

# Principles of Design in Home Decor

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# Principle of Design



The principles of design are the rules that must follow to create an effective and attractive design composition. The fundamental principles of design are:

Balance , Rhythm,  
Harmony,  
Emphasis, Proportion  
and Scale, Details and  
Unity

# 1. Balance



Balance means that both sides appear to be equal even if they are not identical.

1. **Formal or symmetrical balance** means if you draw a line down the center, both sides are identical.
2. **Informal or asymmetrical balance** means if you draw a line down the center, both sides appear to be equal in visual weight although not identical.
3. **Radial balance** is achieved when there is a central focal point with other elements radiating from it or around it.

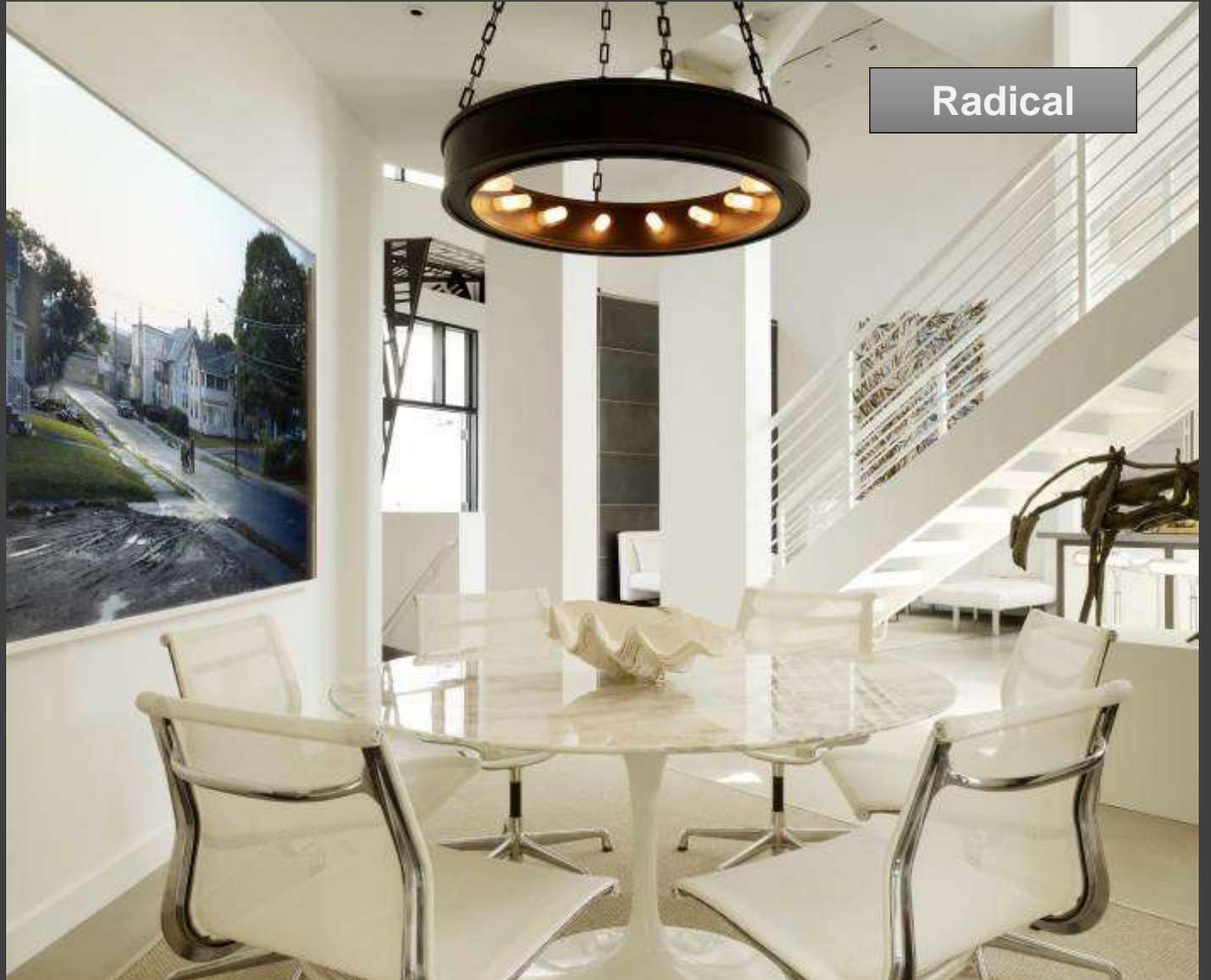
Symmetrical



Asymmetrical



Radical



## 2. Rythm



Rhythm is a feeling of movement as it directs your eye around the room. It is achieved through the repetition and contrast of the design elements of shapes, forms, colors, textures, or lines.

# Cont...



For instance, rhythm can be established by using a color in the pillows, picking it up in a painting, and echoing it again in a rug. These repetitions will help carry your eye around the room.

### 3. Harmony



Harmony is created when all the elements act together to create a unified message. Just as rhythm can create excitement, harmony creates a sense of restfulness.

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For instance, you can create harmony by using just one color, even though your forms vary greatly in shape, size, and texture.

## 4. Emphasis



Emphasis draws attention to a certain part of the room. For example, in the image below, the yellow chair draws your attention to the center of the room first.

**Cont...**



One can choose to enhance the built-in focal point by arranging furniture around it to emphasize it.

## 5. Proportion and Scale



Proportion is the ratio between the size of one part to another, and scale is how the size of one object relates to another or to the space in which it is placed. For instance, a large overstuffed sectional in a small room will be out of scale.

# Cont...

Some proportional relationships are more pleasing than others. The ancient Greeks produced the Golden Section, which sought to reduce all proportion to a simple formula:



## Cont...

The ratio of the smaller section to the larger section should be the same as that of the larger section to the whole. This proportion is present in nature, and artists and architects have used it as well.



## 6. Details



- While the first 5 principles of Balance, Rhythm, Harmony, Emphasis, Scale and Proportion are about the “macro” view of a space, the principle of details is all about the “micro”.
- Minimalist designs, which call for less details, may look simply but this is one of the most difficult and expensive builds to achieve when you want excellent results. The design, materials, work procedure and finishing must be considered in one whole seamless process with hardly any margin for error.

# Cont...



Those design disguises like baseboards, moldings, visible hinges, etc. are not used, which means that you would need professionals, craftsmen, and more man hours compared to the standard way.

# Cont...

A simple design does not seem to have many details to consider. The opposite is true though. There are even more details that have been thought about carefully, much more actually compared to a standard build. These details are called “micro”, and considered carefully in the making of a space, so as not to be seen in the finished space.



## 7. Unity



This is the goal of any architect, interior designer and decorator : to create a united space where all chosen elements and principles are in cohesion with each other.

# Cont...

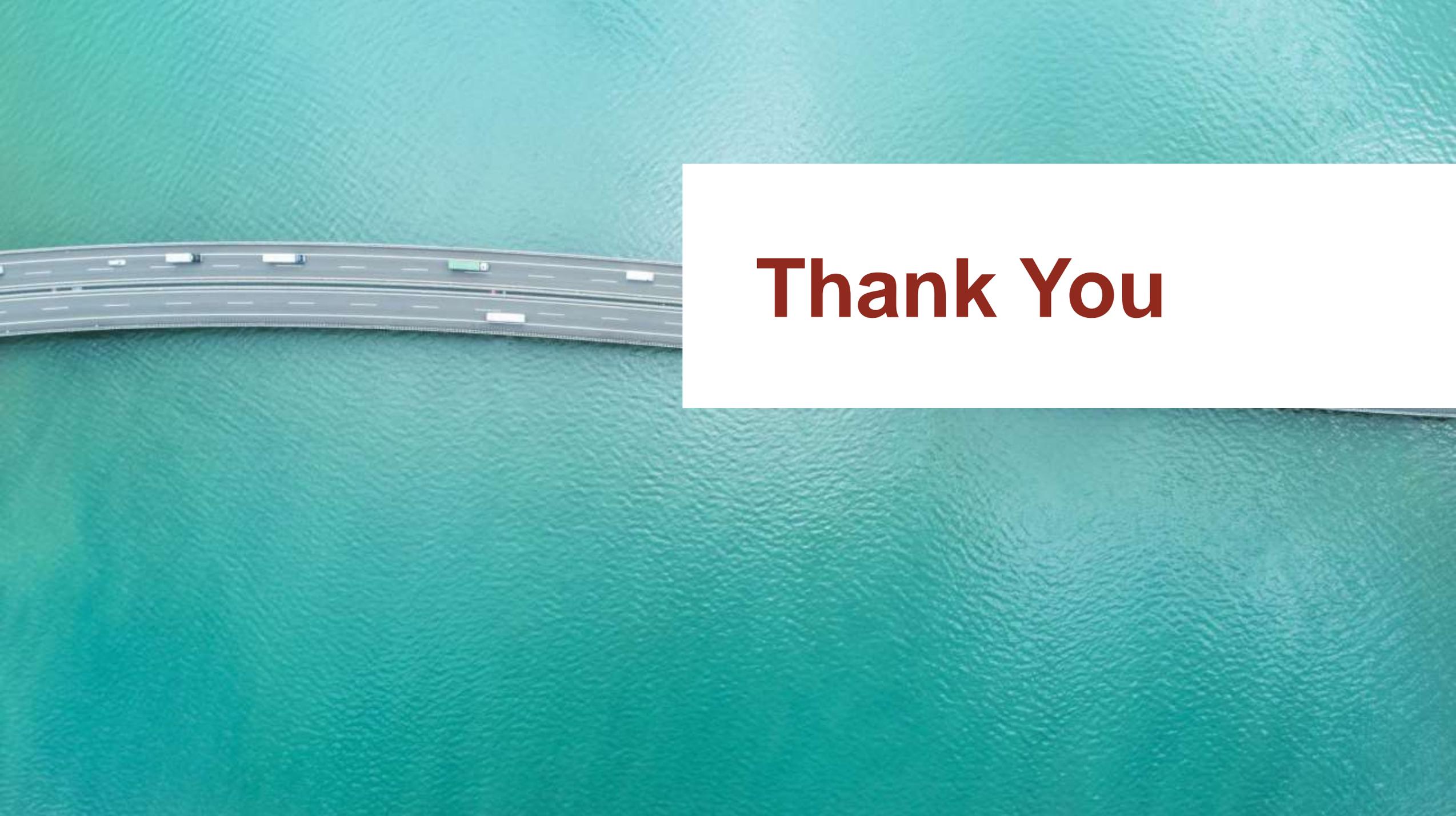
There is a flow and a relationship between the elements that functionality and aesthetics merge. What is then created is a healthy and wholesome space for whoever inhabits it.



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Extend this unity throughout the whole house, and in the landscape, it is in. Interior Era Team opt to think of the whole house and not create themed rooms. When you walk through the house, from room to room, you get a feeling of order and consonance.





**Thank You**