Principles and Elements of Design

How Judges Evaluate Floral Design Exhibits

Principles of Design

The **recipe** used to create aesthetically pleasing compositions. They are the laws of relationships that guide us in combining the Elements of Design effectively.

Balance — Visual stability - Actual stability -Symmetrical -Asymmetrical

Contrast — Differences between unlike elements

Dominance — The visual importance of one element over another

Proportion — How the sizes of different components in a design relate to one another i.e., Plant material vs. size of container

Rhythm — Dominant visual path in the design

Scale — How the size of a design relates to the area in which it is placed

Elements of Design

The **ingredients** that make up a composition, the physical components, real and tangible; perceived by the senses.

Color — Hue–color name - Value– tints and tones; lightness or darkness - Chroma– intensity

Form — Three-dimensional structural quality

Light — Natural - Artificial

Line — One-dimensional quality - Visual path through the design

Pattern — The effect created by the repetition of lines, forms, elements, colors or spaces

Size — Actual dimensions - Apparent dimensions - Affected by light, color and texture - brightly lit objects appear larger than dimly lit ones, glossy appears larger than dull, light colors appear larger than dark colors

Space — The open area in and around a design - The area created within the design

Texture — Surface quality, e.g., rough, smooth, glossy

Other considerations: Interpretation, Creativity, Conformance and Distinction are considered.