



2019 Annual Design Contest Registration Packet

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Check in times

Saturday, March 30: 8:00am to 11:30am

2019 Design Contest Registration Packet

The WUMFA Design Contest is one of the longest running design competitions in the country. This contest is an opportunity to learn and evolve as a designer. . This year as we focus on 100 years of being a floral community, you will apply your skillset to reflect current and future trends. Winning competitors will be acknowledged at the Saturday Night Banquet and in *The Professional Florist*.

WUMFA encourages all members and students to strive for educational excellence and design skills for the enrichment of the art of floral design. Best wishes to all who enter and congratulations for your efforts to achieve design excellence!

If you have any questions please contact the
Design Contest Chairperson:
Lisa Belisle AIFD, ICPF
Email: lisa@floraelements.com
Phone: (262) 744-1553

WUMFA Design Contest Categories

Student Division

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

College / Trade School / Novice: Open to any student currently enrolled in college or trade school. College student currently enrolled in horticulture / floriculture program or an enrichment, design school or university floriculture program. Student must prove current student status. Novice are designers that have worked less than 3 years in the floral industry. One entry per student.

Professional Division

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

WUMFA Professional Division Winner

In order to become the 2019 WUMFA professional division winner, designers must enter all three professional division categories. The three individuals with the highest cumulative points from these categories will be selected as finalists to earn the chance to compete in a spontaneous surprise package competition. The names of the three finalists will be posted at the WUMFA registration desk in alphabetical order upon completion of the judging. The three finalists will have one-half hour on the main stage starting promptly at 3:45 p.m., Saturday, March 30, 2019, to create the spontaneous surprise package design. The three contestants will meet at 3:30 p.m. at the WUMFA registration desk. The design contest committee will select all the materials in advance. Finalists are responsible for their own tools: (knife, wire cutter, scissors, pruner, needle-nose pliers). Contestants will be asked to leave the contest area during judging. The finalist with the highest total points earned during the surprise package competition will be the winner. He or she will be announced at the Saturday Night Banquet and will receive \$300.00. This designer will move on to compete at the Wisconsin State for the possibility of winning \$1500 and the coveted title of Wisconsin Design of the Year.

Academy Division

Congratulations to all who have achieved this distinctive recognition! Continued encouragement to all that strive for it! This category is open to Accredited AIFD, WUMFA certified florists and Academy Professional Designers. (Academy qualifications-designers who have accumulated the minimum 50 points from past WUMFA sponsored design contests.) This is to recognize individuals who have consistently achieved high ratings and placements in the design contests.

Prizes for all Categories and Themes:

First Place:	\$100, Ribbon, and Certificate
Second Place:	\$50, Ribbon, and Certificate
Third Place:	\$35, Ribbon, and Certificate
Professional Division Winner:	\$300, Ribbon, and Plaque
Academy	\$250.00 and Certificate

WUMFA Design Contest Categories Themes

Student Division:

High School Theme: Modern Male Birthday

You will design a linear arrangement for a young male professional's birthday to be placed on a 24" x 24" modern cement column. Create an arrangement using 6" or taller container. You may use any materials listed in the packet and one hard good is a must for texture and movement. Your display space is limited to 24" wide by 24" long and 48" high. Wholesale value is not to exceed \$30. * *No Props, see below*

College/Trade/Novice Theme: Bridal

Create a monochromatic bridal hand-tied bouquet using a chicken wire egg, a Syndicate Holly Chapple 4" egg or a 4" pillow. The bride loves an organic free-flowing style and did not mention a favorite flower or color. This will be your choice. The bride's only request was ribbon streamers to match the flowers. You will be given a Syndicate Sales C007 vase to display your bouquet. You have a limit of \$35 wholesale. Space allowed is 30" wide x 30" long and no height restrictions. * *See below*

Professional Division:

Theme 1: Gala Couture

Create a floral couture jewelry item fit for a Gatsby themed Gala. You may choose to design a flora fascinator or a necklace that would be appropriate for a lady wearing a flapper style dress. Use of Oasis wire is recommended and any materials listed in packet. The display space is limited to 24" long by 24" wide with no height restrictions. You have a limit of \$50 wholesale. No permanent botanicals (silks) are allowed. You may use a prop to display your item; however, it must fit in your display space. * *See below*

Theme 2: "W" means Weekly

Create an arrangement for a weekly corporate account at the W Hotel. The W Hotels are known for a fun and modern environment. This week the manager requested a "W" to be incorporated as part of the piece, which can be interpretive or literal. The display space is limited to 30" long by 30" wide with a height of 48". You have a \$50 wholesale limit. Container not to be included in the price. No permanent botanicals (silks) are allowed. No props are allowed. * *See below*

Theme 3: Romance the Bride

Create a horizontal, cascading bridal bouquet in a 6" Holly Chapple Egg for a romantic spring bride. The bride loves an organic feel but requested you stay in one color tone from the lightest tint to darkest shade. You have a \$75 wholesale limit and will be given a Syndicate Sales C007 vase to display your bouquet. No props are allowed.

* *See below*

(Remember, if you sign up for all three themes you must bring your own tools in case you selected as a finalist to compete in the Spontaneous Surprise Package.)

Academy Division

Theme: Fire It Up

Create a table scape piece that translates the 2019 convention theme "Fire it Up". It can be literal or interpretive, just no real fire. Your table is an 8 foot banquet table and your piece should be viewable from all sides. You may include flowers, foliage, fruit, vegetable, branches, plants, succulents, and any items in the wholesale list in the design packet. Please stay within the 8 foot banquet table, but you may go as tall as you wish. Allow space for at least for four to six place settings. You have a \$ 90 wholesale limit. Your entry must be mechanically sound to withstand touching and handling by judges.

Hard goods, flowers, and foliage must be from the price list included in the design contest package, which also includes all of the wholesale prices. Each recycled item that you utilize will have a value of \$1. Your entry must be mechanically sound to withstand touching and handling by judges. No permanent botanicals (silks) are allowed. **No props are allowed. Props are defined as any or all items that are not a physical part of or attached to the composition being judged.*

Design Contest Rules

1. The contest is open to all WUMFA members and their employees in good standing. **(Dues are paid in full by March 25)**
2. Contestants may enter as many themes as they wish, but only one entry per theme per person in your division.
3. The contest will be held at the Radisson Hotel and Conference Green Bay Center, Green Bay, WI on Saturday, March 30th, 2019. Designs may be entered on Saturday, March 30th, 2019, from 8:00am to 11:30am. Contest entries will be placed on the contest tables by committee members only, unless the entry requires a minimal amount of prop set up per instructions of the theme. Entrants will not be allowed into the judging area until judging is complete.
4. When a price limit is required, everything used in the arrangement must be itemized on a cost card attached to the entry. Your container, hard goods and fresh items not listed on the provided price list must be itemized at wholesale market price. For any item not listed on the wholesale price list, please check individual theme rules. **DO NOT** write your name on the cost card. Entrants not providing this information will be disqualified.
5. Prizes will be awarded for designs that best fulfill the theme requirements.
6. All score sheets will put in a envelope and remain at WUMFA registration desk and may be picked up by contestants to help educate and encourage the contestants. Constructive comments will be made at each judge's discretion.
7. Points are awarded in each theme as follows. 1st place: 10 points; 2nd place: 7 points; 3rd place: 5 points. 50 Points are needed to gain admission into the Academy Division with at least 20 points earned from 1st place awards.
8. The Contest winners will be announced on Saturday night banquet. Entries may not be removed until after the winners have been announced, preferably not until Sunday pm.
9. Judging will take place with a minimum of 3 judges following the Judge's rules of order.
10. The Judges have the right to disqualify any entry or entrant who does not, in its judgment comply with contest rules. **Decision of the Judges is final.**
11. WUMFA assumes no liability for lost or stolen goods. Items of great personal value should not be used.
12. Shop signage or business cards are not allowed to be placed on table until after judging is completed.
13. Exhibit will be part of the public awareness of flowers and will be on display till end of convention on Sunday at 3:30pm. Please keep fresh for public eye of the floral industry. WUMFA bears no responsibility for damaged or stolen items.

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 WUMFA cannot be responsible for any materials, props etc. used for the contest.

WUMFA Professional Division Winner Contest Rules

(This is a live on stage design contest)

You must enter all three professional themes to qualify. The top three contestants with highest cumulative points from the professional divisions will be posted at the WUMFA registration desk in alphabetical order upon completion of the design contest judging. The three finalists will have one half hour starting promptly 3:45pm Saturday, March 30, 2019 on the Main Stage to create a Spontaneous Surprise Package design. The 3 contestants will meet at 3:30pm at WUMFA Registration Desk. The design contest committee will select all the materials in advance. Finalists are responsible for their own tools

Which include:

- 1 floral knife
- 1 floral pruners
- 1 wire cutter
- 1 ribbon scissor
- 1 needle-nose plier
- 1 foliage stripper

No other tools will be allowed!

1. Contestants are to check in at the convention registration desk with the Contest Chairperson at 3:30pm Saturday for Designer of the Year contest briefing.
2. Contestants must bring their own work tools. The use of any tool or material not listed under "permitted items" or provided on-site will result in disqualification.
3. Contestants will receive the same assortment of flowers, foliage, supplies, containers and props at the beginning of the competition.
4. Size requirements for the design will be announced on-site. Any design that does not meet the criteria will be disqualified.
5. Contestants must clean up their work area and exit the competition site before the judging begins.
6. Judging will take place with a minimum of 3 judges following the Judges rules of order.
7. The highest combined score determines the winner. See "sample evaluation form".
8. Contestants are forbidden to speak during the competition. Convention attendees are invited to watch. Spectators may take pictures during the competition but are forbidden from speaking with the designers until after the competition is complete.

Friendly Reminder

A Friendly Reminder to All WUMFA Design Contest Contestants:

Plan to arrive 15 - 20 minutes early to allow yourself enough time to locate the contest registration area.

The last three pages of this packet are for your reference to help you are the Evaluation form and the Principles and Elements of Design.

WHOLESALE PRICE LIST GUIDELINES

All entries must use only the following price list to judge all entries equally. All entries must be accompanied by a detailed price list or they will be disqualified. Include all materials and accessories that are a part of the design. If you use a recycled container, accessory or hard good the dollar value is \$1. Glue, adhesives, tape are a zero. Please read the categories carefully and look for clues in the Price List Guidelines to avoid disqualifications.

Academy Division - For items not listed on the wholesale price list, use the actual price of the product.

FLOWERS FRESH

Agapanthus	\$2.00	STEM	Larkspur	\$1.00	STEM
Allium	\$1.00	STEM	Liatris	\$0.65	STEM
Alstromeria	\$0.85	STEM	Lilac	\$2.25	STEM
Amaranthus - hanging	\$1.25	STEM	Lily, Casablanca	\$4.50	STEM
Amaryllis	\$4.00	STEM	Lily, Asiatic	\$1.25	STEM
Anemone	\$1.50	STEM	Lily, Stargazer	\$2.50	STEM
Anthurium, Large	\$5.00	STEM	Lily, Oriental	\$2.00	STEM
Anthurium, Medium	\$3.00	STEM	Lisianthus	\$1.25	STEM
Anthurium, Small	\$2.00	STEM	Leucadendron	\$1.00	STEM
Asters, Matsomoto	\$0.50	BLOOM	Nerine	\$2.20	STEM
Astilbe	\$1.25	STEM	Orchids, Cattelya	\$6.00	BLOOM
Bells of Ireland	\$0.80	STEM	Orchids, Cymbidium	\$2.50	BLOOM
Birds of Paradise	\$2.50	STEM	Orchids, Dendrobiums	\$2.00	STEM
Bouvardia	\$1.25	STEM	Orchids, Phalaenopsis	\$2.50	BLOOM
Brunia	\$1.25	STEM	Orchids, Oncidium, Mokara	\$1.75	STEM
Calla Lily, Large	\$4.50	STEM	Peony	\$5.00	STEM
Calla Lily, Mini	\$2.50	STEM	Protea, Banksia	\$3.50	STEM
Carnation, Large	\$0.35	STEM	Protea, Mink and Sugar types	\$2.00	STEM
Carnation, Mini	\$0.50	STEM	Protea, King	\$7.00	STEM
Celosia	\$1.75	STEM	Protea, Pin Cushion	\$2.50	STEM
Crespedia – Billy Ball	\$0.75	STEM	Ranunculus	\$1.25	STEM
Mum – Cremon, Fuji, Spider, Rover	\$0.75	STEM	Rose, Garden	\$3.95	STEM
Mum – Spray, Button, Micro	\$0.45	STEM	Rose, Spray	\$.95	STEM
Mum – Football, specialty	\$1.00	STEM	Rose, Standard 60cm	\$.95	STEM
Dianthus – Green Trick	\$0.85	STEM	Scabiosa – pods and flower	\$1.00	STEM
Delphinium, Bella/Volken	\$1.50	STEM	Snapdragons	\$0.90	STEM
Delphinium, Hybrid	\$2.50	STEM	Star of Bethlehem	\$0.75	STEM
Dahlia	\$3.00	STEM	Stephanotis	\$0.80	BLOOM
Echeveria – Succulent 3-5”	\$4.00	EACH	Stock	\$0.90	STEM
Echeveria – Succulent 1-3”	\$2.50	EACH	Sunflowers	\$1.10	STEM
Eryngium – Blue thistle	\$2.25	STEM	Tilansia – Air Plant small	\$4.00	EACH
Freesia	\$0.95	STEM	Tilansia – Air plant med-large	\$8.00	EACH
Gerbera Daisy, Lg.	\$1.10	STEM	Tulip French	\$1.70	STEM
Gerbera Daisy, Mini.	\$0.95	STEM	Tulip, Regular	\$0.60	STEM
Ginger	\$3.00	STEM	Viburnum	\$2.50	STEM
Gladioli	\$1.00	STEM			
Gloriosa	\$1.75	STEM			
Heliconia	\$5.00	STEM			
Hyacinth	\$1.00	STEM			
Hypericum Berries	\$0.85	STEM			
Hydrangea - White	\$2.50	STEM			
Hydrangea – Mini Green	\$1.50	STEM			
Hydrangea – Dutch or Antique	\$6.50	STEM			
Iris	\$0.75	STEM			
Ixia	\$0.65	STEM			

FILLER FLOWERS

Acacia	\$6.00	BUNCH
Baby's Breath	\$7.00	BUNCH
Boronia	\$12.00	BUNCH
Buplurem	\$7.50	BUNCH
Golden Aster	\$6.00	BUNCH
Heather	\$8.50	BUNCH
Kangaroo	\$7.00	BUNCH
Limonium	\$7.50	BUNCH
MonteCasino Asters	\$6.00	BUNCH
Spray Liatrus	\$7.50	BUNCH
Statice, Regular	\$5.00	BUNCH
Statice, Seafoam	\$5.50	BUNCH
Wax Flower	\$10.00	BUNCH

FOLIAGE

Pittisporum, Green or Varigated	\$4.50	BUNCH
Pittisporum, Mini/Italian	\$6.50	BUNCH
Plumosa	\$5.00	BUNCH
Pussy Willow	\$8.00	BUNCH
Ruscus, Israeli	\$3.50	BUNCH
Ruscus, Italian	\$5.50	BUNCH
Salal	\$5.50	BUNCH
Australian Greens/Grasses	\$10.50	BUNCH
Steel Grass or Flexi grass	\$6.00	BUNCH
Sword Fern	\$4.50	BUNCH
Tee Pee Emerald	\$3.50	BUNCH
Ti Leaves	\$4.50	BUNCH
Tree Fern	\$4.00	BUNCH
Umbrella Paypress	\$3.50	BUNCH
Curly Willow, Tips	\$6.75	BUNCH
Equisetum	\$4.50	BUNCH
Euclyptus, Baby Blue	\$5.00	BUNCH
Euclyptus, Seeded	\$6.00	BUNCH
Flat Fern	\$4.50	BUNCH
Flax	\$6.50	BUNCH
Galex Leaves	\$1.85	BUNCH
Ivy	\$6.50	BUNCH
Leatherleaf (Baker fern)	\$2.50	BUNCH
Lily Grass	\$4.00	BUNCH
Myrtle	\$6.75	BUNCH
Monstera Leaves, Sm.	\$1.50	EACH
Monstera Leaves Lg.	\$5.00	EACH
Monstera Leaves Med.	\$2.85	EACH
Fatsia	\$5.00	BUNCH
Flowering Branch – Cherry, Pear, Forcythia	\$1.50	EACH
Aspidistra	\$0.45	EACH
Podocarpus	\$6.50	BUNCH
Bay Leaf	\$8.50	BUNCH
Olive Leaf	\$10.50	BUNCH
Kiwi Vine	\$7.00	BUNCH
6' Curly Willow	\$8.00	BUNCH

HARDGOODS If you use a recycled container, accessory or hard good the dollar value is \$1. Glue, adhesives, tape are a zero.

*Recycled Items	\$1.00	EACH	AD – Birch Slices	\$1.00	EACH
Recreations Bowl 5.5"	\$2.00	EACH	AD – Wood Slices	\$0.50	EACH
Recreations Bowl #8	\$6.05	EACH	Moss Reindeer	\$13.00	BAG
Crystals Accents	\$12.15	BOTTLE	Moss Green Sheet	\$37.00	BOX
Corsage Pins, Colored	\$3.50	BOX	Moss Spanish	\$14.75	BOX
Corsage Pins, Reg.	\$3.40	BOX	Bead Wire (26 feet)	\$5.75	ROLL
Chenille Stems	\$2.80	BOX	Mega Bead Wire (13 feet)	\$11.55	ROLL
Barked Wire	\$7.80	ROLL	Raw Muslin, Jute (9 feet)	\$4.20	ROLL
OASIS Natural Wrap, Alamo Bark	\$11.20	ROLL	OASIS™ Lace Wrap (9.85 feet)	\$4.35	ROLL
Oasis, colored Bind Wire	\$7.50	ROLL	Oasis, Foam Standard	\$0.75	BLOCK
Oasis Tube Glue	\$0.00	TUBE	Oasis Midnight Foam	\$1.05	BLOCK
Oasis, Bouquet Holder Grande	\$2.25	EACH	Oasis Foam Grande Block	\$2.50	BLOCK
Oasis, Bouquet H. Med.	\$1.00	EACH	Oasis, Iglu	\$1.50	EACH
Oasis, Bouquet H. Large	\$1.25	EACH	Oasis, Foam Designer BL.	\$8.00	BLOCK
Oasis, Bouquet Special	\$7.50	EACH	Oasis, Spheres 4.5"	\$2.00	EACH
Oasis, Bind Wire	\$8.50	ROLL	Oasis, Spheres 8"	\$9.80	EACH
Wire Metallic, Diamond, Etched Roll	\$7.00	PKG	Oasis, Spheres 3"	\$1.50	EACH
Wire Flat 3/16"	\$5.50	PKG	Oasis, Spheres 6"	\$2.25	EACH
Wire Flat 1/2"	\$8.00	PKG	3-1/2" ECOssentials Cube	\$1.30	EACH
Wire Flat 1"	\$12.00	PKG	4-1/2" ECOssentials Cube	\$1.75	EACH
Wire Bullion	\$7.75	ROLL	5" ECOssentials Cylinder	\$2.65	EACH
Wire Metallic Roll	\$7.00	ROLL	6" ECOssentials Cylinder	\$3.65	EACH
Wire mesh (16ft roll)	\$9.00	ROLL	7" ECOssentials Cylinder	\$6.10	EACH
Midollino (about 200 in a bundle)	\$0.07	EACH	1 Quart ECOssentials Cylinder	\$2.65	EACH
Flat Cane (about 100 feet)	\$16.00	ROLL	OASIS Natural Wood 8" Ring	\$8.50	EACH
River Cane	\$11.00	BUNCH	OASIS Natural Wood 12" Ring	\$14.30	EACH
Birch Branches 2-3 feet	\$14.00	BUNCH	OASIS Natural Wood 14" Ring	\$23.00	EACH
Wooden Dowels 3/8"	\$0.50	EACH	Water Tubes – Glass (check your costs)		EACH
Raffia	\$7.90	PKG.	Sisal Mesh 216"	\$15.00	ROLL
Recreations Bowl #6	\$3.10	EACH	Zip ties 3-6"	\$0.10	EACH
Recreations Bowl #11	\$7.65	EACH	Zip ties 7" +	\$0.25	EACH
Tack 2000	\$0.00	CAN	Wool/Yarn	\$5.00	ROLL
6" Lomey Tray	\$1.30	EACH	IKEA Smyka Sticks	\$13.00	BUNCH
9" Lomey Tray	\$2.10	EACH	IKEA white sticks	\$7.00	BUNCH
4" Holly Chappel Egg & Pillow	\$2.35	EACH	4" Foliage or Blooming Plant	\$3.99	EACH
6" Holly Chappel Egg & Pillow	\$2.90	EACH	6" Foliage or Blooming Plant	\$9.00	EACH
			8" Foliage or Blooming Orchid Plant	\$16.00	EACH
			Double Orchid Plant	\$20.00	EACH
			*Glue, adhesives, tape are \$0		



Mailing Address: PO Box 67, Haslett, MI 48840
Shipping Address: 1152 Haslett Rd, Haslett, MI 48840
Phone: (517) 253-7730 Fax: (517) 575-0115
Email: info@wumfa.org
www.wumfa.org

FLORAL DESIGN CONTEST REGISTRATION FORM

Please type or print clearly:

Designer's Name _____

Company Name _____

Address _____

City _____ State _____ ZIP _____

Telephone (_____) _____ Cell(_____) _____

E-Mail _____

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

Student Division (Check them you will be entering. You may enter only One)

Modern Male Birthday (High School) _____ **Bridal** (College/Trade/Novice) _____

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

"Gala Couture" _____ **"W" means Weekly** _____ **"Romance the Bride"** _____

Academy Division:

Fire It Up _____

Each contestant must complete a separate registration form.

Design Contest registration fee is \$10- for each theme in each division in advance or \$15 at the door per contestant

Registration Fees are paid for on the Convention Registration Form. You must be registered for the convention with your WUMFA dues paid current to participate in the design contest.

MAIL or FAX THIS FORM TO:
DESIGN CONTEST ENTRY AT THE ADDRESS OR NUMBER LISTED ABOVE.
REGISTRATION MUST BE RECEIVED IN THE WUMFA OFFICE BY 3/25/2019.
Otherwise bring registration with you to convention.

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
		<input type="text"/>

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