

The Elements and Principles of Design

PRINCIPLES

balance

contrast

dominance

proportion

rhythm

scale

ELEMENTS

color

form

light

line

pattern

size

texture

Differences Between Traditional and Creative Design

Traditional	Creative
Containers will be traditional in style	Containers may be any style and have more than one center of interest
Common garden materials are used	Exotic plant material may be used
Containers must always be subordinate	Any part of the design may be dominant, including the container
Natural growth habit of plant material when placed in designs	Plant material may emerge in any way designer chooses
Geometric shapes must form the basic silhouette of the design	Creative idea of designer instead of required patterns
One focus area	May have more than one focus area
No crossed lines	Lines may cross
Depth is achieved by overlapping of forms and placing some forms in profile	Solids and space are molded by the designer by means of "plastic organization" (emphasis and creative use of three dimensional space – height, width, and depth)
Gradation of colors	Contrasting, advancing and receding colors create areas of tension
Color harmonies are used	Color can be eclectic in concept
Plant material may have no or very little abstraction	Some abstraction allowed
Transitional plant material is essential	No transitional material is needed
Fresh plant material may never be altered. Fresh Plant material may never be treated in any manner with oil, dye, wax, paint, shellac, glitter, etc.	Plant material may be altered in any number of ways but fresh plant material may never be treated in any manner with oil, dye, wax, paint, shellac, glitter, etc.