

The Elements and Principles of Design

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Elements of Design

- The directly observable components, ingredients and physical characteristics of design



Line

- The vital visual path that directs eye movement through a composition



Line

- Static usually straight vertical or horizontal
- Dynamic curving, slanted, zig-zag, contorted or meandering

Line

- Actual Line Physically, visually present

- Implied Line Created with visual links

Form

- The shape or configuration of an individual component of the overall, three dimensional, geometric shape or configuration.



Form

- Flowers
 - **Mass Flowers**
 - Line Flowers
 - Filler Flowers
 - Form Flowers



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Form

- Compositions

Geometric Forms

Abstract Forms

Open Forms

Closed Forms

Space

- The area in, around and between the components of the design, defined by the three-dimensional area occupied by the composition.



Space

- Negative Space
 - The Planned area within a design that is void of materials. The space becomes AS important as the other components in the design



Texture

- The surface quality of a material, as perceived by sight or touch.



Pattern

- 1) A repeated combination of line, form, color, texture, and/or space
- 2) The silhouette of a flower or an arrangement as observed against its background, including solids and spaces.



Fragrance

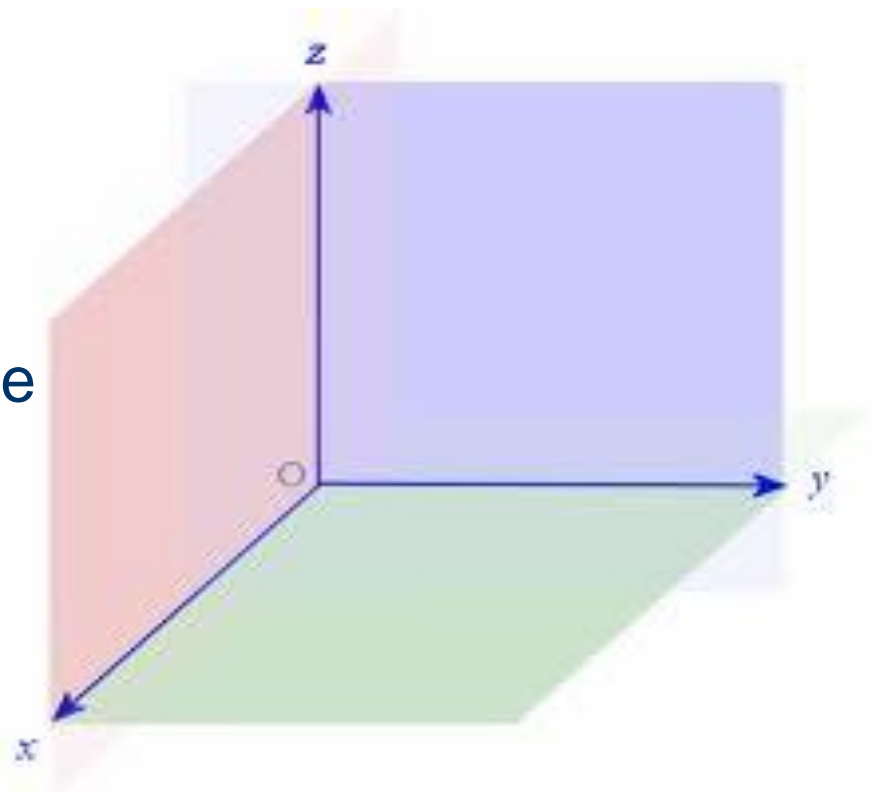
- A sweet or pleasing odor, perceived by the sense of smell



Size

- The Physical dimensions of line, form and space.

Appropriateness of size



Color

- The visual response of the eye to reflected rays of light



Primary Colors

- Red
- Blue
- Yellow



Primary Colors



Secondary Colors

- Green
- Orange
- Violet



Secondary Colors



Tertiary Colors

- Red-Orange
- Red- Violet
- Blue –Violet
- Blue-Green
- Yellow-Green
- Yellow-Orange



Monochromatic

- Monochromatic
 - Tints, tones and shades of the same hue



Monochromatic



Complimentary Color

- A pair of hues directly opposite each other on the color wheel

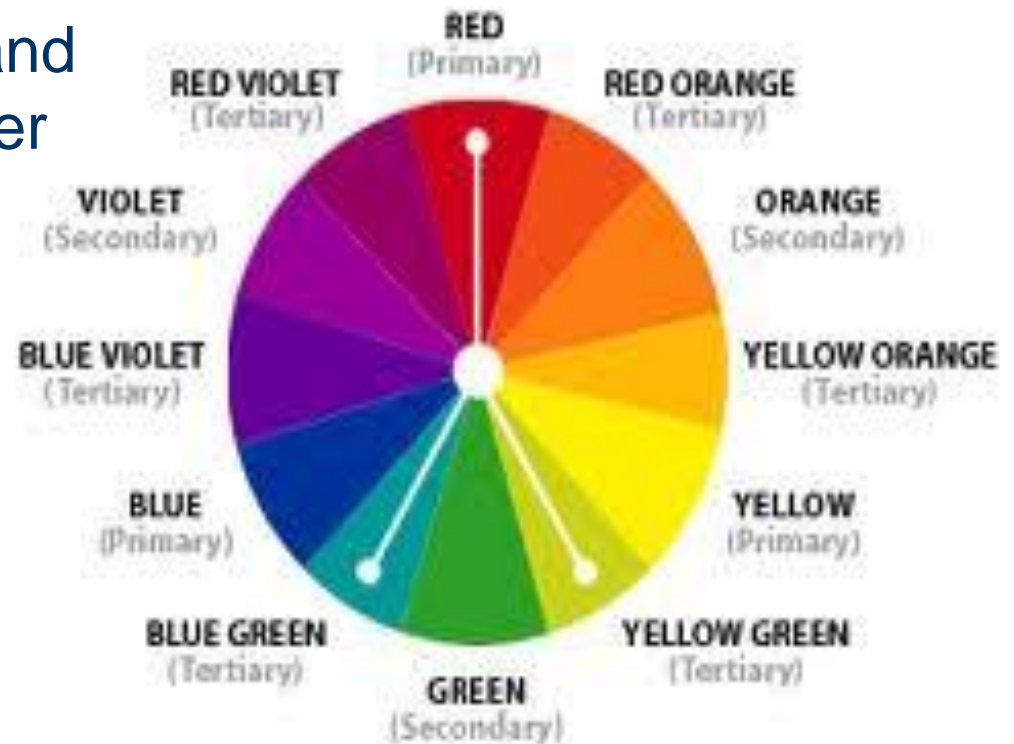


Complimentary Colors



Split Compliment

- A trio of hues, consisting of a hue and the two hues on either side of its direct compliment.

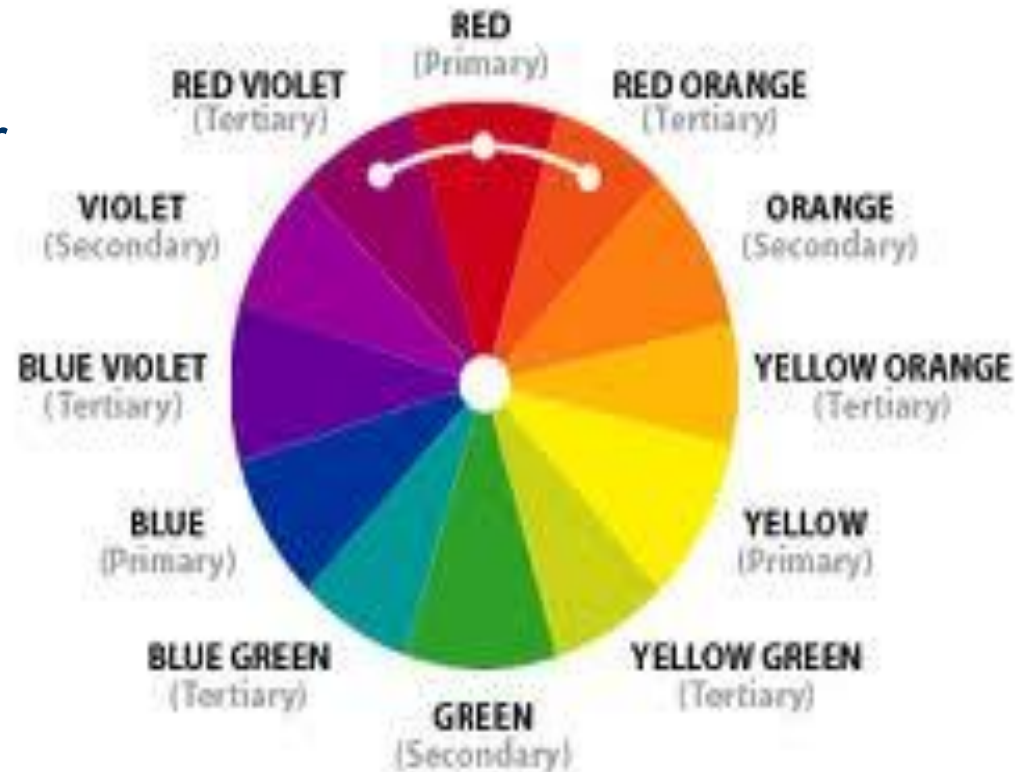


Split Compliment



Analogous Color

- A grouping of three adjacent hues on the color wheel; one color dominates.



Analogous Color



The Principles of Design

- The Fundamental guidelines to aesthetic design that govern the organization of the elements and materials in accordance with nature.

Primary Principles of Design

- Balance
- Dominance
- Rythhm
- Proportion
- Contrast
- Harmony
- Scale

Balance

- A state of equilibrium actual and visual; a feeling of three-dimensional stability.



Proportion

- The comparative relationship in size, quantity, and degree of emphasis among the components within the composition; the relationship of one portion to another, or of one portion to the whole.

Proportion

- Secondary Principle
 - Scale

Scale

- Relationship of size of composition to environment



Dominance

- The visual organization within a design that emphasizes one or more aspects. When one element is emphasized, others are subordinate

Dominance

- Secondary Principles
 - Emphasis
 - Focal area/ Focal Point
 - Accent

Emphasis

- The special attention or importance given to one or more areas within a design



Focal Area/Focal Point

- The area of greatest visual impact or weight; the center of interest to which the eye is most naturally drawn



Accent

- Detail added to the design to provide additional interest, affecting the total character of the composition.



Contrast

- Emphasis by means of difference; strength through opposition

Contrast

- Secondary Principles of Design
 - Opposition
 - Tension
 - Variation

Opposition

- Contrast between elements which are counterpoint in relation to each other, bringing about a sense of tension in design



Tension

- The dynamic, aesthetic quality achieved by the skillful use of opposition, implying or suggesting a sense of energy



Variation

- Dissimilarity among attributes or characteristics



Rhythm

- Visual movement through a design, usually achieved through repetition or gradation

Rhythm

- Secondary Principles of Design
 - Depth
 - Repetition
 - Transition

Depth

- The placement of materials at different levels within and around an arrangement



Repetition

- The recurrence of like elements within a composition



Transition

- The ease of visual movement which results from gradual degrees of change among one or more of the elements



Harmony

- Compatibility; a pleasing or congruent arrangement of parts



Unity

- Oneness of purpose, thought, style, and spirit

