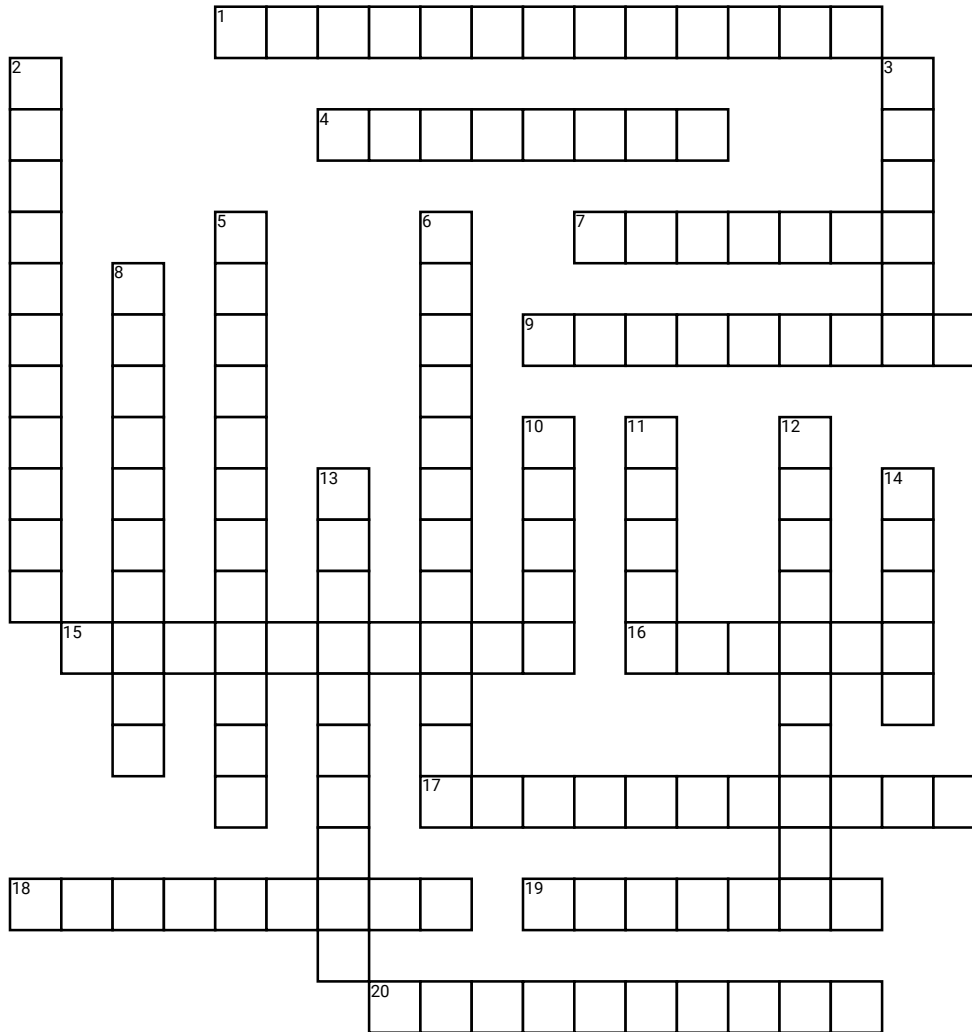


Principals and Elements of Design



Across

1. Components must be proportionate to each other to achieve desired effect.

4. Adds interest to an arrangement through difference or opposition.

7. Sense of stability, designs must be balanced both physically and visually.

9. Placing flowers or objects in proximity, appearing to build a relationship.

15. Things that look similar are assumed to be related in some way and can be grouped together.

16. Sense of movement created visually by the placement of floral materials.

17. Equal visual weight, flowers placed in similar positions on both sides, creating a mirroring effect.

18. Emphasis on one or more elements that provides a focus, or overall "feeling" for the design.

19. The pleasing interaction of different elements in a design can create harmony for the viewer.

20. When fewer elements are combined, there's less chance of complication, "less is more".

Down

2. First applied to art and architecture by the Greeks to create designs that were well proportioned and aesthetically beautiful.

3. Floral designs including interesting details that add character to the overall design.

5. Equal weight on both sides but distribution of flowers and materials is different.

6. Gathering a rough estimate for arrangement sizes by dividing the space into thirds.

8. The smooth gradual change from material to another.

10. Shows an organization of elements so they appear to belong together.

11. Used to create visual balance.

12. Can be used to contribute to the harmony of the arrangement.

13. Area of dominance within a design.

14. Adherence to a particular theme brings harmony.

Word Bank

Rhythm

Accent

Asymmetrical

Balance

Simplicity

Proportionate

Contrast

Dominance

Focal Point

Repetition

Transition

Proximity

Theme

Harmony

Similarity

Color

Unity

Symmetrical

Golden Ratio

Rule of Thirds