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| **Principles of design** are rules and guidelines.  Balance, Contrast, Dominance, Proportion, Scale and Rhythm  **Elements of design** are the building blocks or “working ingredients”:  Line, Form, Color, Texture, Pattern, Size, Space and Light  **ATTRIBUTES**. Characteristics of a pleasing design.  Beauty, Harmony, Distinction and Expression | | |
|  | Minor principles of design include radiation, repetition, transition, variety, contrast and focal point.   1. **Radiation** is characterized by stems that radiate naturally from the container. 2. **Repetition** is accomplished by repeating design elements throughout an arrangement to create unity in the work. 3. **Transition** is the change from one material to another. 4. **Variety** is created by using a diverse assortment and different components in a design. 5. **Contrast** describes objects that have striking differences beyond mere variety or diversity. 6. A **focal point** is a center of interest. | |
| **How is proportion achieved?**  3 aspects determine proportion:   1. Location of the arrangement (harmony) 2. Height of the arrangement 3. Materials used in the arrangement | 1. Container: determines appropriate height  * Physical dimensions, color, shape, style * Material & texture  1. Flowers & foliage or equal or near equal size  * Large jumps in flower size should be avoided | |
| **How is rhythm created in a floral design?**  Creating a pathway for the eye to follow is the purpose of rhythm.   * An arrangement with good rhythm will cause the viewer to look at the entire arrangement. |  | **Regular, repeated rhythm** is present when materials are repeated at regular intervals from the top to the bottom of an arrangement.  **Free, variable rhythm** is an unstructured style with subtle flowing movements created with unstructured materials. |
|  | 1. **Radiation** -A top view shows the stems appearing as spokes on a wheel.    * Crossing stems is avoided. 2. **Repetition** – Repeating design through an arrangement to create unity in the work.  * It may include color, shape, space and lines. | |

**How is texture important to floral design?**

**Texture** is the surface quality of plant material.

Plant material can be rough, smooth, leathery, velvety, satiny or hairy.

Plant material also has visual texture.

* It may look fine and airy, lacy, delicate, or bold and coarse.
* When the textures are varied, the arrangement can attract attention and hold the viewer’s interest for a longer period of time.

**Textures provide visual energy.**

* Coarse textures carry more visual weight than fine textures.
* Glossy textures draw the viewer’s attention.
* Combining different textures in an arrangement adds interest through contrast.

**Pattern** is the coloration of plant materials and the arrangement of plant parts.

* Pattern is closely related to texture.
* A plant material that has a color pattern appears to be textured even with the plant surface is smooth.
* Color patterns of foliage and flowers add interest to an arrangement.

