DESIGN: (*The Plan that Brings Order to any Art Form). The Organization of the* **Elements of Design** *according to the* **Principles of Design** *to form a composition having the* **Attributes of Design.**

Attributes *(Hot BED)*

Harmony: components in complete accord

Beauty: desired quality associated with harmony of form or color

Expression: communication through design

Distinction: superior in all respects

Elements of Design *(SPeLL FaCTS)*

Space: open areas in and around design

Pattern: arrangement of solids and spaces

Light: illumination needed for vision

Line: visual path through design

Form: Contours of 3-dimensional matter

Color: result of the eye interpreting light rays

Texture: surface structure of a component

Size: apparent visual dimension of a form

Principles of Design *(BaD CRoPS)*

Balance: *visual stability*

Dominance: Greater impact within each of the physical characteristics

Contrast: use of opposite or unlike elements for added interest

Rhythm: dominant visual path through a design

Proportion: ratio of areas and amounts

Scale: size relationship of one object to another

Creativity is allowing yourself to make mistakes

Design is knowing which to keep

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DESIGN
Traditional
Creative
Abstract

Definitions
Attributes
Principles
Elements

When judging beauty always be kind.

AmericanTraditional Design

1. Design based on geometric form (sphere, cylinder or pyramid).
2. Plant material radiates from one point.
3. Creativity (Artistic Concept) achieved through choice of materials.
4. Forms, colors and plant material integrated, not grouped.
5. Little or no Abstraction.
6. Depth achieved by overlapping forms, some forms in profile, finish back of design, use transitional materials, graduate colors and sizes.

American Traditional Line
1. Adapted from Japanese Design.
2. Conforms to characteristics of American Traditional Design.
3. Restrained use of plant material.
4. Linear pattern dominant
5. Line may be vertical, horizontal, crescent, S-curve or zigzag.
6. May have focal point.

American Traditional Line-Mass
1. Conforms to American Traditional Charactistics
2. Linear pattern enhanced by adding plant material but does not obscure line,

American Traditional Mass
1. Conforms to American Traditional Charactistics
2. Closed silhouette, large quantities of plant material which is integrated, not grouped.

Creative Design

1. Conforms to Principles of Design
2. Eclectic in approach, new concepts and forms.
3. Restraint in use of plant material. (Except—Assemblage, Creative Mass, Tapestry Designs).
4. Creativity (Artistic Concept) achieved in infinite ways—choice of components and their organization,
5. May have more than one point of emergence and focal area.
6. Use of components in non-realistic manner.
7. Uses **Plastic organization** to create third dimension.
8. **Juxtaposes** components to increase depth.
9. Uses **Penetration of Space** to add rhythm and balance.
10. Any part of design may be dominant, including the container.
11. May use non-traditional containers with multiple openings, and unconventional man-made objects.

Abstract Design

1. All Abstract Designs are Creative, but not. all Creative Designs are Abstract.
2. Dominance of Abstraction
3. Typically components are bold in form, size and/or color.
4. Space essential to create new patterns, **Plastic Organization and Penetration of Space** essential.
5. Rhythm and balance achieved through **Dynamic Balance.**

Definitions

Plastic Organization: molding and shaping components to incorporate space and add depth to achieve a foreground, middle ground and background.

Juxtapose: place components side by side, front to back, or above and below to achieve depth and three dimensional unity.

Penetration of Space: strong thrusting of components front to back to add balance and rhythm.

Dynamic Balance: technique for organizing a creative design relying on balance and counterbalance between components.