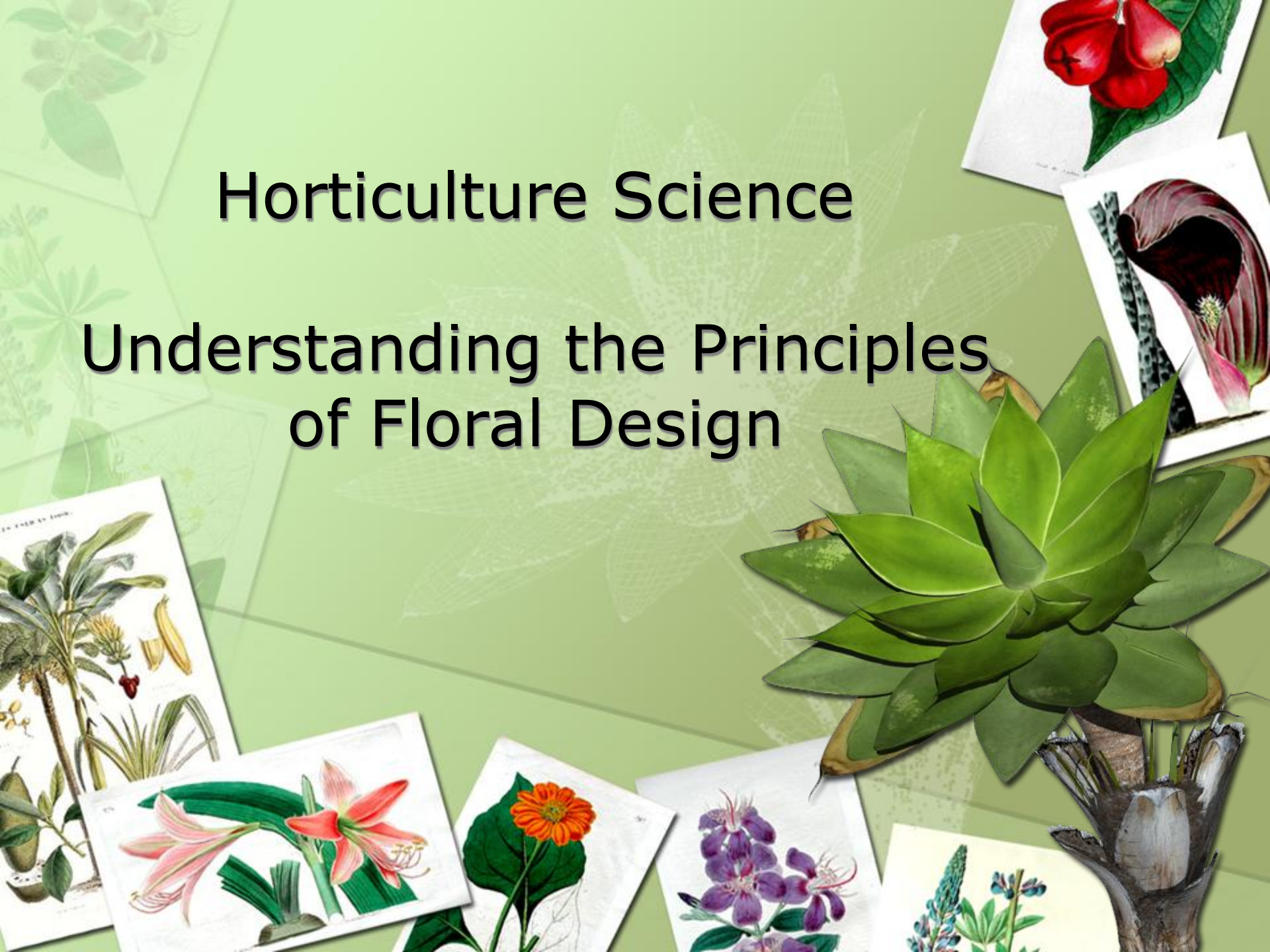


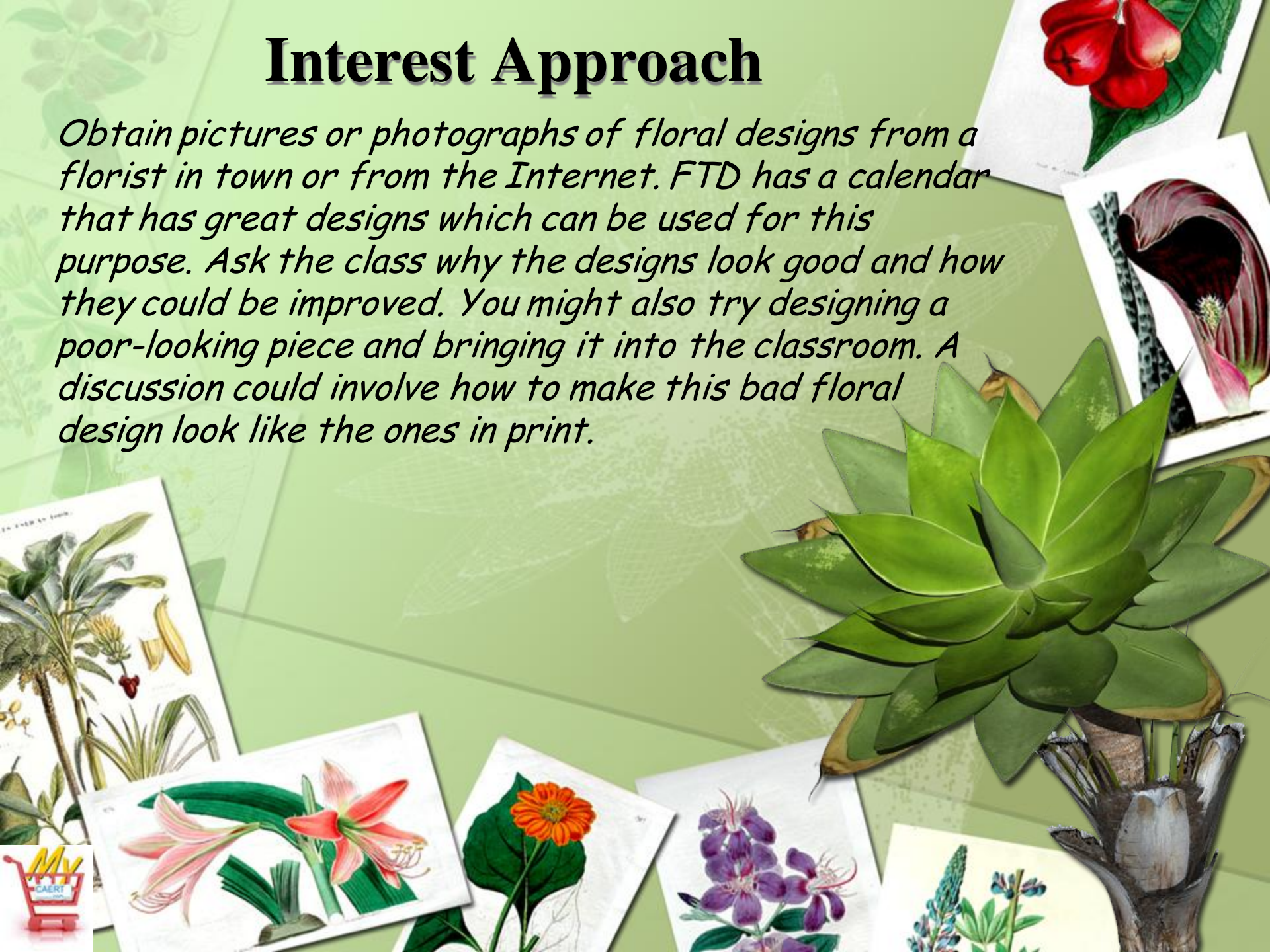
Horticulture Science

Understanding the Principles of Floral Design



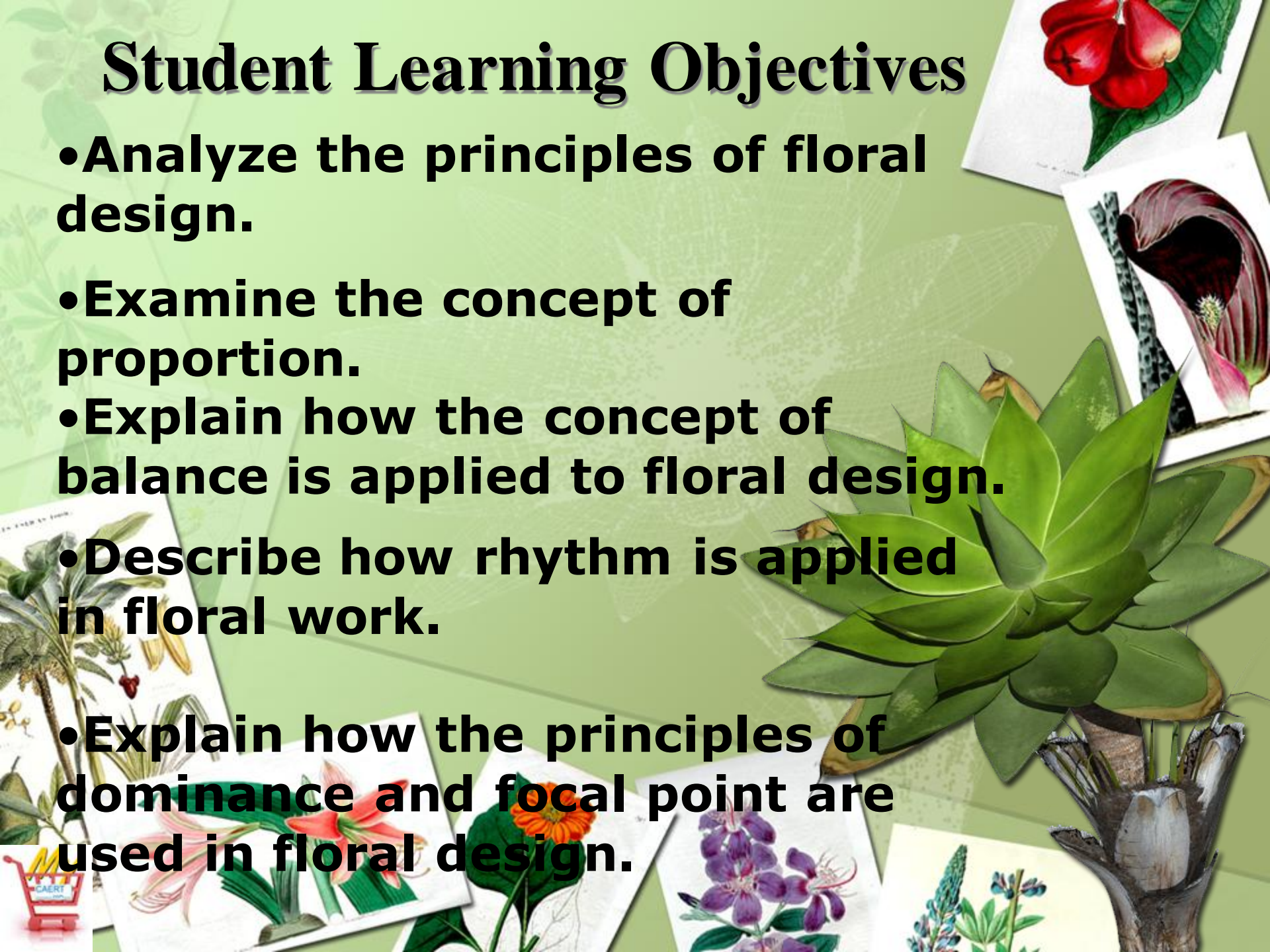
Interest Approach

Obtain pictures or photographs of floral designs from a florist in town or from the Internet. FTD has a calendar that has great designs which can be used for this purpose. Ask the class why the designs look good and how they could be improved. You might also try designing a poor-looking piece and bringing it into the classroom. A discussion could involve how to make this bad floral design look like the ones in print.



Student Learning Objectives

- Analyze the principles of floral design.
- Examine the concept of proportion.
- Explain how the concept of balance is applied to floral design.
- Describe how rhythm is applied in floral work.
- Explain how the principles of dominance and focal point are used in floral design.



Terms

- asymmetrical balance
- balance
- centering
- contrast
- counterbalancing
- dominance
- floral design
- focal point



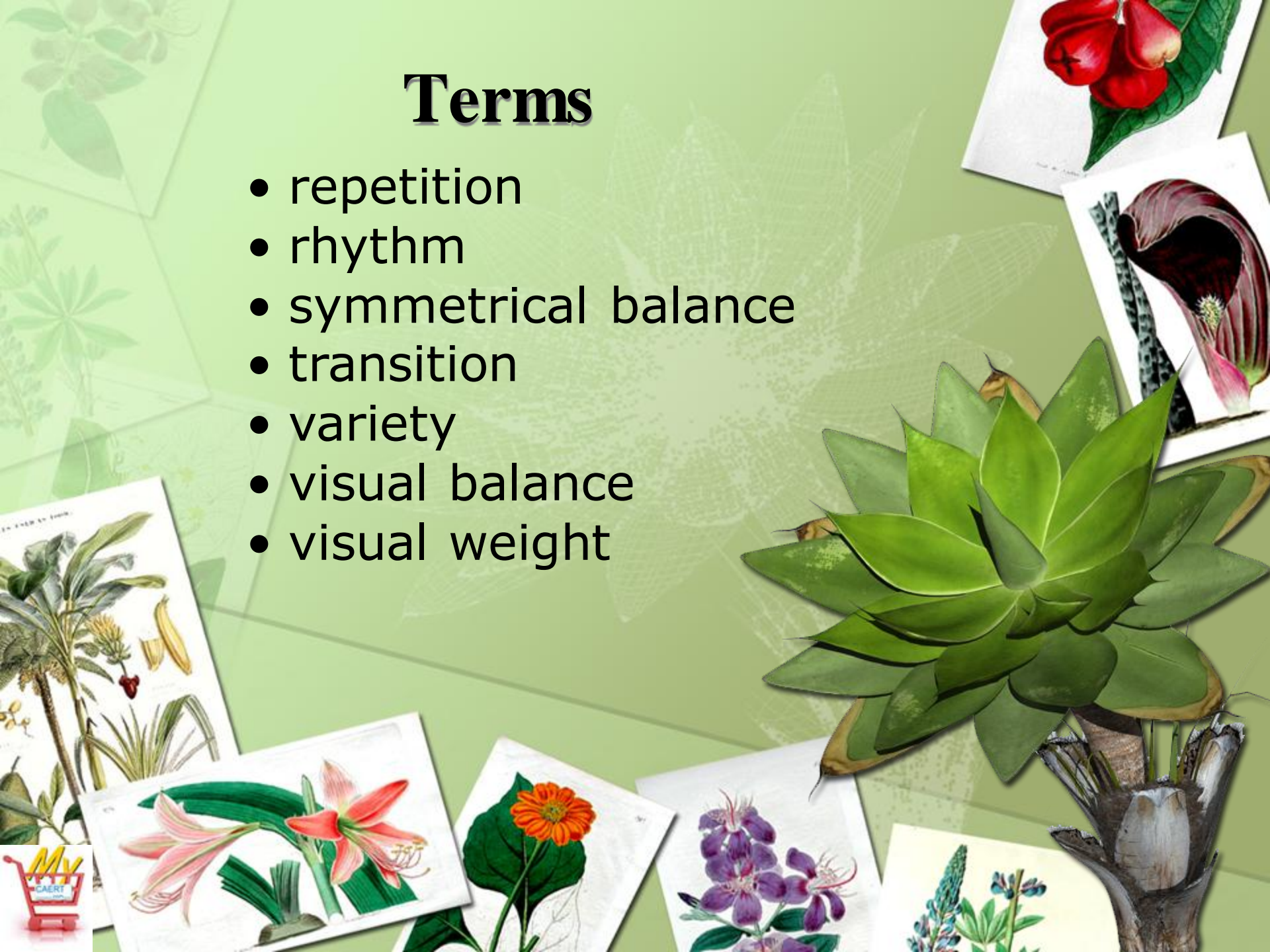
Terms

- free, variable rhythm
- physical balance
- principles of design
- proportion
- radiation
- regular, repeated rhythm



Terms

- repetition
- rhythm
- symmetrical balance
- transition
- variety
- visual balance
- visual weight



What are the principles of floral design?

- ***Floral design*** is the art of organizing the design elements inherent in plant materials and accessories according to principles of design art.
- This is sometimes called floral arranging.
- People who arrange flowers typically use floral design techniques.



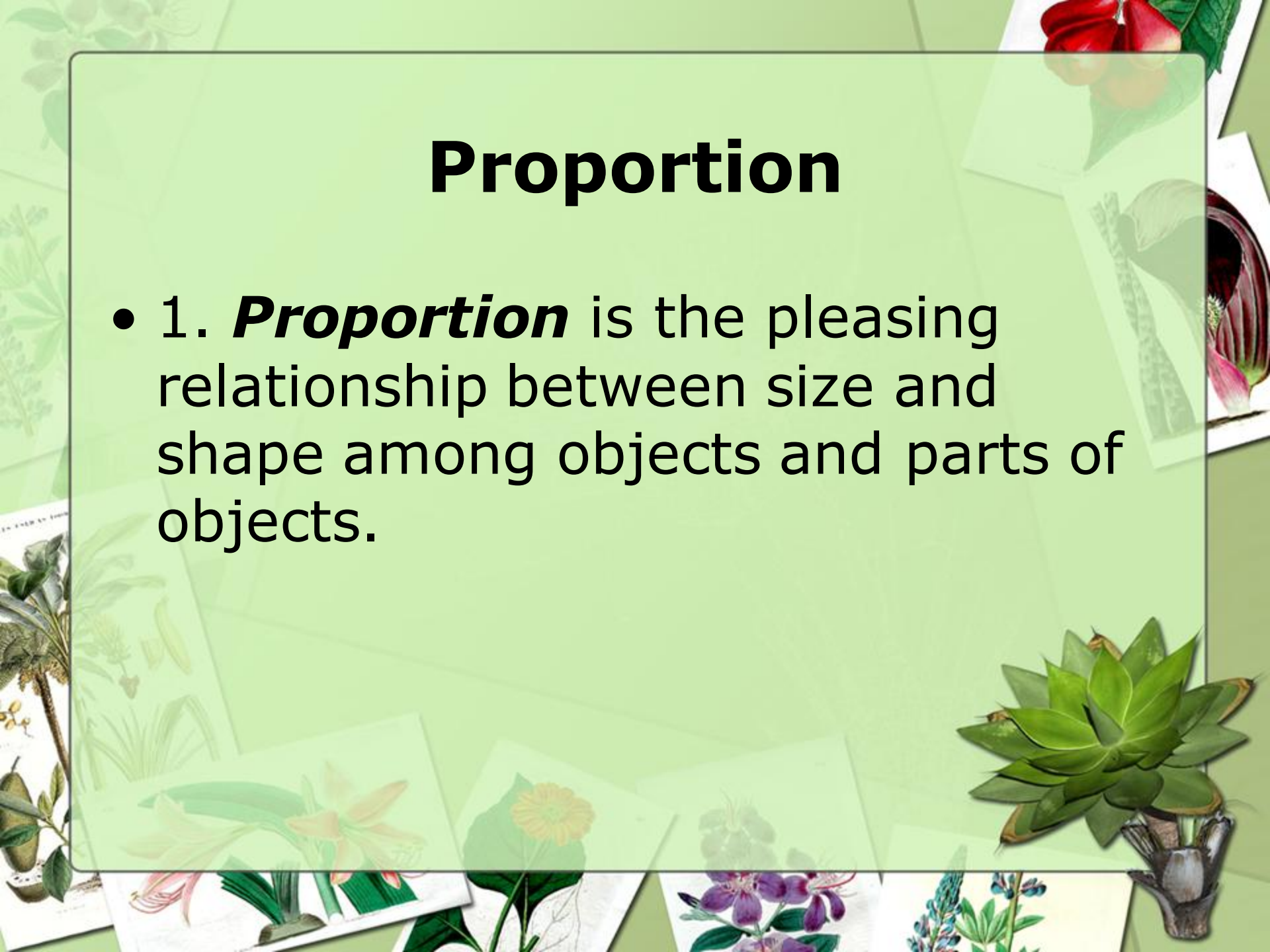
What are the principles of floral design?

- ***Principles of design*** are rules and guidelines used by the floral designer to create a beautiful composition.
- The use of these rules promotes beautiful, artistic arrangements.
- Major principles include proportion, balance, rhythm, and dominance.



Proportion

- 1. ***Proportion*** is the pleasing relationship between size and shape among objects and parts of objects.



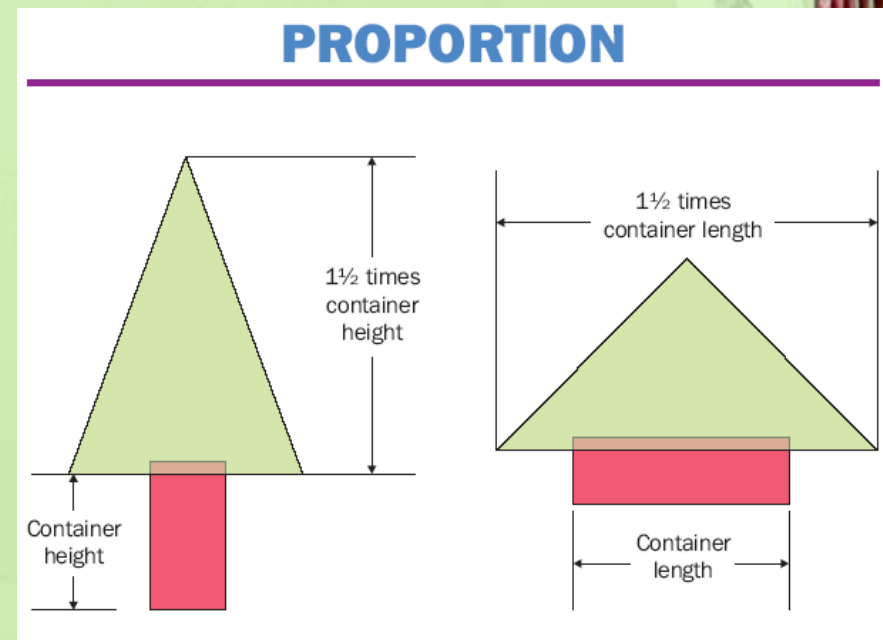
How is proportion achieved in floral design?

- In floral design, three aspects determine proportion:
 - Location of the arrangement
 - Height of the arrangement
 - Materials used in the arrangement.
- The design must be in proportion to where it is going to be displayed.
 - The display area could involve a room, a table, or sometimes a person wearing the design.
 - Proportion requires that the design be suitable for and in harmony with its location.



How is proportion achieved in floral design?

- The height of an arrangement should be at least $1\frac{1}{2}$ times the height of its container's greatest dimension.
 - There are a few exceptions to this rule, including the idea that height may be increased to create proper dimension with the room.
 - Another increase might be because of the materials with which the designer is working.



How is proportion achieved in floral design?

- 1. The container is a primary factor in determining appropriate height.
 - Four aspects that need to be considered are the container's:
 - a. Physical dimensions
 - b. Color
 - c. Material and texture
 - d. Shape

PROPER CHOICE OF CONTAINER



Bulky pottery can visually support a taller, larger floral design than a clear glass vase of the same height.



How is proportion achieved in floral design?

- 2. A heavy, dark container will support a taller arrangement, whereas a glass container will provide an excellent base for a shorter arrangement.



How is proportion achieved in floral design?

- 3. An exception to the height rule applies to centerpieces and horizontal arrangements.
 - A centerpiece should not obstruct the view of people participating in a dinner conversation; therefore, the arrangement needs to be kept low.
 - A horizontal arrangement is short, but its linear dimension should be about 1½ times the size of the container.



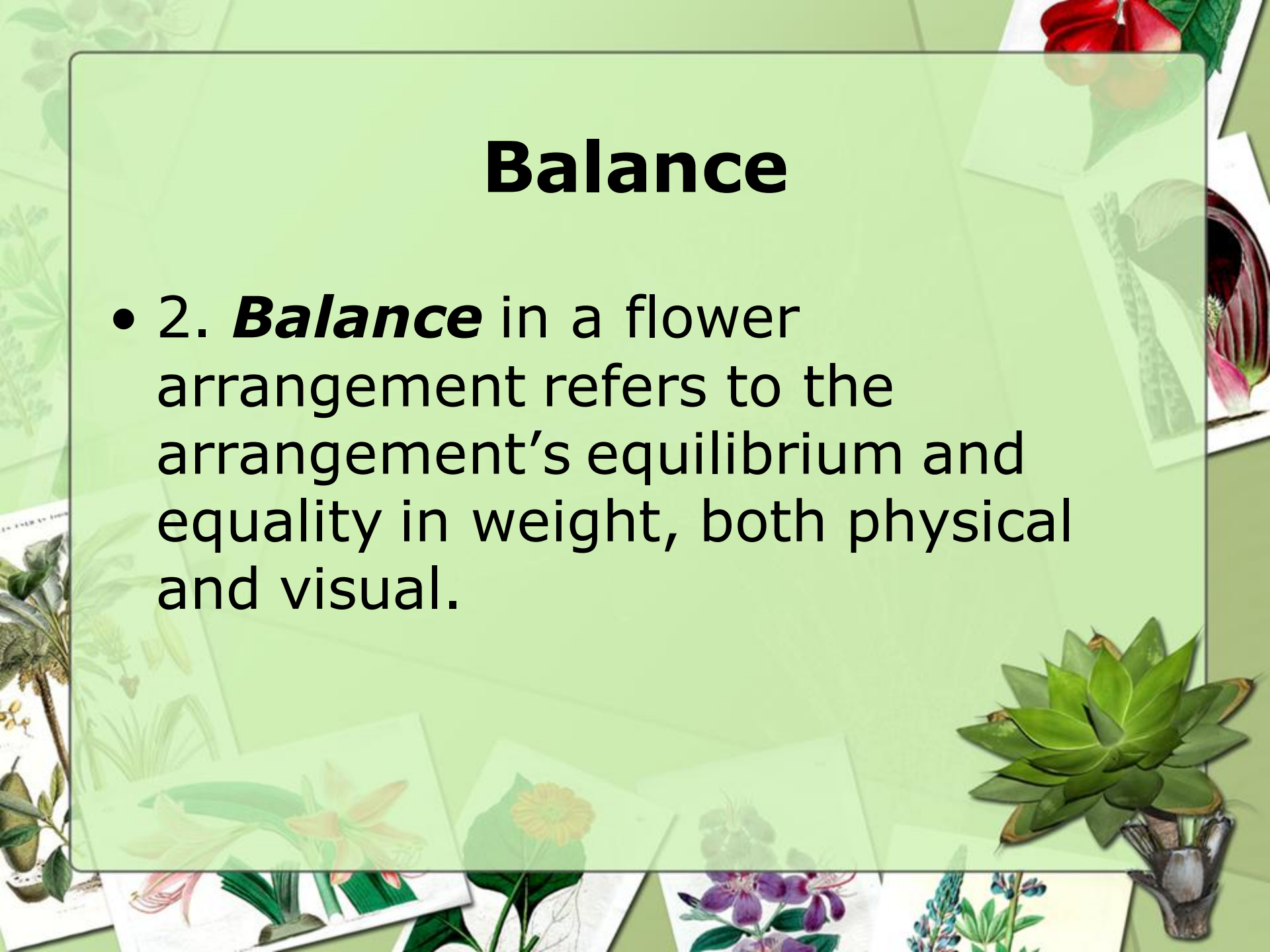
How is proportion achieved in floral design?

- Using flowers and foliage of equal or nearly equal size will help in achieving proper proportion.
- Large jumps in flower size within an arrangement should be avoided.
- For example, large mums should not be mixed with baby's breath.



Balance

- 2. **Balance** in a flower arrangement refers to the arrangement's equilibrium and equality in weight, both physical and visual.



What is balance and how is it achieved?

- Balance, meaning design equilibrium and equality in weight, can be achieved through several different methods.
- ***Physical balance*** is the actual stability of plant materials within a container.
 - A properly designed arrangement that has physical balance will not fall over and can stand freely on its own.



What is balance and how is it achieved?

- **Visual balance** is the perception of an arrangement being balanced—that is, being of equal weight on both sides of the central axis.
 - A design that is not visually balanced will bother the viewer much like a crooked painting on a wall.
 - Visual balance should be evident from three views: side to side; top to bottom; and front to back.
 - There are two types of visual balance.



What is balance and how is it achieved?

- 1. ***Symmetrical balance*** is present when a design has equal material placements and weight on both sides of its central axis.
 - Symmetrical balance is historically European in style and often called formal balance.
 - Typically, symmetrical arrangements are exhibited in formal or symmetrical settings.
 - Examples of symmetrical designs are oval, round, fan, triangle, inverted-T, and vertical arrangements, as well as oval and round centerpieces.



What is balance and how is it achieved?

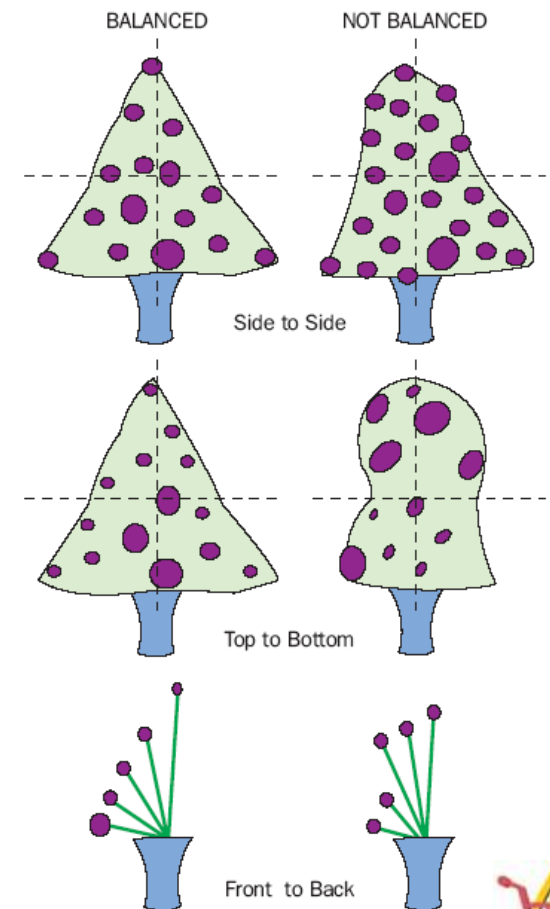
- 2. ***Asymmetrical balance*** is present when a design has material placements and weight that are not equal on both sides of its central axis.
 - This is often called informal design and stems from Asian influences.
 - Asymmetrical balance is achieved through compensation and counterbalancing.
 - Examples of asymmetrical designs are crescent, Hogarth curve, fan, diagonal, vertical, ikebana, scalene, and right triangle.
 - Asymmetrically balanced centerpieces are common.



What is balance and how is it achieved?

- Designers use three main techniques to help achieve balance.
- 1. **Visual weight** is a flower's perceived lightness or heaviness based on its color, shape, and pattern.
 - Varying visual weight helps achieve the compensation or counterbalancing in asymmetrical designs.
 - Lighter materials and color are used toward the outside of an arrangement, whereas heavier materials are used toward the center.

VISUAL BALANCE IN FLORAL DESIGN



What is balance and how is it achieved?

- 2. **Centering** is the technique of placing dominant plant material along a design's central vertical axis.
 - This allows heavier plant materials to be placed higher in a design.



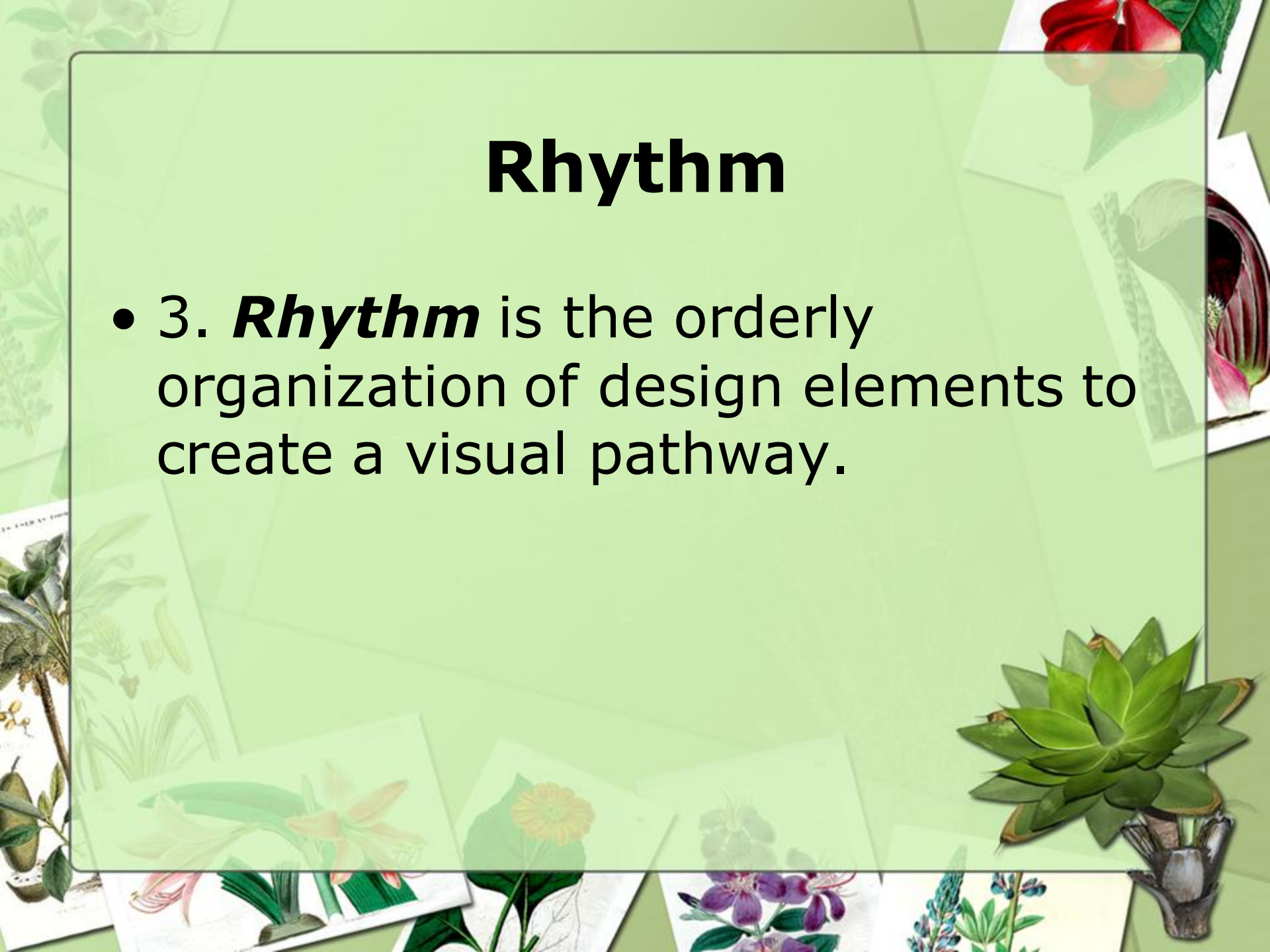
What is balance and how is it achieved?

- 3. ***Counterbalancing*** is the practice of balancing plant materials on one side of a design with visually equal materials on the opposite side.
 - This technique is essential in asymmetrical design work, and can be used to avoid strict mirror imaging in symmetrical work.



Rhythm

- 3. ***Rhythm*** is the orderly organization of design elements to create a visual pathway.



How is rhythm created in a floral design?

- Creating a pathway for the eye to follow is the purpose of rhythm.
 - An arrangement with good rhythm will cause the viewer to look at the entire arrangement.
 - There are two types of rhythm.
- ***Regular, repeated rhythm*** is present when materials are repeated at regular intervals from the top to the bottom of an arrangement.
- ***Free, variable rhythm*** is an unstructured style with subtle flowing movements created with unstructured materials.



How is rhythm created in a floral design?

- Five techniques that can be used to achieve both regular and free rhythm are:
- 1. Radiation—Stems radiate naturally from the container.
 - A top view shows the stems appearing as spokes on a wheel.
 - Crossing stems is avoided.
- 2. Repetition—Repeating design elements throughout an arrangement to create unity in the work.
 - It may include color, shape, space, and lines.



How is rhythm created in a floral design?

- 3. Transition—Change from one material to another.
 - It should be smooth and gradual.
 - Lighter flowers near the container edge blend into the heavier ones near the center.
- 4. Variety—A diverse assortment and different components in a design.
 - Variety focuses attention and stimulates interest and imagination.
- 5. Contrast—Describes objects that have striking differences beyond mere variety or diversity, taking variety to a higher degree.



What are the principles of floral design?

- 4. ***Dominance*** in a design means that one design element is more prevalent or noticeable, thereby capturing the viewer's interest.



What is dominance and how is a focal point used to create it?

- The use of dominance suggests to the viewer what is important in a design.
 - Interest and attention are captured when one feature dominates and others are secondary.
- Dominance can be achieved by:
 - 1. Using dominant plant material
 - 2. Using an emphasized design element
 - 3. Using a distinct style of design
 - 4. Using a theme
 - 5. Using a focal point



What is dominance and how is a focal point used to create it?

- A focal point is a center of interest.
 - It can be created several different ways.
 - Not all arrangements need a focal point or center of interest.
 - If, however, one is intended, there are several methods to create one.
 - 1. Use of large flowers
 - 2. Use of special-form flowers, such as orchids



What is dominance and how is a focal point used to create it?

- 3. Use of dark shades
- 4. Variation of concentration of plant material
- 5. Use of framing materials
- 6. Use of strong color contrast
- 7. Radiation of plant materials to a particular area
- 8. Use of accessories



What are the principles of floral design?

- Minor principles of design include radiation, repetition, transition, variety, contrast, and focal point.
- 1. ***Radiation*** is characterized by stems that radiate naturally from the container.
- 2. ***Repetition*** is accomplished by repeating design elements throughout an arrangement to create unity in the work.



What are the principles of floral design?

- 3. ***Transition*** is the change from one material to another.
- 4. ***Variety*** is created by using a diverse assortment and different components in a design.



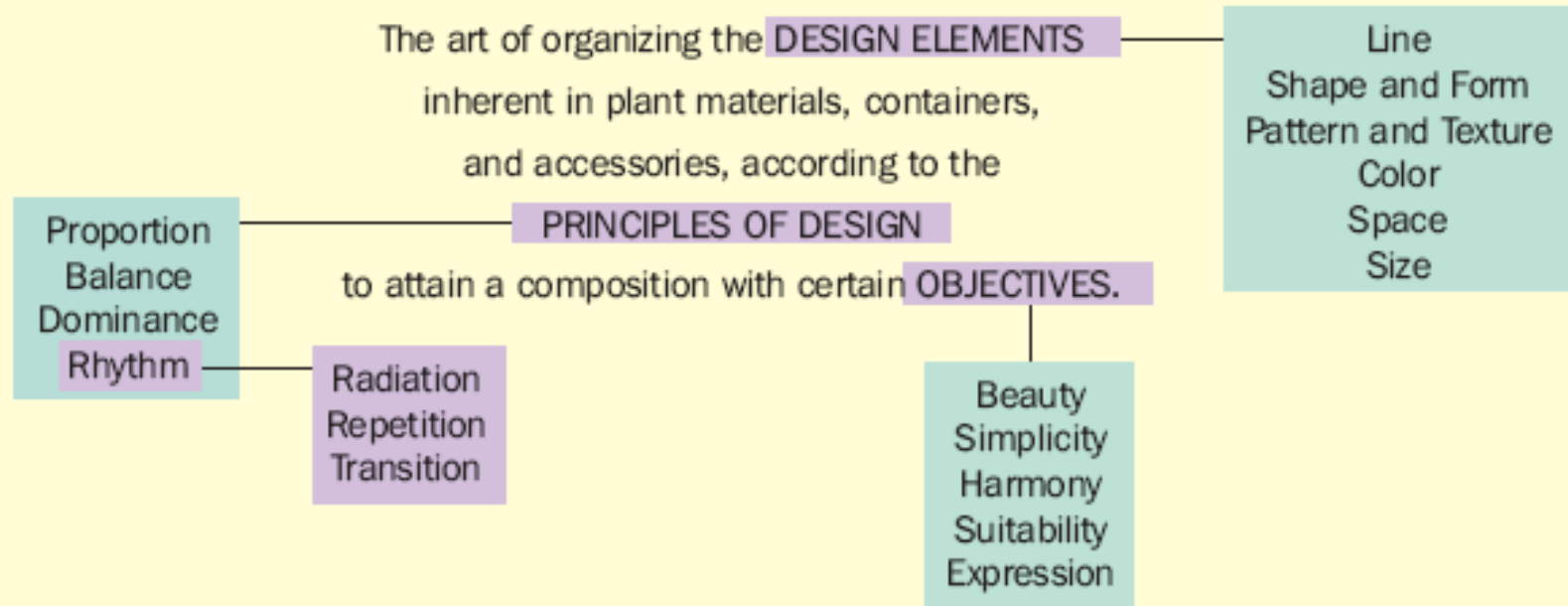
What are the principles of floral design?

- 5. ***Contrast*** describes objects that have striking differences beyond mere variety or diversity.
- 6. A ***focal point*** is a center of interest.



What are the principles of floral design?

FLORAL DESIGN DEFINED



Review/Summary

- What are the principles of floral design?
- How is proportion achieved in floral design?



Review/Summary

- What is balance and how is it achieved?
- How is rhythm created in a floral design?



Review/Summary

- What is dominance and how is a focal point used to create it?

