

Design Course I

1. Brief History of Floral Design including European and American designs and mid-century Traditional Designs (HB. pgs. 69-71)

Floral Design is classified into two main Divisions: **Traditional and Creative Design.**

A. European Traditional Design

1. Classical Greek (600 B.C. - 325 A.D.)
2. Italian Renaissance (14th and 15th century)
3. Dutch and Flemish (17th and 18th century)
4. French (mid 17th - early 19th century)
5. English Early Georgian (1714-1760), Late Georgian (1760-1820), Victorian (1830-1901)

B. American Colonial America (1607-1720), Colonial Williamsburg (1729-1780), Federal: (1780-1830), Industrial Revolution/Gilded Age (1830-1901), Art Deco (1905-1939)

C. American Traditional Design

1. Characteristics
 - a. Design based on a single geometric form (sphere, cylinder or pyramid.)
 - b. Plant material used in naturalistic manner, radiating from one point. Little or no abstraction (use of plant material in a non-naturalistic manner).
 - c. Plant material, forms and colors are integrated rather than grouped.
 - d. Space within design of little importance.
 - e. Depth achieved by: overlapping forms, placing some forms in profile, completing the back of the design, using transitional materials, and graduating colors and sizes.
2. American Traditional Design Types
 - a. Traditional Line Design: Dominant linear pattern, restraint of plant material.
 - b. Traditional Line-Mass Design: Dominant linear pattern, additional plant material to enhance line.
 - c. Traditional Mass Design: Closed silhouette, plant material integrated, not grouped.

II. Elements and Principles of Design (HB pgs. 63-68)

A. Design Definition and Attributes

1. Design: is the plan that brings order to any art form. Floral Art, Flower Arranging and Floral Design: the art of organizing the Elements of Design (line, form, color, texture, pattern, size, space, light) found in plant materials and other (optional) components according to the Principles of Design (balance, contrast, dominance, proportion, scale, rhythm) in order to attain the attributes of design.

2. Attributes: Characteristics of a pleasing design. (Hot BED)

- a. **Harmony -a pleasing, orderly arrangement of components according to the Principles of Design.**
- b. **Beauty - An intangible quality evoking aesthetic pleasure.**
- c. **Expression - An idea, emotion or mood communicated to the viewer.**

d. Distinction - Marked superiority in all aspects of Conformance, Design, Selection, Organization, Expression, and Condition and Craftsmanship.

B. Elements of Design: The tangible or physical characteristics of all matter, plus space and light. The eight elements are: **Size, Pattern, Line, Light, Form, Color, Texture, Space .** (SPeLL FaCTS)

1. Color: the characteristic of light by which the individual perceives objects or light sources.

a. Pigment System of Color: used by NGC

1. Primary colors: Red, Blue, Yellow.

2. Secondary colors: Orange, Green, Purple

3. Intermediate colors: Colors that lie between the primary and secondary colors.

4. Achromatic/neutral colors: Black, Grey, White: contain no spectral color.

b. Physical Properties of Color: determine a color's strength or weakness.

1. Hue: family name of a color.

2. Value: add white or black, lightness or darkness.

3. Tint: hue with white added.

4. Tone: hue with gray added

5. Shade: hue with black added.

c. Color can evoke emotional response

d. Advancing (warm and stimulating) - (yellow green thru orange to red violet) and receding colors (cool and retreating) - (green thru blue to violet, black, grey)

e. Color Harmonies - Color Wheel

1. Monochromatic

2. Analogous

3. Direct Complementary

4. Split Complementary

5. Triad

6. Polychromatic

f. Monochromatic Color Harmony -One color (hue) and all its related tints, tones and shades.

2. Form: A three dimensional object.

Shape is two dimensional (form is three dimensional). Forms are strongest visual symbols in design.

Characteristics: **Closed form** – solid, compact, more solids than spaces. Mass design is closed form. **Open form:** spreading, producing space within.

3. Light: Illumination necessary for vision.

Types of Light

1. Natural - shows true colors 2. Artificial: manufactured - has a variety of effects on design
4. **Line:** One dimensional visual path through the design.
 - a. Characteristics of line: long, short, straight, curved, weak, strong, thick, thin, delicate or bold.
 - b. Functions of line are to establish a structural framework of design, carry rhythm through design and/ or communicate a theme or a mood
 1. Actual line: use a physically linear material.
 2. Implied Line: repeat forms, sizes, textures in a linear direction
5. **Pattern:** natural or man-made composition creates by lines, forms and the spaces between them.

Kinds of patterns. Color/texture patterns, natural composition of plant material creates pattern, manipulation can create different patterns.
6. **Size:** The perceived or visual dimensions of components rather than the actual dimensions.

Visual size varies due to: 1. Distance from viewer, 2. Size and color of other components, 3. Color and texture – white = larger, black = smaller.
7. **Space:** The open area in and around a design thus a component of the design.
 - a. **Three kinds of space:**
 1. **Total space:** frame of reference – the space available to the designer
 2. **Space within plant material/components.**
 3. **Spaces established within design.**
8. **Texture:** Surface quality of a material.
 - a. **Characteristics:** rough or smooth, coarse or fine, glossy or dull, hard or soft.
 - b. All design components have texture and should be selected for their textural harmony or contrast to add interest, relieve monotony.

C. Principles of Design (BaD CRoPS)

Definition: The basic art standards by which all visual art is judged. The standards are: Balance, Dominance, Contrast, Rhythm, Proportion, Scale. These standards are common to all visual art forms. Accredited Judges must always apply the Principals of Design to the Elements of Design whenever evaluating designs.

1. **Balance:** Actual (Physical) Balance - design remains upright. Visual Balance - design appears balanced top to bottom, side to side and front to back.

a. **Three types of Balance:**

1. **Symmetrical Balance** - design balanced around a central axis - mirror images. Most traditional designs.

2. **Asymmetrical Balance** - different materials placed on either side of an axis to provide a sense of equilibrium.

3. **Dynamic Balance** - implied balance and counterbalance.

Plastic Organization - molding and shaping to create a three dimensional effect.

Penetration of Space - thrusting of plant materials and other components front to back adding rhythm and balance.

2. **Contrast:** place opposite or unlike characteristics of a single element together in order to emphasize their differences such as light/dark; open/closed; large/small.
3. **Dominance:** Impact of one component over another, implying subordination.
 - a. Dominance provides unity
 - b. Dominance within each physical characteristic should be readily apparent in a pleasing design
 - c. Dominance in Traditional Design is the Focal Point, in other designs it is called center of interest.
4. **Proportion:** A comparative relationship of areas and amounts. Ratio between entire design and the frame of reference. (total space allocated.)
5. **Rhythm:** Created by a dominant visual path of line/s, form/s, and or color throughout the design.
6. **Scale:** The size relationship of one object in a design compared to another. **Scale differs from Proportion:** Scale deals with individual parts to each other on a one-to-one basis. Proportion is a pleasing ratio between overall areas and amounts.

III: General Requirements of NGC Design Top Exhibitor Awards (HB pgs. 39,40, 42-48)

1. Section Awards Requirements

- a. Only one section Top Exhibitor Award (TEA) available per section.
- b. Must be a minimum of three classes in each section with at least four exhibits in every class for each award offered. Exception: Design Club Competition Award requires only one class with at least four exhibits.
- c. Unlimited number of section TEAs in Design Exception: Club Competition.
- d. Eligible Sections must be listed in the Schedule with description of award or pages in HB describing it.
- e. Section awards must be determined by all judges who judged any part of that section and judged by the same scale of points.
- f. Exhibit must score 95+, be a first place winner and meet all criteria associated with the Section Award.
- g. TEAs must be withheld if no exhibit worthy.
- h. Exact scores not indicated prior to placing TEAs
- i. Shows evaluated for NGC Flower Show Achievement award must offer at least one TEA in Horticulture and Design Divisions.
- j. TEAs are not available to Invitational or Commercial Exhibits.

2. Division Awards Requirements

- a. To offer a Division TEA each Division must include two or more sections.
- b. Exhibits eligible for Division TEA: 1. All Section TEAs, and 2. All first place winners not in sections designated for a TEA, but which meet award requirements.

3. Design Top Exhibitor Awards (TEAs)

General requirements: Minimum of 4 exhibits per class.

If a section is made up of Petite and full size designs no TEA is offered.
The exhibit must be the work of one individual.
Design TEAs are available only in Design Division.

4. Design Division Awards - only one may be awarded in any NGC Flower Show

a. Award of Design Excellence, Division Award.

1. Rosette of gold ribbons.
2. One ribbon awarded to highest scoring exhibit in the Design Division

b. Holiday Excellence Award, Division Award

1. One award may be offered in the show to the highest scoring exhibit in the entire Design Division of a Holiday or Patriotic flower Show.
2. May offer **either** Holiday Excellence **or** Design Excellence, **not both.**

5. Design Section Awards

a. Tricolor Award, Section Award

1. Rosette of red, blue and yellow ribbons.
2. All plant material must be fresh. Decorative wood is not permitted, non-plant material may be included.

b. Award of Distinction, Section Award

1. Brown Rosette
2. Offered to highest scoring design exhibit in a section of classes consisting of designs in which all the plant material is dried and/or treated.

c. Other Design Section Awards:

1. Designer's Choice Award
2. Table Artistry Award
3. Petite Award

IV. Judging Qualities found in Design Point Scoring Form (HB pgs. 106 - 109)

Design Scale of Points -

1. Conformance (14 points split)

a. Design Style/Type (7 points) Design Style and type in schedule must be adhered to. If they are not **ALL 7 POINTS MUST BE DEDUCTED**. It either is or is not the designated style and type thus **partial credit may not be given!**

b. All other requirements (7 points) the 7 points are divided evenly among the requirements stated in the class description and schedule including staging, frame of reference and any other requirements.

2. Design Principles (48 points - 8 points each principle)

Balance: (8 points) - visual balance, top to bottom, side to side, front to back.

Dominance: (8 points) - emphasis of one component with all others being subordinate.

Contrast: (8 points) - placing opposites or unlike characteristics of a single element together to emphasize their difference.

Rhythm: (8 points) - the path of movement through the design.

Proportion: (8 points) - comparison of one area to another or to the whole.

Scale: (8 points) - size relationship of one component to another.

Example: A *protea* placed in the same design with baby's breath would be out of scale.

3. **Selection of Components (8 points)** - components contribute to creative effect
4. **Organization of Components (8 points)** - plan and construct an appropriate design.
5. **Expression (8 points)** - Title is communicated to the viewer
6. **Distinction (14 points)** - Superiority in technique and craftsmanship

V. Design Commenting Vocabulary

(Instructor's Handout included - keep it in your handbook for reference when judging. Sometimes appropriate words disappear when looking for them during an assignment!)

VI. Judging Procedure (HB pgs 97-99)

Judges serve with dignity and integrity at all times. The Ultimate Authority for all NGC Flower Shows is the *Handbook for Flower Shows*.

1. Judges serve by invitation only; must respond immediately and notify Judges Chair if unable to fulfill the commitment; never charges a fee; declines invitation if not qualified or when exhibiting in a class to be judged. Respond promptly to an invitation. If unable to serve after having accepted and assignment, notify the Flower Show Judges' Chair as soon as possible.

2. A schedule will be made available to you prior to the show. Irregularities noted in the schedule are reported to the Show Chair as soon as possible.

3. Accredited Judge serving as show General Chair should not judge except in an emergency. Accredited Judge serving on a sponsoring Flower Show Committee may not serve on panel to evaluate the show for an NGC Achievement Award. Judges **never** judge sections in which they have exhibits. Ideally, judges should not exhibit in show they are going to judge.

4. Study schedule in advance of the show; arrive on time; avoid talking to exhibitors prior to the show; do a preliminary walk through. If comments are asked for word them carefully to explain merits and faults. Personal preferences must never influence judging. If a judge identifies something in the schedule not in keeping with NGC policies or the Handbook for Flower Shows, the Judges Chair or the General Chair must be notified as soon as possible.

5. The panel consists of three judges, **each having equal say in the decision. If the panel cannot come to a consensus the exhibit must be point scored.** When the decision is made the exhibit is not to be re-judged. Exception: If a major infraction is discovered after the decision is made, but before the show is open to the public, the **General Chair or the Classification Chair of the show is advised.** (Example: Plant material is found to be silk.) The General Chair or Classification Chair may disqualify, if not it may be re-judged by the original panel. **Never bring in, nor ask the advice of, another panel.**

6. **When exhibits are not staged in one area, judges must point score.**

7. **All members of a judging panel having judged exhibits eligible for a TEA must be included in the judging of that award.**

8. Judging is confidential. Do not discuss judging decisions with others. Refrain from commenting on another panel's decisions.

9. Judges must carry the updated current copy of the *Handbook for Flower Shows*.

VII: Discussion of Instructor's Designs VIII: Practice Point Scoring