

# Design Principles

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**Elements of Design:** Line, Form, Color & Light, Texture, Pattern, Size & Space



Size

**Size:** Physical dimensions should serve scale and proportion – but size is also contextual and relative in designs. "The size refers to the actual dimensions whereas the scale refers to the size in relation to everything else, such as people or the size of a room."

**Space:** Positive space refers to the shapes of objects. It usually refers to anything that is considered the main focus of the page. Anything else in the design is considered negative space or white space.

**Principles of Design:** Balance (symmetrical, asymmetrical), Contrast (Contrast creates focus, but we don't want a bull's eye), Dominance (emphasis or a focal point; dominance relies on contrast; we want dominant, sub-dominant and subordinate – helps rhythm), Proportion, Scale and Rhythm

**Rhythm** is soothing and our eyes beg to follow rhythmic patterns. To be effective, rhythm also requires some variability. In 2 dimensions:

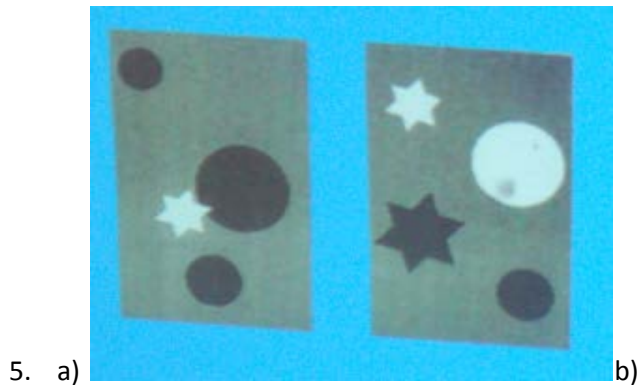
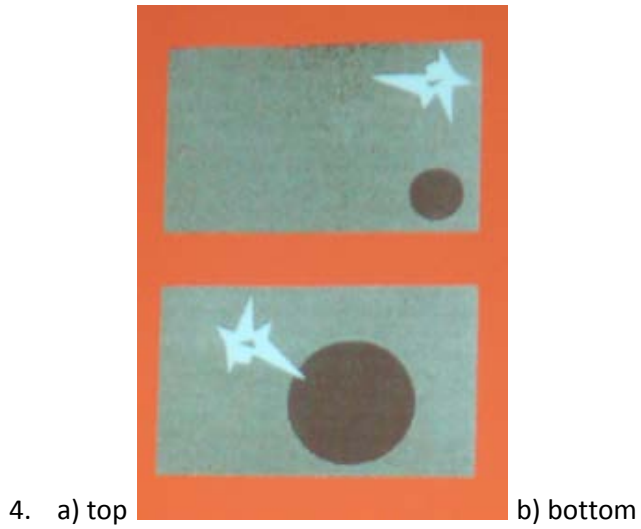
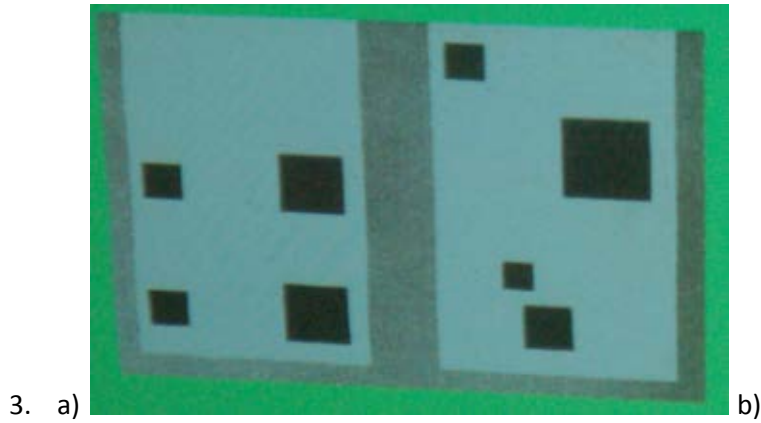
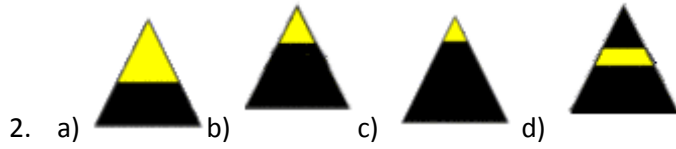
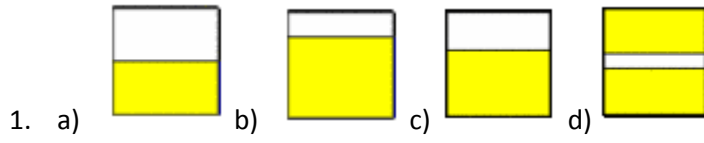
- Repeating a series of elements that progressively increase or decrease in size and spacing
- Alternating dark and heavy with light and thin elements
- Repeating similar shapes or elements throughout the layout



Scale

Let's look at art to review design concepts.

Which design(s) do you prefer? Why? Which principle?



## Answers

1 a) and 2 a): Equal divisions creating monotony.

1 c) and 2 c): Division too unequal creating a lack of harmony

1c, 2b, 1d, and 2d have good proportion

3b has rhythm; 3a is static; plus 3b uses the entire space (a has lots of white space at the top). When given a space in a flower show use the entire space – don't go to each corner but do have the eye flow around the entire area.

4b uses the space; the dark circle is dominant with the white almost looking 3-D; 4a has contrast with the 2 colors but the sizes are similar and the 2 objects don't use the entire space.

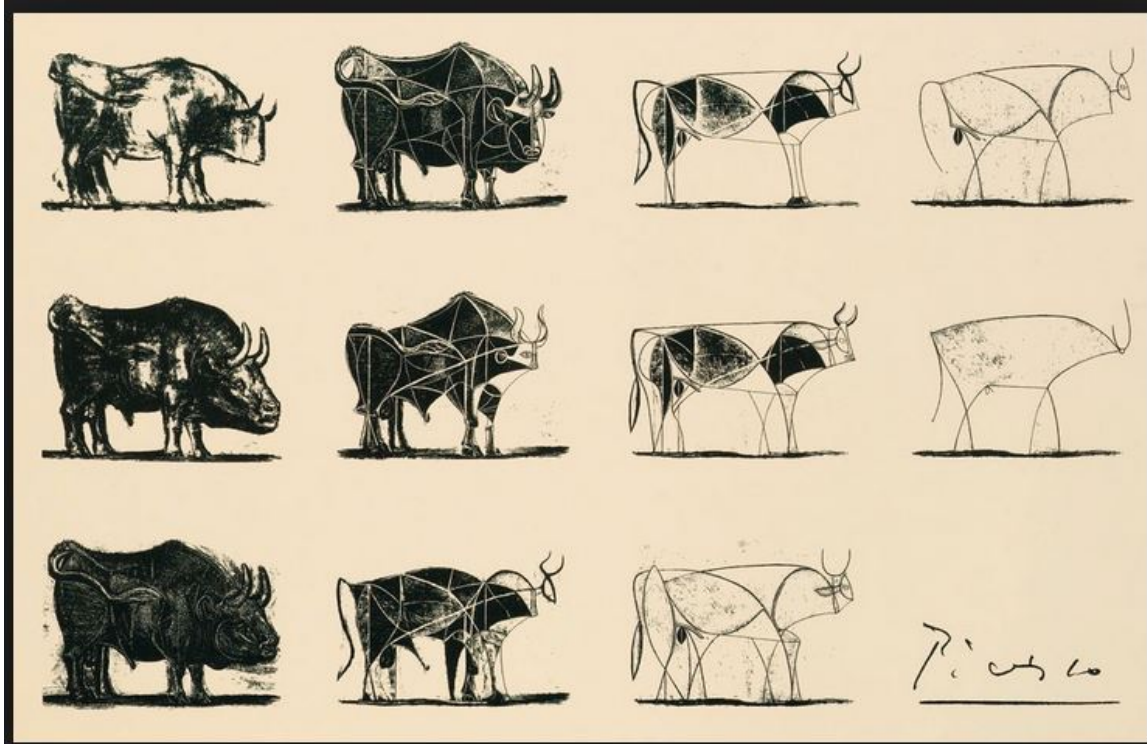
5b) the white dominates; many people prefer a because the dark color grounds you; also 5b) is white and black on the diagonal; 5a) has more variation

## Creative Designs (HB p 183)

1. Creative designs continue to conform to the Principles of Design.
2. Eclectic in concept – look at modern art from Impressionists through Abstract; Japanese prints to anime (flower design has been following the different art styles)
3. Creative designs usually show restraint in the amount of plant material and/or number of components used.
4. They may have more than one focal area and more than one point of emergence. **Clarity of design is all important.**
5. They may include non-naturalistic qualities.
6. Any part of the design may be dominant (including the container)
7. Creative design is the expression of the designer's unique ideas – not a copy.
8. Designer positions components according to plastic organization. The illusion of depth. Use positive and negative or white space. Filler and/or transitional materials are not needed in Creative designs - **structural clarity.**

We have been learning the basics and more or less have followed traditional methods. Now, concentrate less on patterning and more on composition. Consider using negative spaces balanced with filled areas. Try different textural and color combinations. Use a line as your design's skeleton.

Advanced design is rethinking the ordinary and challenging conventions. Explore new containers or construct a design with no container at all. Water sources may become glass test tubes or small foam domes affixed high in a branch. The possibilities are endless. Think of floral art as temporal sculpture. Tell a story. Even an advanced mass arrangement can tell a story of color, form, texture, rhythm or balance. Through correct application of the Principles and Elements of Design, along with technical finesse, one can create truly extraordinary works of floral art.



Picasso study of a cow/bull: They may include non-naturalistic qualities. **Clarity of design**

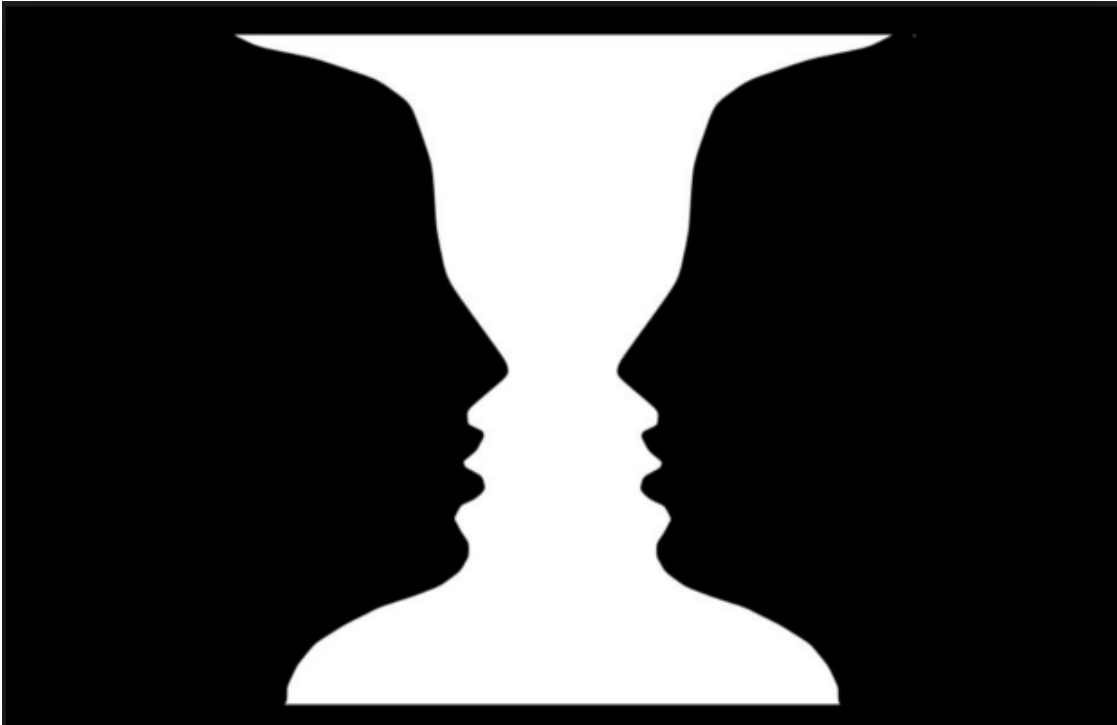


Numerous positive and negative areas of space are present. By inserting the Bird of Paradise facing each other, the designer has drawn attention to the open areas (negative space) of the design. Also, incorporating the flax leaves by looping each through another reinforces the negative space in the design.

Without space, there is no form. Space is the emptiness left around each flower or mass of flowers. Space is needed to enhance each individual leaf, blossom or branch, and to give individual forms importance. Space allows the viewer to enjoy the parts that make up the whole.

Void Space in a floral design is an empty, open space that connects one area of positive space with another. A void is a connecting space in a design. Voids are distinct visual lines that connect materials to the rest of the design.

Positive and negative space

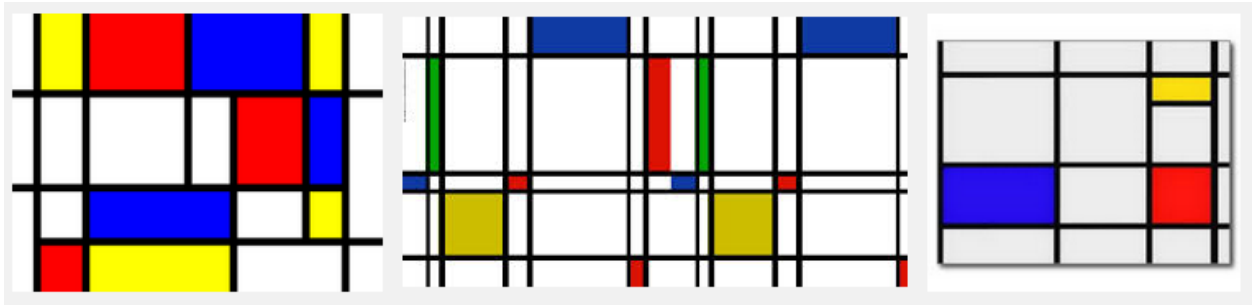


Two people facing each other or a vase





Piet Mondrian



Mark Rothko



- Ad Reinhardt has similar paintings

Flowers with candle picture

As a cut out

Glowing edges

