

# Principles of Design

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Floral Design  
Ms. Crivello

# Principles

- The principles of design are the "guidelines" of design.
- These six qualities either please or displease the eye of the viewer.
  - Harmony
  - Unity
  - Balance
  - Scale & Proportion
  - Focal Area & Accent
  - Rhythm

# Focal Area & Accent

- The center of attention
- Focal point of the design
- Area of most importance or greatest impact
- Area of dominance to which the eye is drawn
- Usually the point from which the design originates – lower center of the design



# Focal Area & Accent

- Creating a Focal Point:
  - Bright Bold Color
  - Size of Flower
  - Grouping of Flowers
  - Adds emphasis or visual weight to the design
- Creating an Accent:
  - Used to emphasize something in one area
  - Rather than the dominate feature, it is an enhancement to the focal area
  - A single or recurring detail that adds to the interest of the overall design
    - Examples include a bow, glittery or sparkly item, accessory, etc.

# Activity!

- Draw an example.
- You can choose your own colors or flower types, but be sure to emphasize one place in the arrangement with a focal point and accent.



# Scale



The comparative size of the individual parts to each other, to the whole, and the space.

Includes all the parts of the arrangement:

- Container
- Flowers
- Foliage
- Accessories
- Table/Setting





Mission and tweeds,  
Matthew Robbins for  
Artistic Artifacts.com

Put the Cap on  
Katherine from the Beach  
your wedding

of four  
Wedding  
posible  
choices

# BEACH

The sun in your hair, the sand between  
your toes—a waterside wedding  
means cool and casual

18k karat gold diamond ring with aquamarines, \$5,000, SuzanneRubin.com

Choose from 10 colors  
and 100 styles  
Personalized for \$100  
\$350 per pair  
Dorothy.com





# Activity

- Describe an example of a **small** floral design piece that is appropriate in size.
  - head wreath for flower girl, corsage, boutonnière
- Describe an example of a **large** floral design piece that is appropriate in size.
  - altar piece for church, Christmas tree or wreath
- Now, find or draw a centerpiece that is appropriate for a wedding table.
- Consider the guests:
  - do they want to see across the table?
  - through the arrangement?
  - over the arrangement?
  - under the arrangement?
  - does everyone have a nice view of the arrangement?





# Proportion

- The relation of one portion to another or one area to the whole, and the quantity of plant material in relation to container and accessories.
- How much you use of anything in comparison to the other parts of the design
- In floral design, the appropriate proportion is:
  - $\frac{1}{3}$  container
  - $\frac{2}{3}$  floral design

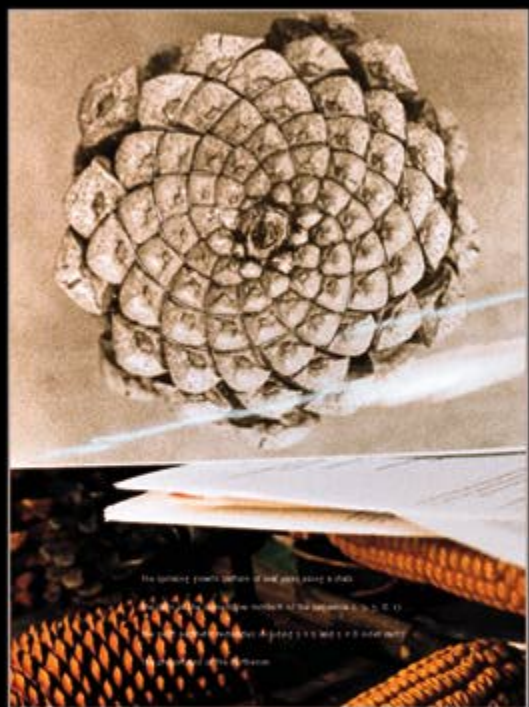
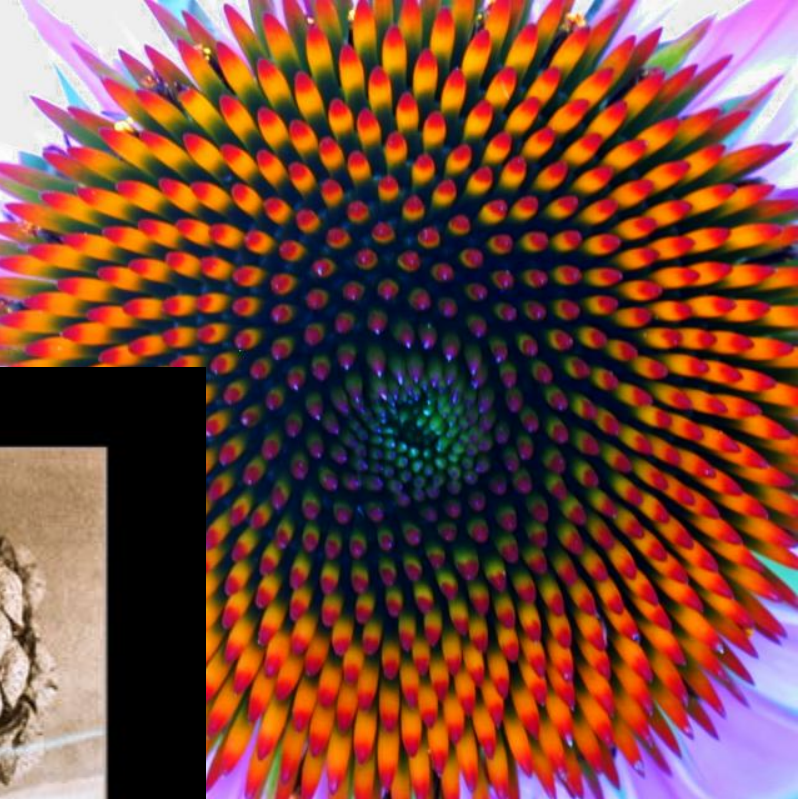
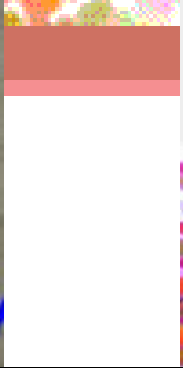


# The Golden Mean

The Golden Mean = .618

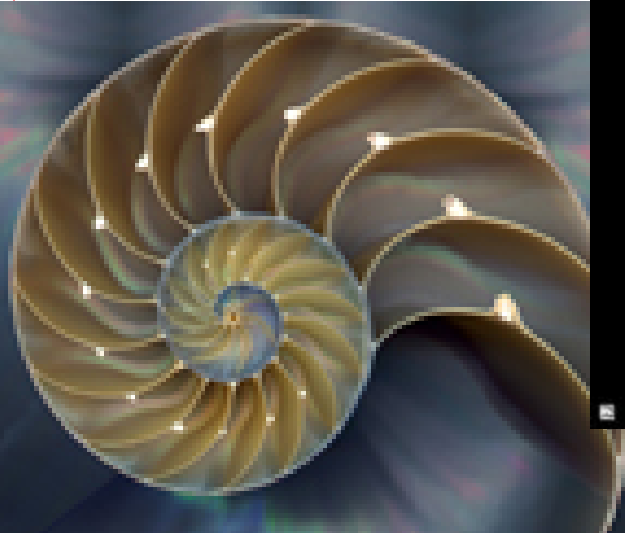


- In art there is a proportion called the Golden Section or Mean
- Considered the perfect proportion, it is also called the Divine Proportion
- It is used in the great paintings of the Renaissance, and in Greek art and architecture
- Often found in nature, such as the spiral of a shell
- Adds harmonious composition to buildings and structures
- It is proven that the human eye has a preference for proportions using the Golden Mean



## the golden mean

Have you ever thought about a pine cone, a nautilus shell, or a flower head? The golden mean is a mathematical constant that appears in many natural phenomena. It is the ratio of the sum of the square root of five plus one to two to the square root of five minus one to two. This ratio is approximately 1.618033988749895. It is often denoted by the Greek letter phi ( $\phi$ ).



# Activity

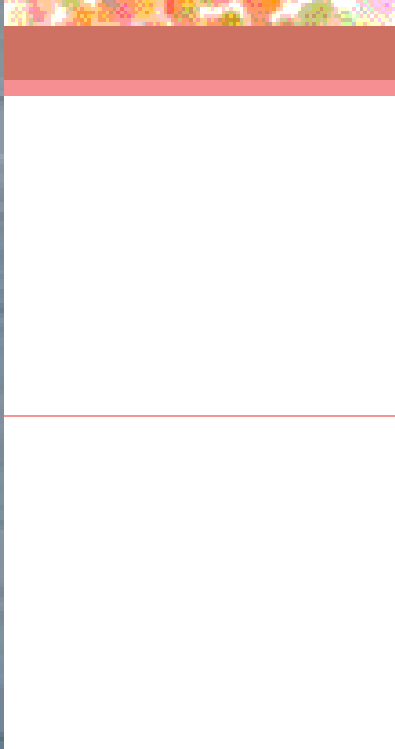
- Draw an example of a flower arrangement with the appropriate relation of size of container to design.



# Harmony

- The effect of matching and blending materials together
- The combination of materials, colors, and textures that create a composition that is pleasing to the eye.
- Accomplished by arranging appropriate flowers and colors to fit a container within its setting.





# Activity

- Draw an example of a harmonious flower arrangement.
- Be sure to match the colors, textures, and styles within the arrangement.



# Rhythm

- The visual movement achieved in design by repetition, graduation, variation, or radiation
- Implies motion and rest in a design
- Used to move the viewers focus from one point to another
- Line materials used for rhythm:
  - Ribbon
  - Rope
  - Twigs
  - Grasses
- Usually achieved by graduation or contrast



# Graduation

## Done by grading flowers:

- Place the smallest flowers at the edges of the arrangement
- Place the largest flowers at the bottom or in the area of prominence

## Done by grading colors:

- Strong colors at the focal area
- Lighter colors should be placed further out
- This moves the viewers focus from the stronger colors to the weaker



# Activity

- Draw an example of graduation (using color or size).



# Contrast

- Used because the eye needs to rest for a moment on a design, before it travels to another pathway
- Create calm spots and areas of interest in a design
  - Created by using round forms or flat, smooth leaves
- To create movement:
  - Repeating several line forms with variation can create a strong visual movement

24  
roses





# Activity

- Draw a wreath with visual movement and calm spots.



# Balance

- The actual (physical) and visual stability in a design.
- Actual Balance
  - Physically stable, so the design won't fall over or tip forward
  - Think of a teeter-totter (balance each side)
- Visual Balance
  - So the viewer sees the design as being pleasing to the eye
  - Where the plant material is equal on both sides of an imaginary line
  - Imagine a line down the middle of the design (line can be vertical or horizontal), plant material should be the same on either side
  - Can be achieved with symmetrical balance or asymmetrical balance



**BALANCE**

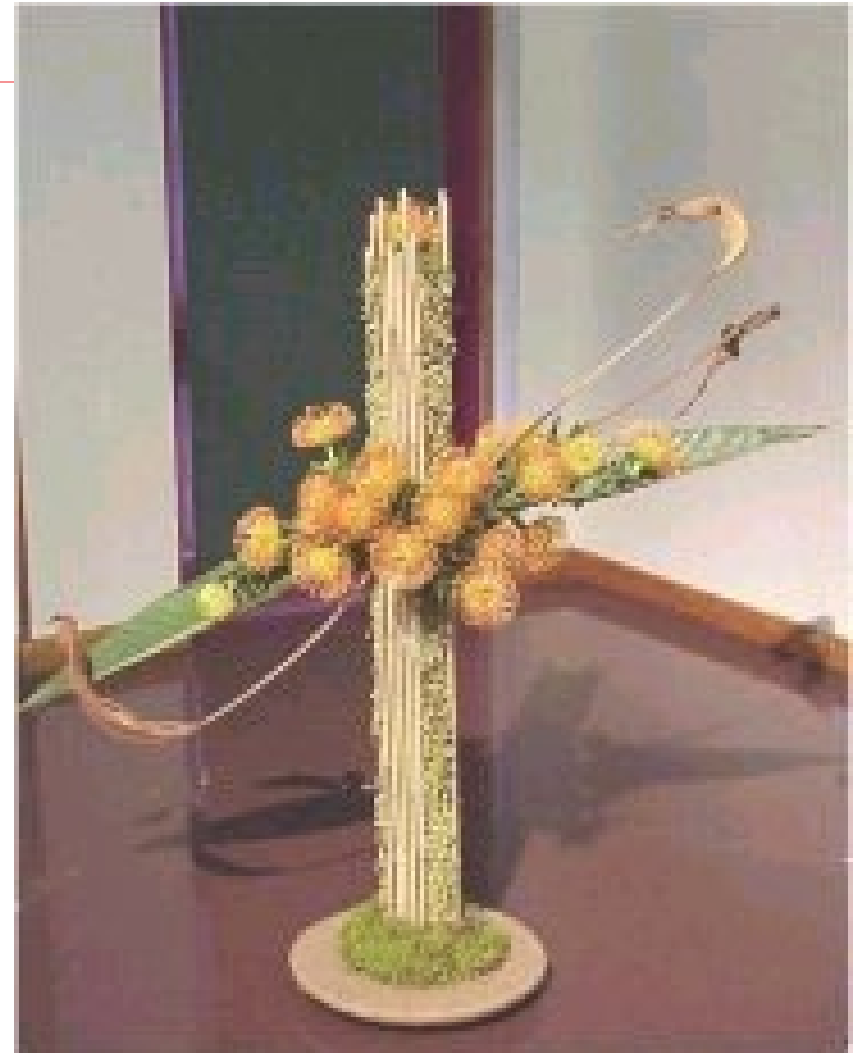


**Florists' Review**



# Balance

- Symmetrical balance
  - Uses equal amounts of color and form on either side of the central axis
- Asymmetrical balance
  - Uses dissimilar (not the same) amounts and placements to achieve visual balance



# Activity

- Design a cascading bouquet that is balanced. Remember physical and visual balance.



# Unity

- A blending together of all parts when viewed as a whole.
  - Think of a wedding “unity” candle.
  - This represents 2 people becoming one, being united.
- A “oneness” of purpose, of all parts in the design.
- This includes:
  - Vase/Container
  - Flowers
  - Foliage
  - Color harmony
  - Accessories
- Achieved by combining all of the materials for a single purpose.

# Examples of Unity

- Elegant rooms with bold colors (drapes, wallpaper, furniture) will need a floral arrangement fitted for that setting. This could be done using flowers with bold colors and elegant accessories.
- In a formal setting, candlelight would be appropriate.
- If using one color in the design, be sure to blend (unify) the entire design together by bringing touches of the same colors throughout the whole design.

NEW!



Milne



# Activity

- Design a small arrangement with candles and ribbon that demonstrates unity.

