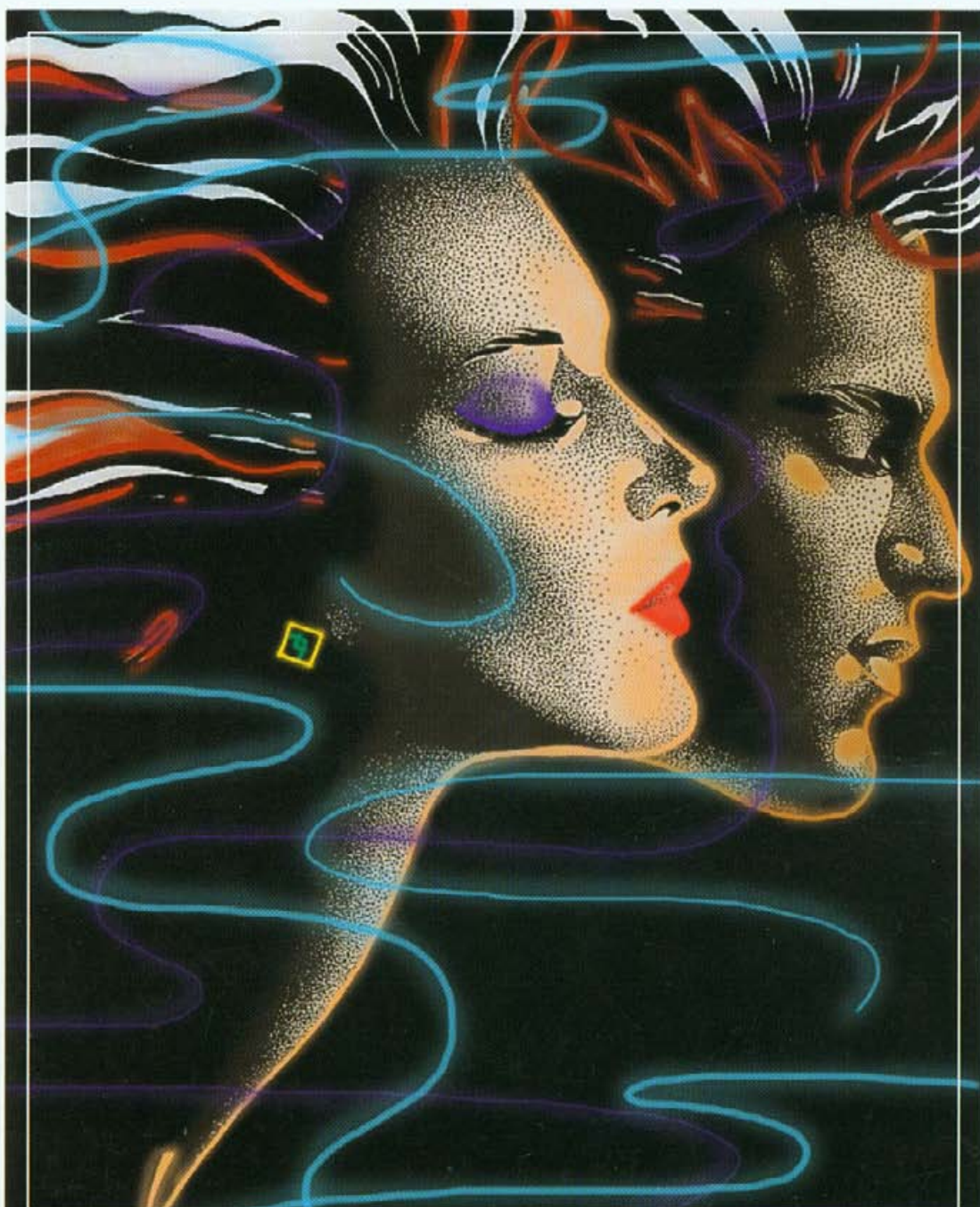




INTERMEDIATE

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CONSUMER CLOTHING



Intermediate Consumer Clothing

We all invest a lot of time and money in clothing. The Consumer Clothing manuals will help you make wise clothing decisions. This manual is for 4-H'ers ages 13 to 15. You can use it for one to three years.

What you'll learn

- * to identify how clothes help shape your identity
- * to recognize becoming styles for you
- * to recognize quality clothing
- * to learn color terminology
- * to help with the family laundry
- * to gain information about various cosmetics

Exhibit Requirements

* Complete one activity from each group in the manual. Write your results or answers in a notebook. Label each activity. This will help you talk to the judge easily.

* Purchase and accessorize a casual or school outfit. You may purchase accessories or select from items you already own.

* Model your outfit. Tell the judge about your purchases, what you learned, and about the activities you completed. Take your manual and notebook with you because they will help you talk with the judge.

Activities

Complete one activity in each group. Describe your results or findings. If you take Intermediate Consumer Clothing again, you can complete different activities.

Notebook

Find a notebook or scrapbook for describing your activities and answers. Begin this notebook with a title page, include your name, county, project, division or year, and age. Put the activity group number and letter on a separate page with your answers.

The last section of the notebook should tell about the outfit you're modeling. You could also explain how you decided what you needed, why you chose specific items, whether it goes with other things in your closet, and how you feel about your outfit.



Lois Gotwals, Extension Specialist --
Clothing;

Lois Maddox, Extension Specialist --
4-H and Youth

Clothing choices

Your clothing identifies you as a member of a group. Policemen wear uniforms, so they can be easily identified. And workers at most fast food restaurants wear clothing that identifies them as employees.

Your clothing labels you as a member of your school and age group. You might dress a little differently from friends, but generally your clothing is similar.



It's probably important to you to dress like your friends. Those feelings are normal. At any age, people want to be accepted and have a circle of friends.

Generally, people who dress similarly approve of each other and are critical of people who dress differently. The wider the variation in dress, the harsher the criticism. So wearing the "right" clothing during the teenage years may help you be accepted as a part of a group.

Sometimes dressing like your friends costs a lot. So you may need to compromise with your parents about the clothing you buy. Understand why you want each item. Rank them in terms of importance. Then, you'll have an easier time discussing clothing purchases with your parents. Your friends might decide that it's "in" to buy a certain brand of clothing. But this particular brand

may be more expensive than others. Sometimes the fabric is not as good, or the garment is not as well made as the lower priced items.

Why do you want to buy a particular brand? Does it fit better than other brands? Is the quality as good? Is it as easy or easier to care for? Could you buy two items of good value for the cost of one with this particular brand name? How important is it for you to wear the same brand as your friends? Before buying a particular brand, think through your reasons, and make an intelligent decision.

Line

Line is one of the most powerful design elements both in pictures and clothing. Line indicates shape and movement, expresses feelings, and creates optical illusions. Line also can attract interest, command attention, and completely fool the eye.

There are three types of line. **Vertical lines** give impressions of grandeur and stateliness. They give the illusion of added height. **Horizontal lines** suggest serenity and gentleness. They also give the illusion of greater width. **Diagonal lines** can portray great movement and activity. The more vertical the diagonal lines, the more they give the illusion of height. But the more horizontal they become, the more they suggest breadth.

Why do you want to buy a particular brand? Does it fit better than other brands? Is the quality as good? Is it as easy or easier to care for?



Broken lines also direct the eye. But they are less noticeable than solid lines. Patch and welt pockets usually create horizontal lines across a garment. You probably won't notice the lines created by pockets if the fabric matches. But this line stands out when pockets are made of contrasting fabric. Notice how details within similar garments appear on the same body type.



Apparel details influence the effect of line. Line silhouettes the figure and defines garments. The more vertical the silhouette, the more slender the body appears—if the garments fit properly. Horizontal lines shorten the body and add width. Notice how diagonal lines direct the

eye, depending on the slope of the diagonal. Slightly flared skirts generally do not add width. But very full skirts do.

Study the pictures. Notice how different garments make the same body look fuller or taller. Look at a skirt and jacket in two colors and in one color. Note how the color change makes the horizontal line stand out, and the body appears broader at that point.

A garment's seam and details also create lines. Single rows of buttons down the front of garments create a vertical line. So does a center front seam. Narrow panels down the front of a garment or



an unbuttoned jacket also create vertical lines. Wide panels may create the opposite illusion. The wider the panel, the broader the space appears. And an illusion of added width is created. The eye travels from line to line as well as in the direction of the line. Two vertical lines close together are more slenderizing than two placed further apart.

Using lines can accent a certain area or detract from others. For example, a dominant horizontal line at the bustline adds emphasis and width in that area. This line would be flattering to a figure with a slender bustline and heavy hips. A vertical line placed to one side of the figure adds height and slenderizes. Placing the line off to the side is usually more interesting than placing it in the center. Side placement often disguises figure faults. Gently curved lines usually convey softness, romance, and grace. When gently curved in a horizontal or vertical direction, they have the same effects as horizontal or vertical lines. Sharply curved lines, on the other hand, add extra fullness and weight to the figure.

Combining lines creates varied effects. Depending on the dominant line, combining vertical and horizontal lines often adds height or width. Examples include plaid fabrics and belted dresses with center front closings. Princess lines combine gentle curves and vertical lines. They are usually flattering, add height, and slim the hipline. Depending upon the fit and curve, the princess line may slenderize the waistline or widen the bustline.



Activity Group 1

Choose one of these activities. Tell what you did, and put the results or findings in your notebook.

A. Observe what your friends wear to school. In your notebook, describe how the outfits differ?

B. Discuss clothing with an adult. Ask them to tell you about the clothing they wore as teenagers. Did they ever feel as you do about their clothing or the way they looked? Summarize this conversation and put it in your notebook.

C. With a friend or parent, page through a magazine. Discuss how different garments look. Would the garment look good on you? How does your body type compare with the one in the photograph? You may want to mount some of the pictures of garments that will look good on you in your notebook. Be prepared to tell the judge why these items will make you look attractive.

Color

Color is a part of everything we do—the clothes we wear, the items in our room, and the food we eat. Color has its own language.

Hue is the color name—red, blue, or yellow-green.

Value is the lightness or darkness of a color. A value scale begins with white and ends with



White
High Light
Light
Low Light
Middle
High Dark
Dark
Low Dark
Black

black. When a color is lighter than the brightest hue possible, it is called a **tint** of that hue. You can make tints by adding white to a hue. Pink is a tint of red. A color that appears darker than the brightest hue possible is a **shade** of that color. You make shades by adding black to colors. Brown is a shade of orange.

Intensity is the brightness or dullness of a color. Full intensity is

the brightest color possible. Low-intensity colors are often called dull, soft, or grayed. They also may look muddy or dirty. To make a color less intense, add either gray or the color's own complement. A **complement** is the color opposite it on the color wheel. (See figure on back cover.)

Colors also are either **warm** or **cool**. Warm colors are red, orange, and yellow. Cool colors are blue, green, and purple. Warm colors remind us of heat and fire. They are stimulating and exciting. Cool colors

remind us of shadows, water, and trees. They are calm and quiet.

You might wear intense colors together in equal amounts. But sometimes it's more interesting to combine bright and soft colors. Combinations of bright and soft colors are



more pleasing when they are combined in unequal amounts. Accent a large area of soft or dull color with a small area of bright color.

For example, combine medium blue with a small amount of red. Equal areas of bright and dull intensity usually aren't pleasing.

To create a focal point or catch the eye with color, use one splash of color. You can draw attention to a particular area of your body with a focal point. For example, wear a bright scarf to draw attention to your face. Let the rest of your clothing serve as a background. Discord results if your outfit has too many centers of interest or focal points. A gray dress with a red hankie in the pocket, red shoes, and a red flower makes the viewer's eye jump from one area to another. The outfit looks spotty. A more pleasing look would be to have only a red flower or a hankie in the pocket, not both.

Color can emphasize the most attractive areas of our body. A focal point near an attractive area, makes it more outstanding. The viewer doesn't see the problem spots or figure flaws. A bright belt or sash calls attention to a slim waistline. A scarf or necktie in a flattering color calls attention away from a heavy hipline.

Activity Group 2

Choose one of these activities. Tell what you did, and put the results or findings in your notebook.



A. Use watercolors or poster paints to make a value scale (see figure on previous page). Start with white. Add a bit of black to make a light gray. Then, add another bit of black to create a darker gray. Continue adding more black until the swatch is completely black. Label and mount the value scale in your notebook. Use your favorite color to make a second value scale. Start with white and add a bit of the color. Add more and more color until the hue is as intense as possible. Then, start adding black to the color. Continue until the swatch is completely black. Label and mount the value scale in your notebook.

B. Try on two to three outfits with movable accessories, such as jewelry or a scarf. Look in a mirror. Squint until little more than the focal point is visible. Move the focal point around on your body. Notice how it makes body proportions change in appearance. Describe this activity and the results in your notebook.

Color Inventory Chart

Garment	Color	Goes well with	Items needed to expand wardrobe
exercise pants	navy	red T-shirt white shirt	yellow sweat top

C. Make a "Color Inventory Chart" (see above figure). Choose one garment that goes with many items in your wardrobe and one that does not. You may wish to make a similar chart using other garments.