

Texture, an Element of Design

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Texture is one of the "Elements of Design". It has been defined as those qualities of a material used in a floral design that conveys a visual message. The visual message can be of smooth, rough, hard or soft. The choice of the visual message is up to the designer to manipulate in such a way to convey the idea.

1. It tends to play more of a supporting role in the floral arrangement.
2. Basically put, it is the physical structure of a material. A material can be rough or smooth, straight or curvy, shiny or matte, coarse or fine.
3. In a floral arrangement the use of texture is crucial. You can introduce different type of structure into the arrangement, or you can even repeat the same texture in an arrangement. The important thing to keep in mind is control.
4. Introducing too many textures can make an arrangement look overly done and too less can make it look dull and uninteresting.
5. Every time you are choosing your materials for your arrangement, you are actually making a decision on texture. Texture adds interest into your design.
6. Texture is used to support the idea you are communicating.
7. One should always question whether the texture is appropriate for the message. When choosing materials for a French Country title, one would not use neon shiny surfaced material.
8. Texture is an element that one wants to touch with the hand. Of course in a floral arrangement one cannot touch. Thus the material must convey its surface condition visually. While if one touched the material it may be smooth it may appear rough when viewed. The message conveyed thus is what it conveys visually.