



Michigan Floral ASSOCIATION

2016 Design Contest Registration Packet

Sponsored by and in partnership with:



2016 MFA Design Contest Friday, March 4th, 2016

The Michigan Floral Association's Design Contest is one of the most prestigious contests in the nation. Enter and rate your talents with your peers.

Winners will receive ribbons, certificates, cash awards and recognition in *The Professional Florist* magazine. The contestant who makes it through and is awarded the coveted title of "MFA Designer of the Year" will go on and represent the Michigan Floral Association and compete in the National Alliance of Floral Associations (NAFA) annual Designer of the Year competition.

The contest serves as an exceptional opportunity for designers to learn and exchange new ideas while competing, receive professional recognition for their work, and is an excellent opportunity to gain publicity for you and your shop.

**If you have questions please contact the
Design Contest Chairperson:
Jerome Raska AAF, AIFD, CF, PFCI
email: jerome@blumz.com**

MFA Design Contest Division Eligibility

Student Division

High School: Open to any student currently enrolled in high school, who has NOT worked “professionally” as a floral designer. Student must prove current student status. One entry per student.

College / Professional Novice: College student currently enrolled in horticulture / floriculture program or an enrichment, design school or university floriculture program, or an individual that is employed at a floral entity with less than three years’ experience in the industry.

Professional Division

Open to any floral professional with three years or more experience in the industry. Contestants may enter one, two or three categories. Contestants MUST be entered in all three professional categories to be eligible to compete in the prestigious MFA Designer of the Year run-off.

Certified Florist (CF) Division

Open to any CF member in good standing. You have worked hard, you have studied and you passed the test! This is your opportunity to showcase your creativity.

The Academy

This division is open to those who are recognized as Academy Designers only.

MFA Designer of the Year

In order to attain “MFA Designer of the Year” status, you must enter all three Professional Division categories. Five individuals with the highest cumulative points from three design categories will be selected as finalists to earn the chance to compete in a Spontaneous Surprise Package competition. The names of the five finalists with highest cumulative points from the professional divisions will be posted at the MFA registration desk in alphabetical order upon completion of the design contest judging. The five finalists will have one half hour starting promptly at 7:15p.m. Saturday, March 5, 2015 on the Main Stage to create a Spontaneous Surprise Package design The 5 contestants will meet at 6:45 at MFA Registration Desk. The design contest committee will select all the materials in advance. Finalists are responsible for their own tools, knives, wire cutters, tape, wire, etc. Contestants will be asked to leave the contest area during judging. The finalist with the highest total points earned during the Spontaneous Surprise Package competition will be the single winner. The winner will be announced at the end of the Recognition Banquet on Saturday night in the DeVos Place Steelcase Ballroom B. The winner will receive a \$300.00 cash prize, recognition plaque and the coveted title of “MFA Designer of the Year.” They will also be the featured designer for the “*Design spotlight*” section in *The Professional Florist Magazine* and represent the Michigan Floral Association at the National Alliance of Floral Associations (NAFA) annual Designer of the Year competition.

Chuck Bannow Award

This is NOT a design contest category for entry, but an award given to the entry judged as “Best Overall” from the three first place winners in the professional division categories in the contest. Because Charles “Chuck” Bannow devoted so much of his life to the teaching and enrichment of the floral industry, this award carries his name. All designs will be evaluated based on the elements of design, the professional execution of design mechanics as well as creativity, with **particular emphasis on originality and innovation.**

2016 MFA Design Contest Categories

Student Division

High School Level

Theme: “Together We Bloom” at Prom

Create your own prom corsage and boutonniere. Supply an 8”X10” framed photo of the gown used for inspiration. A model will wear for judging purposes, creativity is expected. All materials permitted except permanent botanicals (silks) and no *props are allowed. Display space is limited to 24” x 24”, with no height restrictions. Maximum wholesale value is \$25.00. Entry must be secure enough to withstand touching and handling by judges.

***Props are defined as any or all items that are not a physical part of or attached to the composition being judged.**

Prizes for Student Division Categories

1st - \$100, Ribbon & Certificate

2nd - \$50, Ribbon & Certificate

3rd - \$25, Ribbon & Certificate

College / Professional Novice

Theme: 50th Year Gala

Create a table centerpiece for the 50th gala anniversary celebration of a local botanical garden titled: “Blooming Together for 50 Years”. Plant material must be incorporated. All materials must be fresh or dried, no permanent botanicals (silks) or *props allowed. Display space is limited to 30” Width x 30” Depth, with no height restrictions. Maximum wholesale value is \$50.00. Entry must be secure enough to withstand touching and handling by judges.

***Props are defined as any or all items that are not a physical part of or attached to the composition being judged.**

Prizes for all Student Division Categories:

First Place: \$100.00, Certificate & Ribbon

Second Place: \$50.00, Certificate & Ribbon

Third Place: \$25.00, Certificate & Ribbon

Professional Division

Theme 1: “Blooming Memories”

Create a design to be used at a memorial service/gathering for an avid gardener. Your arrangement must demonstrate two design techniques. Describe the two most prominent design techniques used on a 4x6 index card. Fresh and /or dried materials may be used, no permanent botanicals (silks) and no *props are allowed. Display space is limited to 48”width and 30”depth wide and no height restrictions. Maximum wholesale value is \$100.00. Entry must be secure enough to withstand touching and handling by judges.

Theme 2: Surprise...package 1 !

This is just like doing an order at the shop!!! All contestants will be given identical flowers and hard goods items to create designs on site. All design items will be provided. **You are only allowed to bring your knife, scissors, wire cutters and bunch cutter.** Will have ½ hour starting at 6:00pm. All contestants should meet at the MFA registration desk in the Secchia Lobby promptly at 6:00 p.m. for briefing and taken to location, Friday, March 4, 2016.

Theme 3: Surprise...package 2 !

This is like package 1 but a different order. All contestants will be given identical flowers and hard goods items to create designs on site. All design items will be provided. **You are only allowed to bring your knife, scissors, wire cutters and bunch cutter.** Will have ½ hour starting at 6:30pm. All contestants should meet at the MFA registration desk in the Secchia Lobby promptly at 6:00 p.m. for briefing and taken to location, Friday, March 4, 2016.

***Props are defined as any or all items that are not a physical part of or attached to the composition being judged.**

Prizes for Professional Division

1st - \$100, Ribbon & Certificate

2nd - \$50 Ribbon & Certificate

3rd - \$25, Ribbon & Certificate

Props are defined as any or all items that are not a physical part of or attached to the composition being judged.

Prizes for Professional Division and CF Division Categories

1st - \$100, Ribbon & Certificate

2nd - \$50 Ribbon & Certificate

3rd - \$25, Ribbon & Certificate

Certified Florist Division

Theme: “Together We Bloom”

Create an all around centerpiece highlighting our conference theme “Together We Bloom”. Describe the two most prominent design techniques on a 4x6 index card. Fresh and /or dried materials may be used, no permanent botanicals allowed. No *props are allowed. Display space is limited to 30” X 30” and no height restrictions. Maximum wholesale value is \$60.00. Entry must be secure enough to withstand touching and handling by judges.

Prizes for CF Division Category

1st - \$75.00 worth of merchandise, Ribbon & Certificate

2nd - \$50.00 worth of merchandise, Ribbon & Certificate

3rd - \$25.00 worth of merchandise, Ribbon & Certificate

The Academy Division

The academy division honors and recognizes those individuals who have consistently achieved high ratings and placements during the MFA design contest. Those who achieve this distinction are encouraged to continue to showcase their talents through the Academy. The criteria for the Academy require that a designer earn 50 points through competition in MFA sponsored design contest.

Points are awarded on the following basis:

10 points for Chuck Bannow Award

10 points for a first place award in a professional category

7 points for a second place award in a professional category

5 points for a third place award in a professional category

Further, 20 of the 50 points must be from First Place Awards. (Chuck Bannow Award counts as First Place award)

When the required points are achieved, recognized during the MFA Great Lakes Floral Expo, as well as in the Professional Florist magazine.

Each year the "Designer of the Year" will also automatically move into the Academy Division

Academy Designers will have their names inscribed on a traveling award plaque that will be proudly displayed during all Academy competitions and exhibitions.

Congratulations to all who have achieved this distinctive recognition! Continued encouragement to all that strive for it!

Theme: "Blooming Together"

Create a tablescape design suitable for a centerpiece at a wedding reception in a local farmer's market. Each contestant must display entry on a 72" rectangular table which will be provided. Linens and other props are permitted. Chairs and table service not required but encouraged. Please provide an 8" x 10" picture frame to be placed on the table with your description of two design techniques and two elements of design used. Even though the judging will be on the entire presentation, the \$100.00 wholesale cost applies to the fresh or dried (no permanents) materials & containers only. This category will be judged for the entire presentation.

Note: All contest pieces will be on display in an area open to the public. The building has security, but design contest entries are not in a space that is locked up overnight. The MFA cannot be responsible for any materials, props etc. used for the contest.

Prizes for Academy Exhibition:

Prize for the Academy Division is \$300 cash, the winner's plaque and his or her name inscribed on a traveling honorary award. The Academy winner will be the featured author of six "Design Tips" in *The Professional Florist* magazine.

Rules for All Entries

1. **ALL MFA DESIGN CONTEST ENTRIES (STUDENT, PROFESSIONAL AND ACADEMY) MUST BE PRE-REGISTERED.** Each entrant, **regardless of age**, MUST be pre-registered with a PAID MFA Conference "Weekend Pass" and complete the enclosed registration form and return it (postmarked by or faxed) to the MFA office by February 26, 2016. You cannot register your entries at the show. **No** registration will be accepted after February 26, 2016.
2. Designs must be checked in between: 4:30pm and 6:00pm on Friday, March 4, 2016. The check-in desk for the MFA Design Contest will be located in Welch Lobby of the DeVos Place.
3. You may enter only one design per category within your division.
4. To be eligible for "MFA Designer of the Year" you MUST enter all three design categories in the Professional Division.
5. All props/accessories, when permitted within the rules of the category, may or may not need to be accounted for depending on the category theme and specifications. Include on your price list all materials and accessories that are part of the design. For items not listed on the wholesale price list, refer to the actual price of the product sold in your area.
6. Power is not available for electrically powered items, although you may use batteries if you wish.
7. Each entry MUST be accompanied by a business card with a shop or business name printed on it. (Students may use a 3" x 5" index card including name, school, home address and phone.) A cost card with a complete listing of materials used also must accompany your entries; these must be prepared in advance. Do NOT write your name on the Cost Card. Entrants not providing this information with their entries ARE NOT eligible for prizes or placement. Please use the included cost card form.
8. All entries MUST be complete before being brought to the contest area. Minimal time will be allowed for setup of the designs and props, if props are allowed in the category.
9. Judging will begin at 6:45pm sharp on Friday, March 4, 2016. Contestants will be asked to leave the area PROMPTLY at 6:00pm
10. The names of all MFA Design Contest winners and the finalists for "MFA Designer of the Year" will be posted at the MFA registration desk in alphabetical order upon completion of judging.
11. Student Winners will be announced at student recognition and at banquet too. Professional and Academy Winners will receive cash awards and recognition at the Saturday Night Banquet.
12. MFA Design Contest judges' scores will determine the winners.
13. The contest committee has the right to disqualify any entry or entrant that does not, in its judgment, comply with contest rules. Decision of the committee is final.
14. Only that person who is pre-registered may bring their entry to registration. You MAY NOT have someone else register and / or set -up or display your entry.
15. All entries must remain in the design contest area for open viewing until 4:00 p.m. Sunday, March 6, 2016. Entries must be removed between 4:00pm and 6:00 p.m. any entry left after 6:00 p.m. will become the property of MFA. Neither MFA nor The DeVos place is responsible for any loss or damage. Items of great personal value should not be used.

WHOLESALE PRICE LIST GUIDELINES

All entries must be accompanied by a detailed price list or they will be disqualified. All entries must use the following price list in order to judge all entries equally. Include on your price list all materials and accessories that are a part of the design. For items not listed on the wholesale price list, use the actual price of the product in your area.

FLOWERS FRESH

Agapanthus	Market	Price	Larkspur	\$1.00	STEM
Allium	Market	Price	Liatriis	\$0.80	STEM
Alstroemeria	\$0.85	STEM	Lilac	Market	Price
Amaranthus	\$1.25	STEM	Lily, Casablanca	\$4.50	STEM
Amaryllis	Market	Price	Lily, Asiatic	\$1.40	STEM
Anenome	Market	Price	Lily, Longiflorium	Market	Price
Anthurium, Large	Market	Price	Lily, Oriental	\$2.50	STEM
Anthurium, Medium	Market	Price	Lily, Stargazer	\$2.50	STEM
Anthurium, Small	Market	Price	Lily of the Valley	Market	Price
Asters, Matsomoto	\$0.75	BLOOM	Muscari	Market	Price
Bells of Ireland	\$0.85	STEM	Nerine	Market	Price
Birds of Paradise	\$2.75	STEM	Orchids, Cattelya	Market	Price
Bouvardia	\$1.25	STEM	Orchids, Cymbidium	\$4.00	BLOOM
Calla Lily, Large	\$4.00	STEM	Orchids, Dendrobiums	\$2.10	STEM
Calla Lily, Mini	\$2.25	STEM	Orchids, Phalaenopsis	Market	Price
Carnation, Large	\$0.45	STEM	Orchids, Oncidium	\$2.05	STEM
Carnation, Mini	\$0.50	STEM	Peony	Market	Price
Chrysanthemum, Cremon	\$0.75	STEM	Protea, Banksia	Market	Price
Chrysanthemum, Fugi/Rover	\$0.75	STEM	Protea, Latifolia	Market	Price
Chrysanthemum, Pom-Poms	\$0.75	STEM	Protea, Leucadendron	\$1.00	STEM
Chrysanthemum, Standard	Market	Price	Protea, King	Market	Price
Daffodil	Market	Price	Protea, Pin Cushion	\$3.00	STEM
Delphinium, Bella/Volken	\$1.10	STEM	Protea, Pink Mink	Market	Price
Delphinium, Hybrid	Market	Price	Protea, Queen	Market	Price
Freesia	\$0.90	STEM	Protea, Waratah	Market	Price
Gardenia	\$6.50	BLOOM	Rose, Garden	\$3.50	STEM
Gerbera Daisy, Lg.	\$1.40	STEM	Rose, David Austin, Garden	\$4.75	STEM
Gerbera Daisy, Mini.	\$0.90	STEM	Rose, Spray	\$1.25	STEM
Ginger	Market	Price	Rose, Standard 50cm	\$1.00	STEM
Gladioli	\$1.00	STEM	Rose, Sweetheart	\$0.95	STEM
Gloriosa	Market	Price	Snapdragons	\$1.00	STEM
Heliconia	Market	Price	Star of Bethlehem	\$0.65	STEM
Hyacinth	\$1.00	STEM	Stephanotis	\$0.85	BLOOM
Hypericum Berries	\$1.00	STEM	Stock	\$1.00	STEM
Hydrangea, Wh or Bl	\$2.00	STEM	Sunflowers	Market	Price
Hydrangea, Mini, Green	\$1.65	STEM	Tulip French	Market	Price
Iris	\$0.75	STEM	Tulip Regular	Market	Price
Ixia	\$0.65	STEM	Viburnum	\$2.50	STEM

FILLER FLOWERS

Acacia	Market	Price	Kangaroo	\$7.50	BUNCH
Baby's Breath	\$7.75	BUNCH	Limonium	\$9.75	BUNCH
Boronia	Market	Price	MonteCasino Asters	\$7.50	BUNCH
Buplurem	\$9.75	BUNCH	Queen Anne's Lace	\$8.75	BUNCH
Aster. Solidago, Mardi Gras	\$8.00	BUNCH	Statice, Regular	\$6.75	BUNCH
Heather	\$8.50	BUNCH	Thistle	\$10.00	BUNCH
			Wax Flower	\$8.00	BUNCH

GREENS

Aspidistra Leaves	\$3.75	BUNCH	Monstera Leaves, Sm.	\$1.35	EACH
Bear Grass	\$2.50	BUNCH	Myrtle	\$7.25	BUNCH
Calathea	Market	Price	Pittisporum, Green	\$5.75	BUNCH
Curly Willow, Tall	Market	Price	Pittisporum, Mini/Italian	\$9.75	BUNCH
Curly Willow, Tips	Market	Price	Pittisporum, Varigated	\$6.00	BUNCH
Equisetum	\$5.00	BUNCH	Plumosa	\$5.25	BUNCH
Euclyptus, Baby Blue	\$6.75	BUNCH	Pussy Willow	Market	Price
Euclyptus, Seeded	\$7.75	BUNCH	Ruscus, Israeli	\$4.25	BUNCH
Flat Fern	\$3.00	BUNCH	Ruscus, Italian	\$8.50	BUNCH
Flax	\$7.00	BUNCH	Salal	\$5.50	BUNCH
Galex Leaves	\$1.90	BUNCH	Scotch Broom	\$4.00	BUNCH
Ivy	Market	Price	Steel Grass	\$6.25	BUNCH
Leatherleaf(Baker)	\$2.50	BUNCH	Sword Fern	\$4.00	BUNCH
Lily Grass	\$3.50	BUNCH	Tee Pee Emerald	\$4.50	BUNCH
Monstera Leaves Lg.	\$5.00	EACH	Ti Leaves	\$4.50	BUNCH
Monstera Leaves Med.	\$2.85	EACH	Tree Fern	\$4.00	BUNCH
			Umbrella Pypress	\$3.50	BUNCH

HARDGOODS

Barked Wire	\$7.80	ROLL	Crystals Accents	\$12.15	BOTTLE
Chenille Stems	\$2.80	BOX	Cling	\$9.30	ROLL
Corsage Pins, Colored	\$3.50	BOX	Corsage Pins, Reg.	\$3.40	BOX
Crowning Glory	\$9.85	GALLON	Design Master	\$6.50	CAN
Moss Green Sheet	\$37.00	BOX	Moss Reindeer	\$4.80	BAG
Moss Spanish	\$14.75	BOX	Oasis, Adhesive Glue Can	\$16.60	CAN
Oasis Tube Glue	\$4.60	TUBE	Oasis, Bouquet H. Grande	\$2.25	EACH
Oasis, Bouquet H.Lg.	\$1.25	EACH	Oasis, Bouquet H. Med.	\$1.00	EACH
Oasis, Bouquet Special	\$7.50	EACH	Oasis, Doub. Face Tape	\$7.85	ROLL
Oasis Floralock	\$10.60	CAN	Oasis, Foam Designer BL.	\$8.00	BLOCK
Oasis Foam Grande Bl.	\$2.50	BLOCK	Oasis, Foam Standard	\$0.87	BLOCK
Oasis, Iglu	\$19.90	BOX (12)	Oasis, Lomey Adhesive	\$4.30	TUBE
Oasis, Sisal	\$6.00	BAG	Oasis, Spheres 3"	\$7.40	6 Pieces
Oasis, Spheres 4 1/2"	\$9.65	5 Pieces	Oasis, Spheres 6"	\$12.45	2 Pieces
Oasis, Spheres 8"	\$9.80	EACH	Oasis, Water Pr. Tape 1/4"	\$2.50	Roll CL
Oasis, WaterPr. Tape 1/4"	\$7.75	ROLL	Oasis, Water Pr. Tape 1/2"	\$7.75	Roll Gr
Oasis, Wire Aluminum	\$8.00	PKG	Oasis, Wire Bullion	\$7.75	ROLL
Oasis, Wire Bind	\$8.50	ROLL	Raffia	\$7.90	PKG
Oasis, Wire Metallic	\$4.60	ROLL	Recreations Bowl #6	\$3.10	EACH
Recreations Bowl 5.5"	\$2.00	EACH	Recreations Bowl #11	\$7.65	EACH
Recreations Bowl #8	\$6.05	EACH	Tack 2000	\$7.60	EACH
Stephanotis Stems	\$16.20	BOX			



MichiganFloral

A S S O C I A T I O N

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Email: cindy@michiganfloral.org

www.michiganfloral.org

FLORAL DESIGN CONTEST REGISTRATION FORM

Please type or print clearly:

Designer's Name _____

Firm or School _____

Address _____

City _____ State _____ ZIP _____

Telephone (_____) _____ Cell(_____) _____

E-Mail _____

Please check which division/theme(s) you will enter:

Student Division: Pick one ____ **Together We Bloom** or ____ **50th Year Gala**

Professional Division: (check theme(s) you will be entering. You may enter in one, two or all three)

"Blooming Memories" ____ **Surprise** ____ **Surprise:** ____

CF Division "Together We Bloom" _____

Academy Division: _____

Each contestant must complete a separate registration form.

ADVANCE REGISTRATION IS REQUIRED!! **NO** entries will be accepted after February 26, 2016. You **MUST** be pre-registered with a Great Lakes Floral Expo "Weekend Pass" to compete in any of the Design Contest categories **regardless** of your age. (Your Great Lakes Floral Expo registration form **MUST** accompany this form if you have not pre-registered!)

MAIL or FAX THIS FORM TO:

DESIGN CONTEST ENTRY AT THE ADDRESS OR NUMBER LISTED ABOVE.

REGISTRATION MUST BE RECEIVED IN THE MFA OFFICE BY 2/26/2016.

NOTICE

Please be sure to read **all** of the rules for the Design Contest in your packet.

Important information please read:

Design check-in will be Friday 3/4/2016 from 4:30pm to 6:00pm in the Design Contest area located in the Welch Lobby. Plan to arrive no later than 6:15pm. Judging will begin promptly at 6:45pm Friday evening!

To have your contest evaluation form returned – PLEASE bring a large (10" X 13") self-addressed stamped (3 .49 stamps) envelope with you to the contest registration on Friday evening. **ONLY** those entrants providing a self-addressed stamped envelope will have their evaluation forms returned. MFA and the Contest Committee are not responsible for providing the above mentioned. Upon completion of the design contest, evaluation forms are no longer available.

Winners will receive cash awards & recognition at the Saturday Night Banquet 3/5/2016 7:00pm (requires extra fee see conference registration form).

The Designer of the Year will **NOT** be announced immediately after the competition on Saturday evening. The winner will be announced at the end of the Recognition Banquet, Saturday evening 3/5/2016. Tickets will be available for the finalists & their friends to purchase Saturday morning at the Registration Desk, if they would like to attend the banquet and stay for dinner.

Each individual, regardless of age, who is entering the Design Contest, **MUST** have a **PAID** "Weekend Pass" to compete.

MFA strives to present the professionalism of our trade and the benefits of using a retail florist. Since the design competition displays are open to the public throughout the weekend, please be sure that your designs have adequate water sources and are refreshed as needed. **Wilted or mechanically broken designs will be removed from public display.**

The committee will review the designs each morning at 10 am. Any design that contains wilting flowers will be removed and the designer can retrieve it Sunday from the designated area. Designers may choose to replace flowers. If so, then they need to be of the same type and in the same placement. **Any watering or replacing of flowers needs to be done before 10 am each morning.**

All designs must be picked up between 4-6 pm on Sunday afternoon or they will be disposed of.

Friendly Reminder

A Friendly Reminder to All MFA Design Contest Contestants:

Plan to arrive 15 - 20 minutes early to allow yourself enough time to locate the contest registration area in the Welch Lobby, DeVos Place.

To have your contest evaluation form returned – PLEASE bring a large (10" X 13") self addressed and stamped (3 .49 stamps) envelope with you to the contest registration on Friday evening. **ONLY** those entrants providing a self-addressed stamped envelope will have their evaluation forms returned. MFA and the Contest Committee are not responsible for providing the above mentioned. Upon completion of the conference, evaluation forms are no longer available.

Next three pages are for your reference to help you are the Evaluation form and the Principles and Elements of Design.

EVALUATION FORM CONTESTANT # _____

DESIGN ELEMENTS	POSSIBLE	AWARDED
Line – Definable path for the eye to follow	15	
Form – Overall 3-D shape	15	
Color – Definable color harmony present	10	
Space – Area utilized in and around ingredients	10	
DESIGN PRINCIPLES		
Physical Balance — Does not fall over under its own weight	10	
Visual Balance — Imparts a sense of optical equilibrium	10	
Contrast – Contradictions in size type and material structure	10	
Proportion – Internal size relationships of design ingredients to each other	10	
Unity – Effortless congruence between materials used	10	
MECHANICS/EXECUTION		
Use of Design Techniques	10	
Neatness	10	
Finish	5	
CREATIVE APPLICATION		
Originality	5	
Category Interpretation	5	
Material Selection	5	
EXCEPTIONAL MERIT — Extra points to reward an outstanding quality	10	
SCORE		
	150	

ENCOURAGEMENT & SUGGESTIONS FROM JUDGE:

The Principles of Floral Design

BALANCE: A state of equilibrium, actual or visual; a feeling of three-dimensional stability

PROPORTION: The comparative relationship in size, quantity, and degree of emphasis among components within the composition; the relationship of one portion to another, or of one portion to the whole

SCALE: The relative ratio of size, or the relationship of the size of a composition to the surrounding area or environment

DOMINANCE: The visual organization within a design that emphasizes one or more aspects. When one element is emphasized others are subordinate

EMPHASIS: The special attention or importance given to one or more areas within a design

FOCAL AREA / FOCAL POINT: The area(s) of greatest visual impact or weight; the center(s) of interest to which the eye is most naturally drawn

ACCENT: Detail added to a design to provide additional interest, affecting the total character of the composition

CONTRAST: Emphasis by means of difference' strength through opposition

OPPOSITION: Contrast between elements, which are counterpoint in relation to each other, bringing about a sense of tension in a design

TENSION: The dynamic, aesthetic quality achieved by the skillful use of opposition, implying or suggesting a sense of energy

VARIATION: Dissimilarity among attributes or characteristics

RHYTHM: Visual movement through a design, usually achieved through repetition or gradation

DEPTH: The placement of materials at different levels within and around an arrangement

REPETITION- The recurrence of like elements within a composition

TRANSITION: The ease of visual movement, which results from gradual degrees of change among one or more of the elements

HARMONY: Compatibility; a pleasing or congruent arrangement of parts

UNITY: Oneness of purpose, thought, style, and spirit

The Elements of Floral Design

LINE: The vital visual path that directs eye movement through a composition

FORM: The shape or configuration of an individual component of the composition the overall, three-dimensional, geometric shape or configuration of a floral composition

SPACE: The area in, around, and between the components of the design, defined by the three-dimensional area occupied by the composition

TEXTURE: The surface quality of a material, as perceived by sight or touch

PATTERN: 1. A repeated combination of line, form, color, texture, and/or space 2. The silhouette of a flower or an arrangement as observed against its background, including solids and spaces

FRAGRANCE: A sweet or pleasing odor, perceived by the sense of smell

SIZE: The physical dimensions of line, form, or space

COLOR: The visual response of the eye to reflected rays of light