# NGC CREATIVE DESIGN STYLE

## NGC Handbook for Flower Shows 2007 pp. 183-186

1. Characteristics of all NGC Creative Design Style
	1. Designs continue to conform to the Principles of Design
	2. They are eclectic in concept, borrowing from different styles and/or periods to create new concepts and forms
	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 are and more than one point of emergence, but clarity of design is all important.
	5. They may include non-naturalistic qualities.
	6. Any part of the design may dominate.
	7. Creative Design is the expression of the designer's unique ideas. It is not a copy of a design previously created.
	8. Designer positions components according to **plastic organization**. Plastic organization is a term used in the art world. It refers to the thoughtful placement of components within a three-dimensional area (height, width and depth) in order to mold space/s within that area.
	9. Additional techniques to enhance depth in Creative Design. See Handbook for more information.
	10. Filler and/or transitional materials are not needed in Creative Design, as structural clarity is important.
2. All designs may possess varying degrees of abstraction (non-naturalism).
	1. Categories for Degrees of Abstraction:
		1. Traditional and Creative Designs may have no abstractions. It is a design in which all components are untreated and organized in a naturalistic manner.
		2. Traditional and Creative Designs may have minor abstraction. It is a design in which only one or two components are treated, and/or organized in a non-naturalistic manner.
		3. All Creative Designs may have moderate abstraction. It is a design in which several components are treated and/or organized in a non-naturalistic manner.
		4. All Creative Designs, except Still Live Designs, may have a dominance of abstraction. It is then referred to as an Abstract Creative Design.
	2. All designs fit into one of the above categories depending on the amount of abstraction included in a design

Creative designs are of space – think of modern art. Traditional design has a closed silhouette.

**Containers**: The container may play an important role in the design or there may be no container used at all. If a container is used, it is usually non‐traditional and may have several openings. It should be bold and dramatic. Sometimes two or more containers may be used together in a creative manner. Pottery, ceramic, wood, metal are appropriate.

**Plant Material**: Bold materials are essential. Often exotic flowers and leaves, such as protea, antherium, birds of paradise, calla lily, fatsia, croton, caladium, palm, ti leaves, aspidistra, grasses, bear grass, etc. Dramatic branches like wisteria vine, willow vine, kiwi vine, and monkey puzzle vine. Branches may be fresh, dried and/or manipulated. Other creative materials such as driftwood, bamboo, weathered wood, seed pods, vegetables, and manmade objects like wire, cable, plastic, and rope.

**Design Shape**: Creative designs, like all designs, are based on the geometric forms of the cube, cone, cylinder, and sphere. However, in creative design, these basic forms may be distorted and combined and are more difficult to discern than in traditional design. While creative designs break from traditional rules of flower arranging, the basic principles and elements of design are the benchmark for evaluating these non‐traditional designs. The arrangers should demonstrate a creative and imaginative use of plant material and design principles as well as effectively using color, form, line, texture, and space.

**Creative Line**

A creative, open design style that emphasizes line and visual movement.

Characteristics: Creative line arrangements are boldly dramatic. They have no set pattern and may have more than one focal point, and possibly more than one point of emergence. The emphasis is on line, contrast of form and texture. Plant material is kept to a minimum, with the emphasis on their beauty and form. Don't overdo these arrangements! Let the beauty of the flowers and the line material prevail. The line may be horizontal, vertical, oblique (movement halfway between horizontal and vertical) or zigzag. Unless the schedule specifies the direction, the choice is up to the arranger, and the only criterion is that the design be predominantly line.

**Creative Mass**

A creative design characterized by massed bold forms grouped in type arranged to give a sculptural appearance emphasizing contrast in form and texture.

Characteristics: Creative mass designs give the designer a chance to use more material than the Creative line or Creative line mass require. The use of enclosed space is considered part of the mass, a significant change from Traditional Mass design. Asymmetrical balance is typical with color and textural groupings of components providing counter‐balancing weight and rhythm. Striking contrast, simplicity, restraint, and a lack of transitional material are other characteristics of the Creative Mass design. Small amounts of several plant materials or larger amounts of fewer types are used. Plant material is grouped by like color, form, or type, and then massed along lines or spaces created by lines.