

## II. THE ELEMENTS AND PRINCIPLES OF DESIGN

Notes for February 9<sup>th</sup>, 2012 Meeting



Over the past two lessons I've been addressing the 8 elements essential in creating a good floral design, especially if participating in competitions. Of the eight, I have so far covered: light, space, line, and form. Tonight the topics are SIZE, PATTERN, and TEXTURE.

A. SIZE. What does this mean for us? The definition in flower arranging is the *apparent* – or visual dimension - rather than the actual dimension. The visual size varies with the distance from the viewer and the size of other components seen at the same time.

B. PATTERN is formed by solids and the spaces between them. An example is the leaf of the caladium, which has a structural color pattern which follows leaf veining.

Color patterns are formed by the placement of shapes and forms of different hues, values, and intensities.

The placement of florets of gladiolus, needles on an evergreen, or foliage on plants determines the patterns inherent in those plant materials.

Other design components may be plain or have a pattern superimposed, such as a patterned fabric or a decoration on the glaze of a container.

Plant material, containers, and other components all have their own patterns but then, when put together in a design, complete another overall pattern or silhouette.

C. TEXTURE is the surface quality of a material. Its character can be rough or smooth, coarse or fine, glossy or dull, hard or soft. It is discovered by touch, memory of touch, or sight.

All design components have texture and should be selected for their textural harmony or contrast.

Next is the APPEARANCE of textures.

1. Rough, coarse textures appear heavier and break up large forms into smaller ones, making large forms appear smaller.
2. Smooth or shiny textures make areas appear larger; since light is reflected from the entire surface, colors appear stronger.
3. Coarse textures are weak and dull. Comparison of a piece of satin and one of wool from the same dye bath will show the satin to appear brighter than the wool.

The effects of textures are to modify form and color; and/or add interest to the design by using contrasting textures. But, remember – too many contrasts give a busy effect.