wrong answers?

- Technically, you can make and defend any claim about what a character wears—BUT—every choice the designer makes communicates something to the audience

- As designers, we have to anticipate what a costume will "say" to the average audience member

- We use the Elements and Principles of Design to guide our choices

Elements of Design

- Color
- Line
- Shape
- Form
- Texture

Dimensions of Color

Hue—general term or family name, for example

- Red
- Blue
- Yellow

Value—lightness or darkness of a hue

    Tints—hues with white added
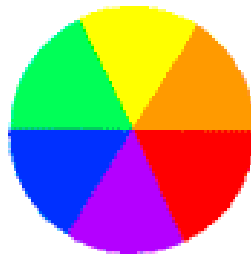
    Shades—hues with black added

Neutrals—black, white, and grays express no hue

Intensity—brightness or darkness of a hue (also called saturation, Chroma, purity or vividness)
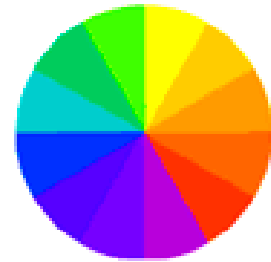
# Color Theory
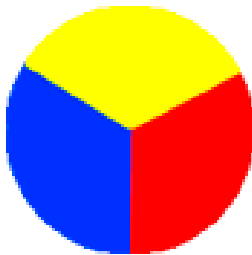
Primary Colors

Secondary Colors

Tertiary Colors

Color Theory

- **Primary Colors**
  - Red, Blue, Yellow
    - Colors cannot be mixed from other hues
- **Secondary Colors**
  - Orange, Green, Violet
    - Exactly half each of two primaries
    - Orange, green, violet
- **Tertiary Colors**
  - Red-orange, yellow-orange, yellow-green, blue-green, blue-violet, red-violet
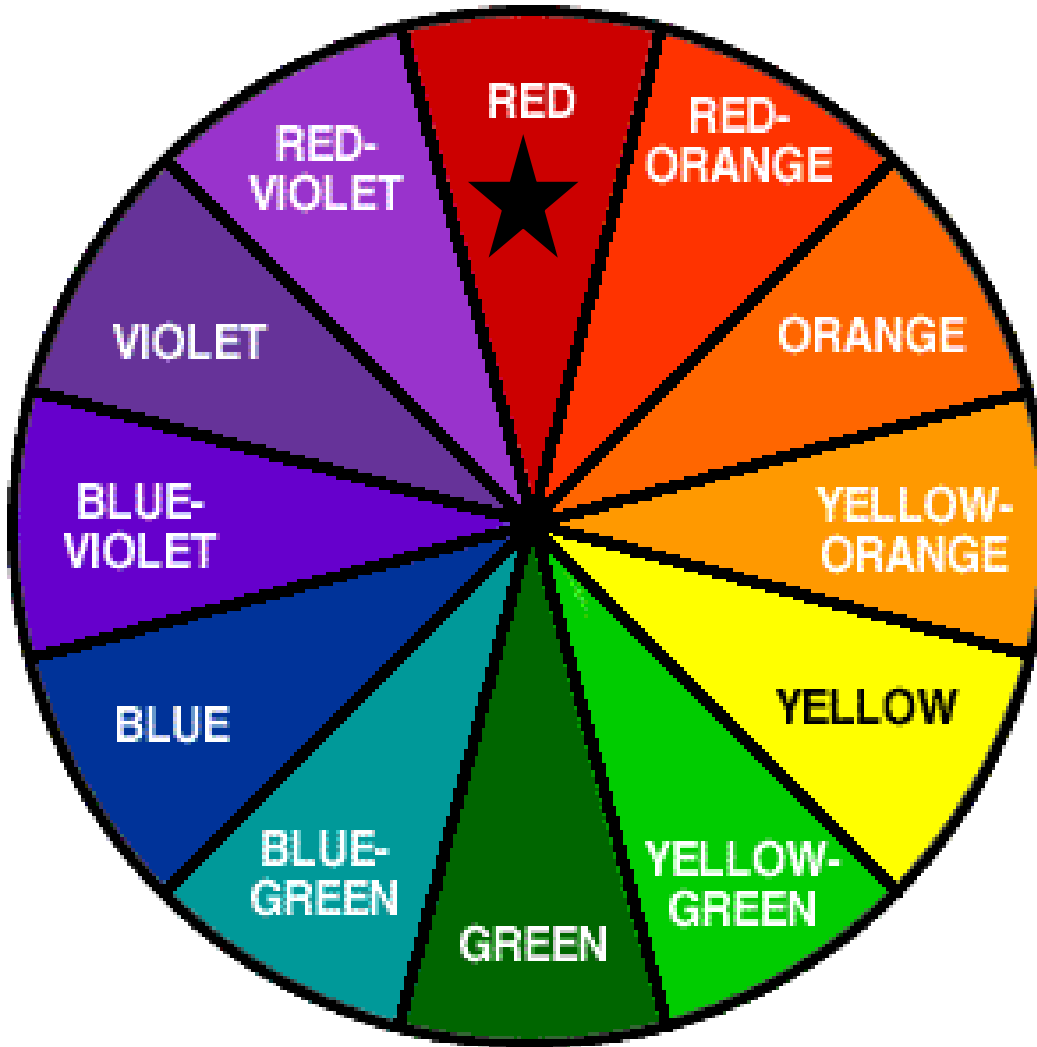 - Limitless results dependent on how much of each hue used in mix
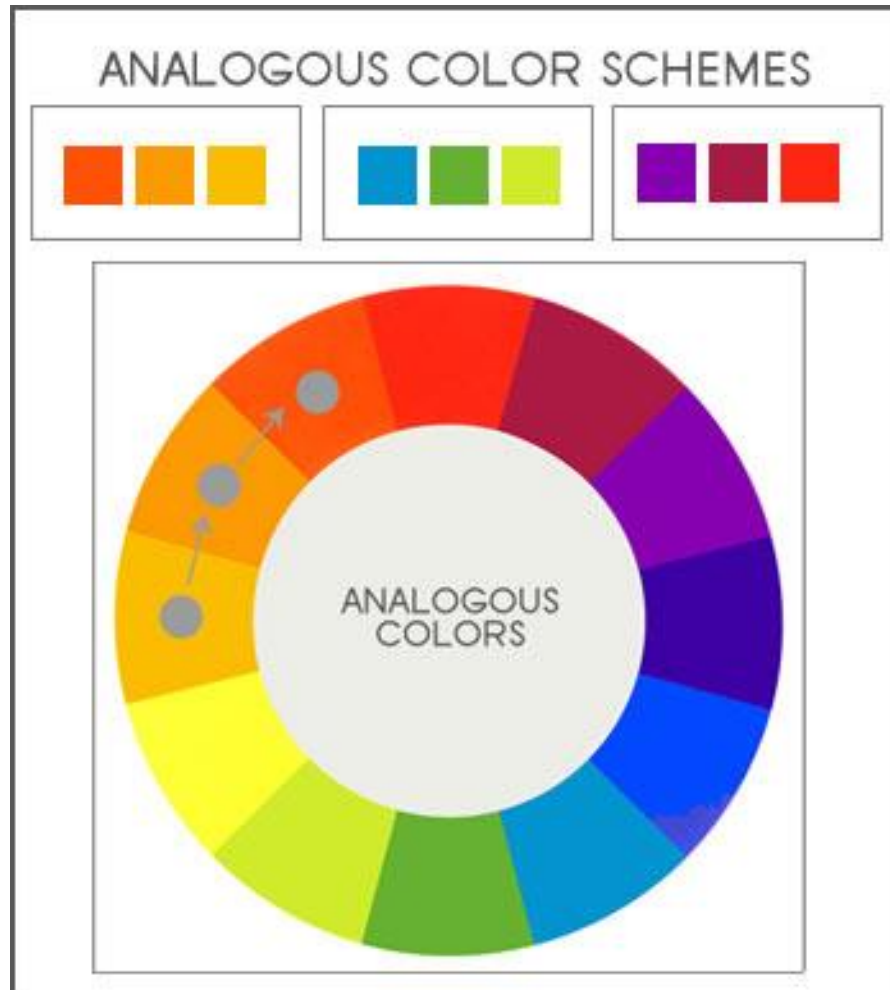
Color Wheel
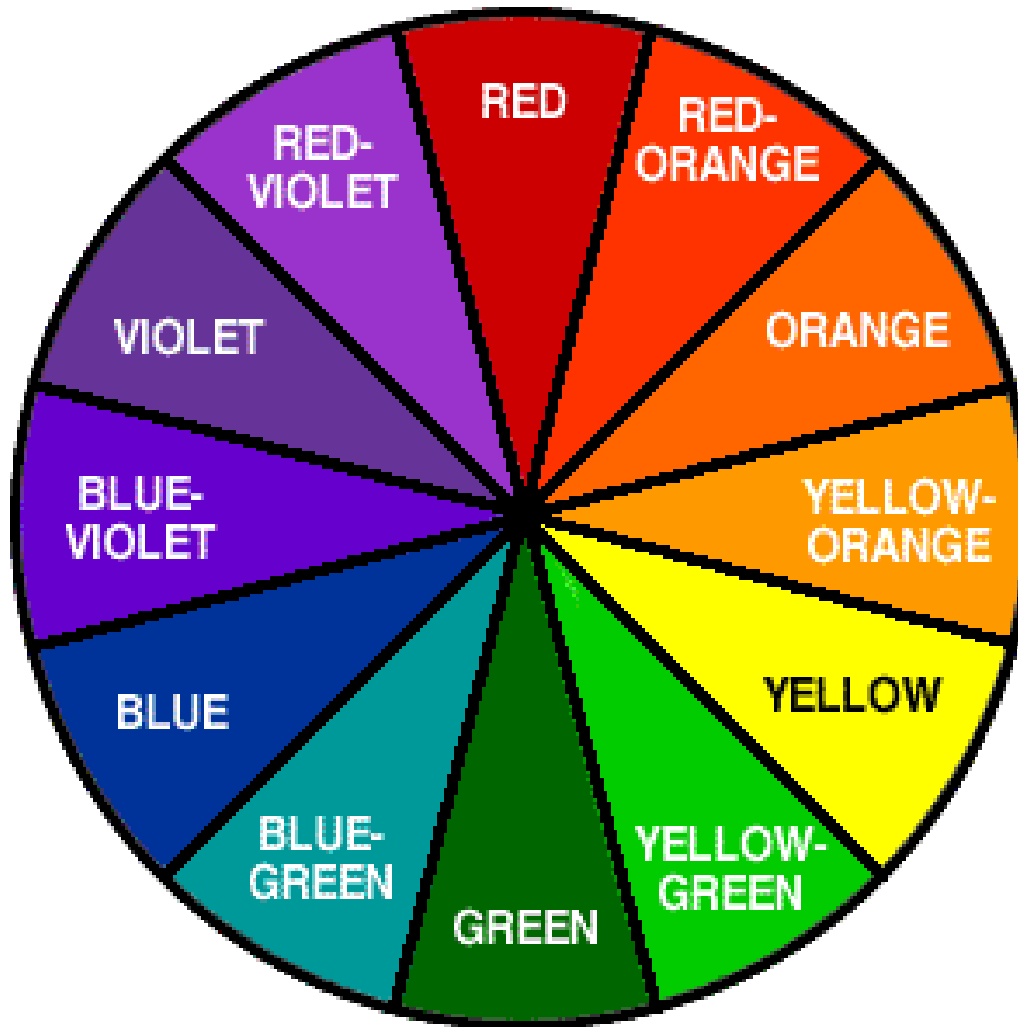
Color Schemes

- Tried and true ways to combine colors for a variety of effects

- Each of the following slides will include a term and definition and visuals
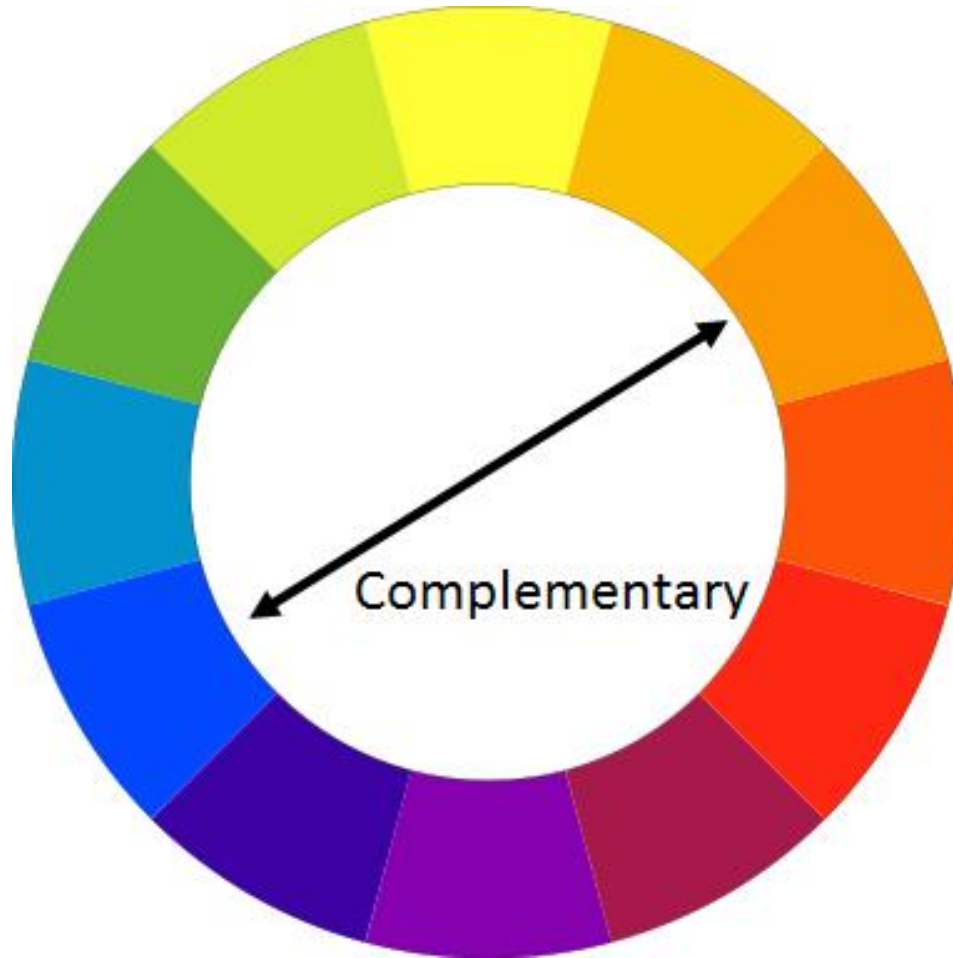
- Reference sheet on our class Document page

Monochromatic—all one hue, includes tints and shades

Analogous—two-four hues next to each other
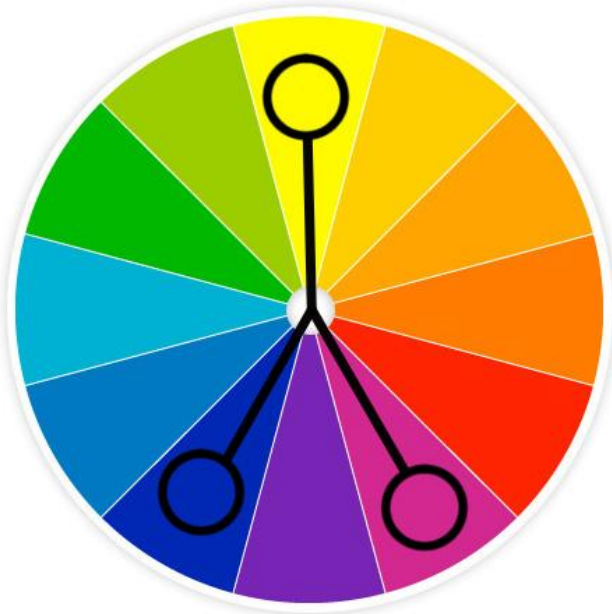
Complementary—two hues opposite each other

Double Complementary—two adjacent hues and their complements
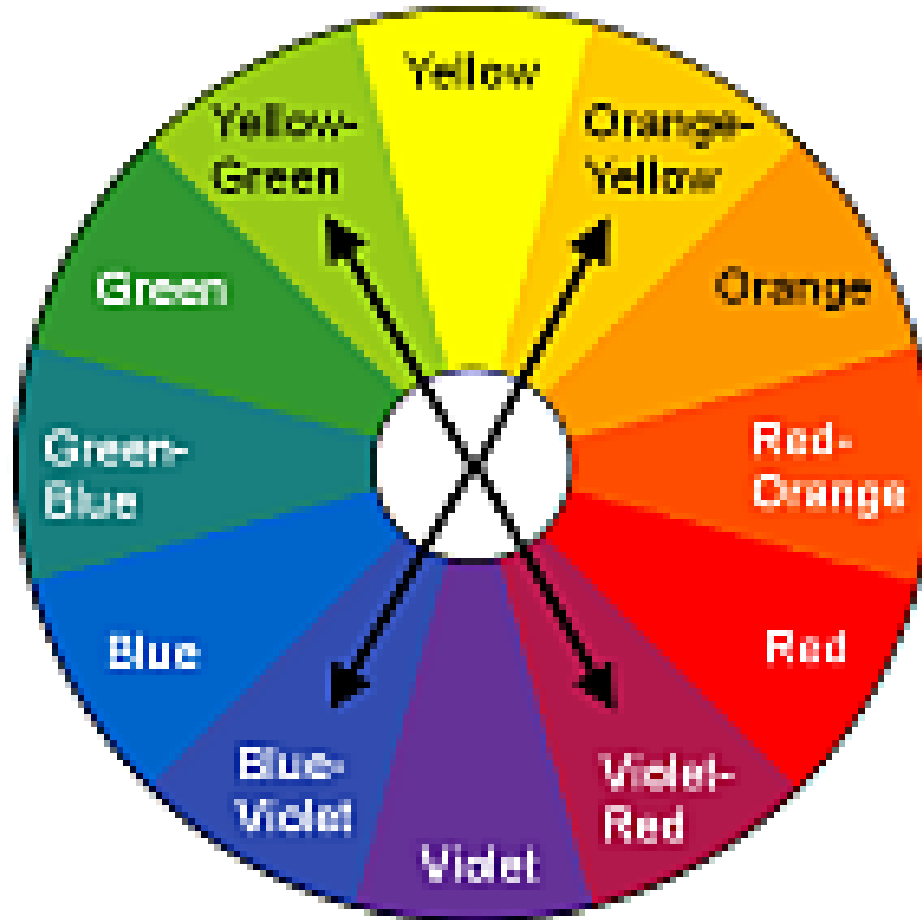

DOUBLE COMPLEMENT

Single split complementary—start with comp., use a hue on each side of one of the comp, and drop the complement
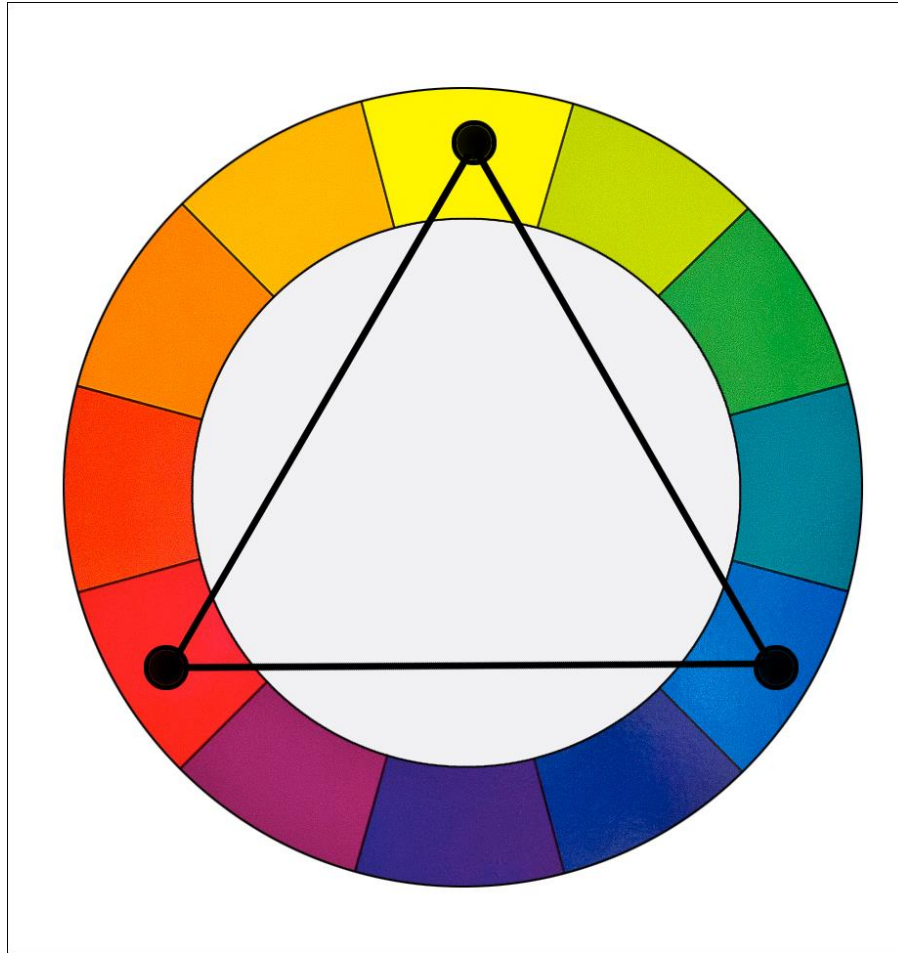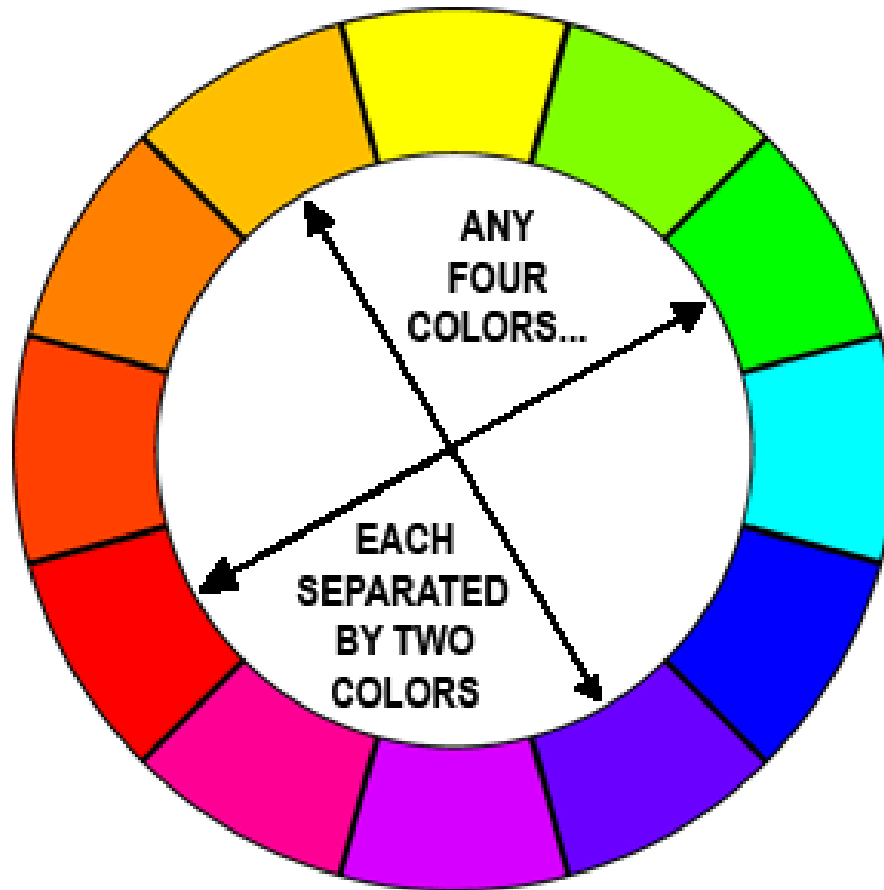

Split Complementary

Double split complementary—start w/compl.,choose adjacent hues on each side, use complements

Triad—three hues equally spaced on the wheel

Tetrad—four hues equally spaced on the wheel

ANY FOUR COLORS…

EACH SEPARATED BY TWO COLORS

What does the audience think about color?

- Let's check out some examples to see if you agree…

Color Associations

Red	Brilliant, intense, enlarging, masculine, active, opaque, dry	Fire, heat, strength, love, passion, power, danger, primitiveness, excitement, patriotism, sin, fierceness, sacrifice, vitality, loudness, impulsiveness, blood

Color Associations

Red-orange	Intense, bright, dry, enlarging, masculine	Autumn, energy, gaiety, impetuousness, strength, spirit, boldness, action, warmth, loudness

Color Associations

Orange	Bright, luminous, dry, enlarging, masculine, glowing	Autumn, warmth, cheer, youthfulness, vigor, exuberance, excitement, extremism, earthiness, satiety, loudness, charm

Color Associations

Yellow-orange	Bright, radiant, dry, enlarging masculine	Autumn, happiness, prosperity, hospitality, gaiety, optimism, openness

Color Associations

Yellow	Sunny, incandescent, radiant, feminine, enlarging, dry	Spring, brightness, wisdom, enlightenment, happiness, kindness, cowardice, treachery, ill health, warmth, sunlight

Color Associations

Yellow-green	Tender, bright, enlarging	Spring, friendship, youth, sparkle, warmth, restlessness, newness

Color Associations

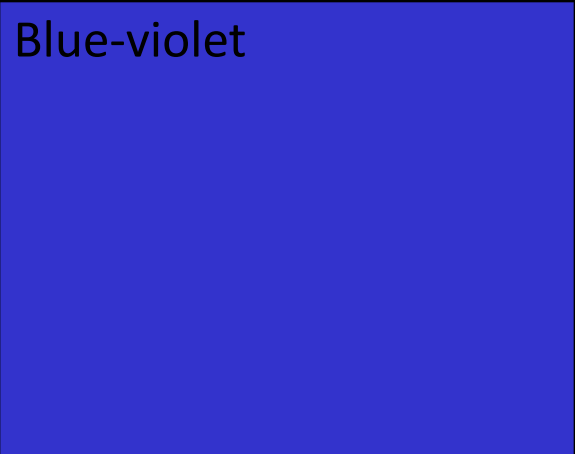| Green	Clean, moist, reducing	Summer, youth, inexperience, growth, envy, restlessness, newness, quiet, naturalness, wealth, coolness, water, refreshing, ghastliness, disease, terror, guilt

Color Associations

Blue-green	Quiet, clean, moist	Summer, quietness, reserve, relaxation, faithfulness, smoothness, discriminating, rational

Color Associations

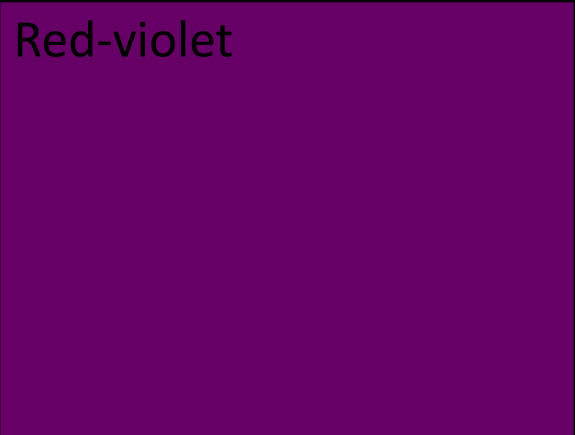| Blue	Transparent, wet, deep, reducing	Winter, peace, restraint, loyalty, sincerity, youth, conservatism, passivity, honor, purity, depression, melancholy, sobriety, serenity, gentleness, innocence

Color Associations

Blue-violet	Deep, soft, reducing, moist	Tranquility, spiritualism, modesty, reflection, somberness, maturity, aloofness, dignity, fatigue

Color Associations

Violet	Deep, soft, dark, misty, atmospheric, reducing	Stateliness, royalty, drama, dominance, mystery, dignity, pomposity, supremacy, formality, melancholy, quietness, mourning, loneliness, desperation, profundity, artistic, philosophical

Color Associations

Red-violet	Deep, soft, dark, warm	Drama, enigma, intrigue, tension, remoteness, intensity

Color Associations

Brown	Warm, dark, deep	Autumn, casualness, friendliness, naturalness, earthiness, tranquility, honesty, security, substance, stability, humility

Color Associations

White	Spatial, light, deep	Winter, snow, youthfulness, virginity, joy, purity, cleanliness, honesty, hope, innocence, spiritualism, enlightenment, forgiveness, worthiness, delicacy, love, day

Color Associations

Black	Spatial, dark, deep	Night, mourning, ominous, deadly, death, formality, sophistication, gloom, uncertainty, evil, mystery, dignity, sorrow

Color Associations

| Gray	Neutral, misty	Calmness, dignity, serenity, versatility, resignation, death, ghostliness, obscurity, penitence

Line

8 aspects to a line: each of these is defined and illustrated on our class Documents page

- Path
- Thickness
- Continuity
- Sharpness
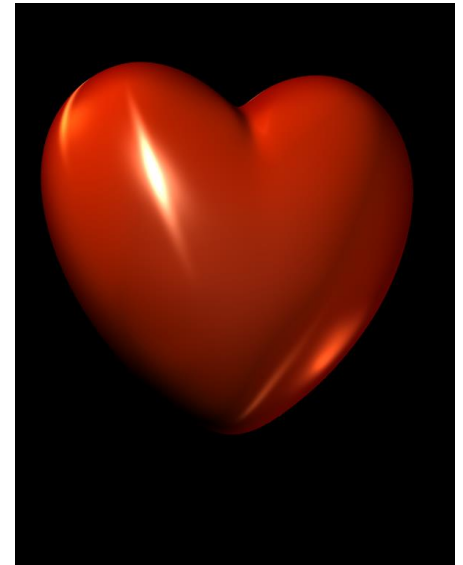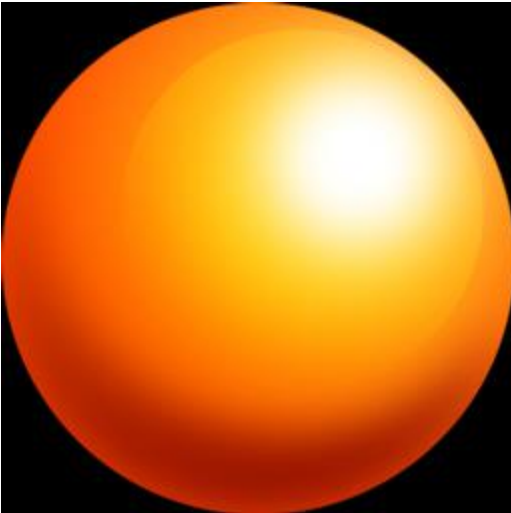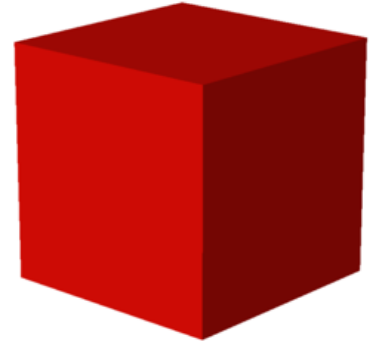- Contour
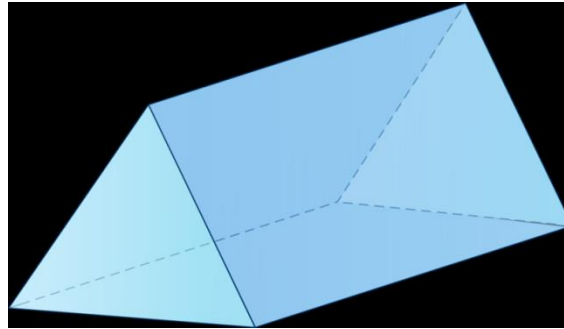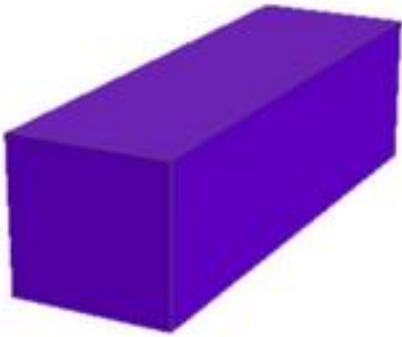- Consistency
- Length
- Direction

Shape

- Flat space enclosed by a line
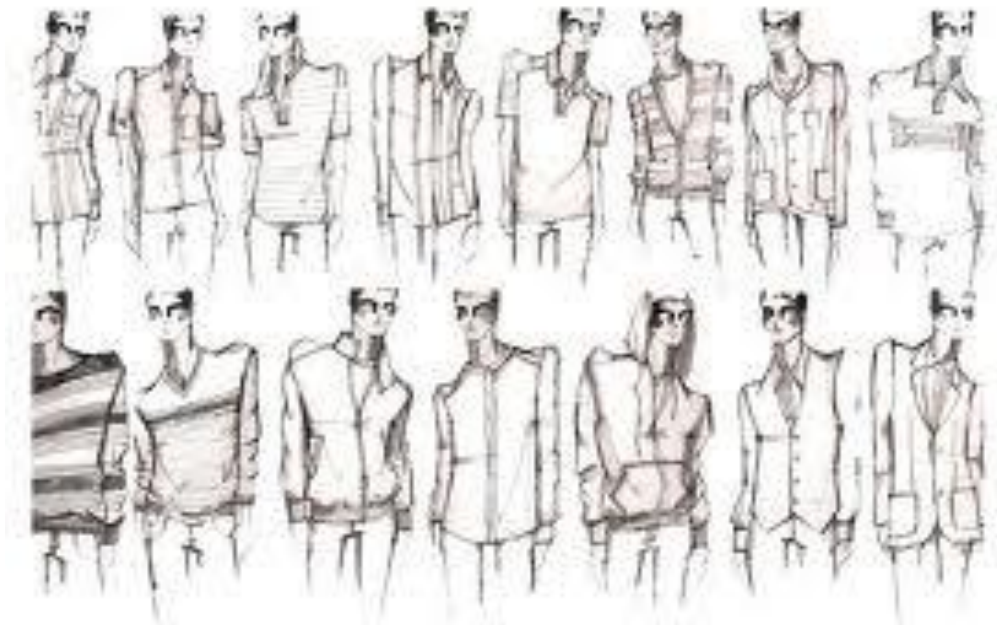- Need to be able to discuss costumes in regard to their silhouette
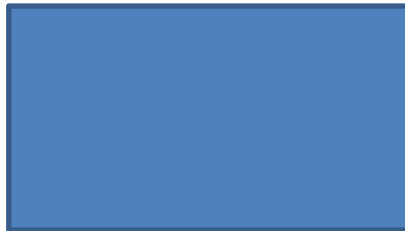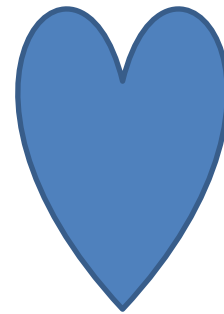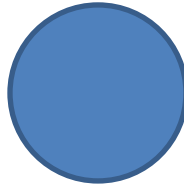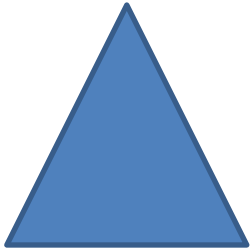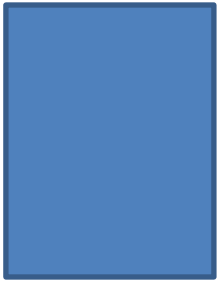
Form

- Three-dimensional area enclosed by shapes

Visual Effects of Shape in Costume

- Subdividing a shape vertically visually lengthens and narrows it. Subdividing a shape horizontally shortens and widens it.

Visual Effects of Shape in Costume

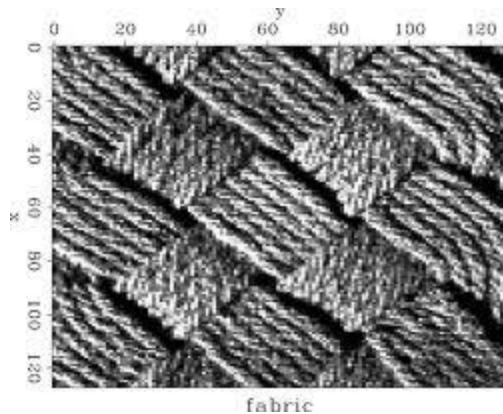- A shape tends to emphasize the part of the body at its edge

Texture

- The tactile surface of an object or a visual representation of a tactile surface (doesn't mean just "rough", but any surface quality)
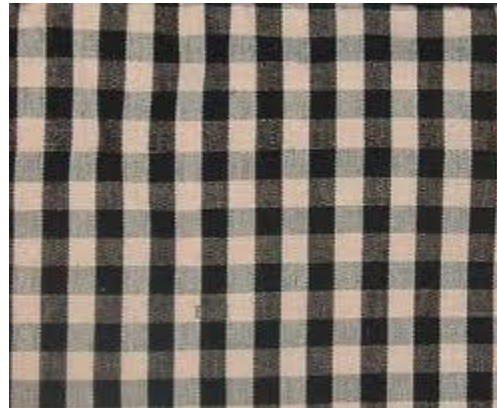
Structural texture: hang and hand of fabric

- Fiber
- Yarn
- Construction
- Finish

Visual texture

- Similar visual and mental response as to structural texture
- Pattern creates visual texture
  - Nature, made objects, imagination, symbolism
  - Pattern repeats: all-over, one way, two way, four way, border, panel

Principles of Design

- The Elements of Design put to work
- Several types of principles
  - Directional
  - Highlighting
  - Synthesizing

Directional Principles

Repetition

Parallelism

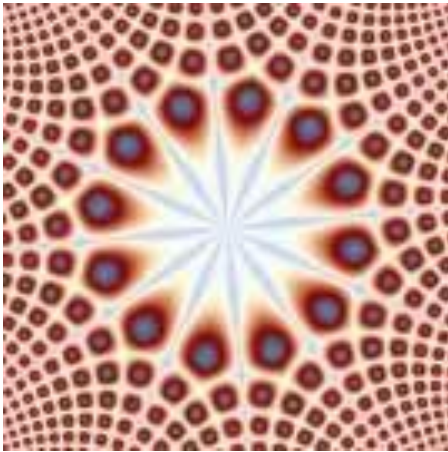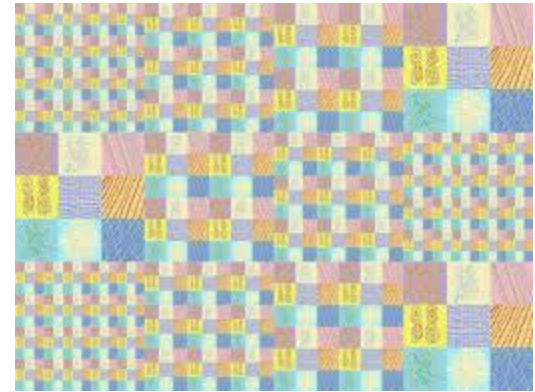
Sequence

Alternation

Gradation

Transition

More Directional Principles

Radiation

Rhythm

Highlighting Principles

Concentricism   Contrast   Emphasis

Synthesizing Principles

- Proportion: the result of the comparative relationships of distances, sizes, amounts, degrees, or parts to the whole
  - Within each part
  - Between parts
  - Part to whole
  - Whole to environment

- One-third to two-thirds; two-fifths to three-fifths

More Synthesizing Principles

Scale

Balance

More Synthesizing Principles

- Harmony: pleasing combination of elements, a consistency of feeling, mood, and function
    - Beautifully designed costumes and sets that do not support the concept of the play are not in harmony with the production

EXAMPLES OF HARMONY

A successful design is achieved when all the elements and principles of design work together, creating harmony, as seen here.

Project Time!

- You will create a collage/poster/infographic to thoroughly explore and explain one of the elements or principles of design

- You will randomly select your topic

- Your finished product will include a title, at least seven images, labels and definitions to explain your topic, and will be visually attractive and/or interesting

- Suggested media: piktochart.com; easel.ly; infogr.am (this one is really data oriented, but would still work); collage.com; OR tell me about something else you know of