# Photo Library Design Styles

Content contributed by Gay Estes, Amy Cooke and the GCA Floral Design Committee, Summer 2020

#### abstract design

A design style in which plant material and other components are used for their intrinsic qualities of line, form, color, and texture. Abstract designs are characterized by boldness, an emphasis on space, and interest distributed through the design. May be interpretive (a subjective response to a title or theme) or non-objective (without a theme). Note, an interpretive design uses components selected and organized to portray a theme, idea, occasion, mood, or atmosphere but it is not a design style.









# horizontal design

A composition in which components are arranged on an axis parallel to the horizon.





# italian layered design

A contemporary version of a horizontal design in which plant material is stacked horizontally with additional placements of vertical and/or diagonal components. No focal point.





### line design

#### traditional line design

a design in which the element of line predominates emphasized by a restrained use of plant material, silhouette is open, voids exceed solids.







#### line design

#### modern line mass design

a design combining mass and line with contemporary characteristics emphasizing contrast of texture, color, and line using unusual components. Main directional line may be horizontal, vertical, or diagonal. Generally bold and dramatic designs which may have more than one point of emergence for plant material.







#### modern line design

A minimum of plant material with emphasis on contrast of form and texture. There may be more than one point of emergence for plant material.

### mass design

#### traditional mass design

usually a profusion of flowers of various forms and sizes arranged in an oval, triangular, or fan-shaped design; a closed silhouette, more solids than voids.







### mass design

#### modern mass design

a massed arrangement including groupings of limited varieties of plant material; emphasis on bold design, blocks of color, contrasting forms and textures.







# miniature design

A diminutive design which, with all of its components, is not more than 5 inches in height, width, and depth. Often displayed in a niche.







### hanging design

a design hung on a solid structure or suspended as from a frame or hook







#### mobile

a suspended design consisting of individual parts which can be moved by air currents

### monochromatic design

A design incorporating plant material of just one color, including the shades and tints of the hue.

A small amount of green foliage is allowed with the chosen single color; small bits of attached non-conforming floral parts are permitted e.g., the yellow center of a purple aster. Unless stated in the schedule, the container, bases, and/or stands do not need to be the same color.







### parallel design

A design in which plant material (and other components if not prohibited) are placed in strongly parallel groupings with open space between; may be vertical, horizontal, or diagonal. Additional components may be placed at any angle at the base as connectives. Multiple containers may be used, but design must appear as a single unit.









### pot-et-fleurs design

A combination of growing plants (in or out of pots) and fresh cut flowers and/or foliage (in water or conditioned so as to last for the duration of the show) assembled in a container.



# synergistic design

A contemporary design style including 3 or more containers; each unit is either a partial or complete design which, when combined with the others, makes a unified whole.







#### table classes

#### exhibition table

a display using the components of dining and plant material in an artistic presentation as a coordinated design. The practical service of food should not be implied.







#### functional table

a table exhibit arranged for dining, including dishes, glassware, linens, and floral design(s) with or without other components.

# transparency design

A contemporary design style in which part of the design is seen through a component such as branches, mesh, glass etc., which is an integral part of the design; strongly three-dimensional.







#### two-sided design

A design organized in one or more containers (joined to appear as one). Opposing sides (back and front, never left and right) present a composition thematically linked. A concentration of components between the two contrasting design segments prevents one side from showing through to the other in their focal areas. The center may be composed of plant material, accessory, etc., of whatever will provide a visual concealment between the focal areas of the two designs, however, not a background panel. Both sides may share the dominant line and enclosed space. Staged to be viewed from all sides and judged as one unit from the front and the back.







# underwater design

A contemporary design style where all or part of the design must be under visible water.







