

Principles & Elements of Design

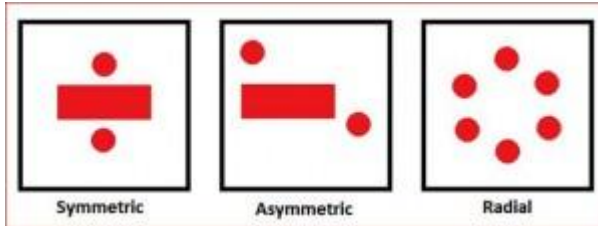
By Jim Sadler

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All art forms conform to the same basic design standards. Through the application of such standards on the physical characteristics of the components selected for a composition, an individual can create a pleasing design worthy of the viewer's attention.

Principles of Design – The basic art standards by which all art is judged. The Principles of Design are:

Balance



Contrast

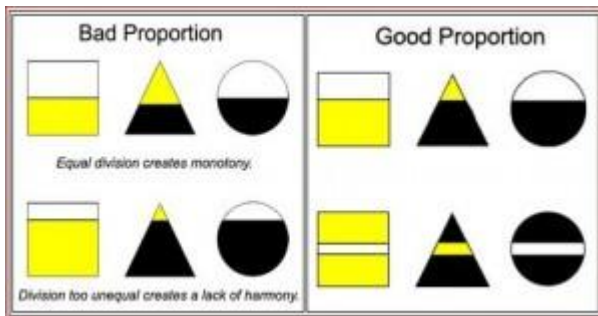


With emphasis

Dominance



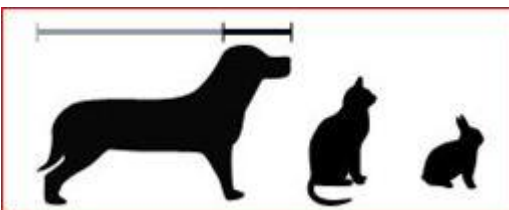
Proportion



Rhythm



Scale

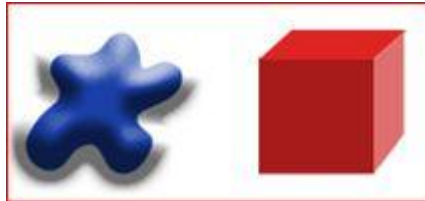


Elements of Design – The tangible or physical characteristics of all matter, plus space and light. The eight visual characteristics of all components contributing to floral art are:

Line



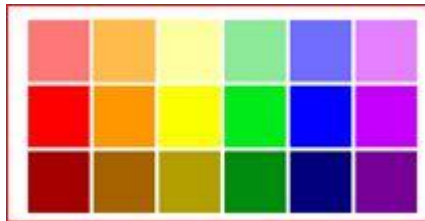
Form



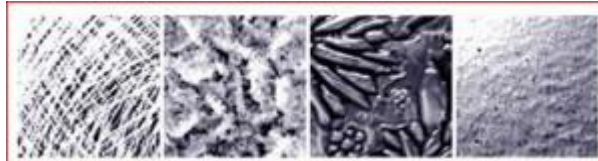
Light



Color



Texture



Size/Space



Pattern

