



e content

# Principles of Design

**Prof. Mukul Srivastava**

Head

Department of Journalism & Mass Communication

University of Lucknow,

Lucknow (India)

[sri.mukul@gmail.com](mailto:sri.mukul@gmail.com)

<https://www.youtube.com/channel/UCdkxo7fhISE8kzyKolTL8IQ>

<http://mukulmedia.blogspot.com/>

[www.mukulmedia.com](http://www.mukulmedia.com)

<http://www.lkouniv.ac.in/>



# Principles of Design

---

sri.mukul@gmail.com, <http://mukulmedia.blogspot.com/>



# Balance

---

- A. Stability of an arrangement
  - 1. Arrangement appears secure and stable
  - 2. Balance must be both visual and actual



# Balance

–a. visual balance refers to the way an arrangement appears to the eye.

sri.mukul@gmail.com, <http://mukulmedia.blogspot.com/>

–B. visual balance is achieved by the proper use of plant materials according to size.

# Proportion

- Most arrangements are designed for a particular location such as a dining table.





# Proportion

- The size of the table and the colors in the room will determine the flowers used the size and shape of the arrangement, and the container chosen. This relationship is known as proportion.



# Scale

- Scale refers to the relationship between an arrangement and the area in which it is to be displayed.
- sri.mukul@gmail.com, <http://mukulmedia.blogspot.com/>



# Emphasis

- Attracts and holds the attention of the viewer.

[sri.mukul@gmail.com](mailto:sri.mukul@gmail.com), <http://mukulmedia.blogspot.com/>

- 1. Also called the center of interest
- 2. Located near the place where the stems or lines appear to meet.
- 3. Balance requires that the center of interest be near the design base





# Focal Point

---

- 4. There should be only a single focal point in a design.  
sri.mukul@gmail.com, <http://mukulmedia.blogspot.com/>
  - arrangements with more than one create restless movement of the eye.
  - Unity in the arrangement is destroyed.

# Focal Point

- More suggestions for creating a focal point:
- Place the darkest color or the brightest color there





# Emphasis

- A. Closely related to focal point. Focuses the attention on one feature and keeps everything else secondary.
- B. Can be created by texture, color, and kind of flower and movement.



# Emphasis

- 1. Uses a predominance of one color, texture, line or kind of flower and complement this with small amounts of other colors and flowers.
- 2. Maintaining dominance of one type of material, the finished design is more pleasing



# Rhythm

- A. Movement of the eye through a design toward or away from the center of interest.  
[sirajulmuhammad@gmail.com](mailto:sirajulmuhammad@gmail.com) <http://sirajulmedia.blogspot.com/>
- 1. Flow of lines, textures, and colors that evokes a sense of motion.



# Harmony

---

- A. Blending of all components of the design.
  - B. A pleasing relationship within the design in color, texture, shape, size, and line.
- [sri.mukul@gmail.com](mailto:sri.mukul@gmail.com), <http://mukulmedia.blogspot.com/>



# Unity

---

- A. When all the parts of the design suggest a single idea or impression.
- B. Repeating colors throughout the design.



# Unity

---

- C. Establish a focal point and a dominant flower in the arrangement.
- D. Do not create horizontal layer of colors or textures.