The Elements of Great *design*

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MEET YOUR *designer and stylist*

ALL ABOUT DELLA

have completed the most comprehensive and intensive home staging and redesign certification courses in North America provided by the Home Staging Resource and QC Design School.

I worked for one of Canada's biggest furniture stores, and created over 1000 room displays ("model rooms") to attract and encourage customer sales. By ensuring all decorative elements worked cohesively, I would hand pick furnishings, accessories, fabrics... in order to bring a set to life and create a unique room where people would stop, take notice, and make themselves feel at home.

Now I am here to help you conquer your living space dilemmas through de-cluttering and organizing to reconfiguration and transformation. So it's time to fall in love with your home all over again by making your home work for you not against you.

PRINCIPLES AND ELEMENTS OF DESIGN

This guide will put into words why a room may feel wrong to you even if you don't necessarily recognize exactly WHAT is bothering you about the room. You just know it feel off in some way.

Whether we are discussing a piece of art, music or decorating. There are basic principles and elements that apply to the creation of a harmonious composition.

“Put your hand in mine and let us help one another to see things better.”

- Claude Monet

In interior design the basic principles are proportion, scale, emphasis, balance, rhythm and style. But in order to complete a design you also need to consider the different elements in a design. The elements you need to consider are line, form, light, space, texture, pattern, color and value.

Principles of Good Design...

- Proportion
- Scale and Visual Weight
- Rhythm
- Balance
- Style
- Emphasis

Elements that Effect Those Principles...

- Arrangement – Space and Flow
- Color and Value
- Lines
- Texture
- Pattern
- Light

note

Broken principles will make a room feel wrong. But a design that incorporates all of the different aspects, will create harmony within the space.

Proportion

The relationship of one object to another. Each room or object is comprised of parts that should be in proportion to each other. i.e. An oversized lampshade on a small lamp would make the object out of proportion

Scale

the size and dimensions of one object to another. i.e. a big painting for a small wall space

Rhythm

Unity within a specific space. color, lines, textures...

Balance

Creating equilibrium in a room by distributing the weight of the room evenly.

Style

The style and mood should be cohesive or unified.

Emphasis

Every room needs a focal point

EXAMPLES OF BROKEN PRINCIPLES

1

2

3

VISUAL WEIGHT

When it comes to visual weight, you need to remember these 3 things:

Shape
Color
Patterns

Big rooms should have big furniture. They are the rooms that can easily handle bold patterns and color when it comes to furnishings
Small rooms require small furniture and need very light furnishings.

RHYTHM AND SYMMETRY

Symmetry refers to the same on both sides. Typically seen in traditional styled homes
Asymmetry refers to unbalanced. Typically seen in contemporary styled homes.

Therefore Symmetry gives harmony to a room because it balances the tensions on the eye and Rhythm is accomplished through symmetry, pairs and repetition. All of these factors help to create movement and cohesion in a room.

This bedroom displays symmetry, which promotes a sense of peace.

note

There is a danger with using too much rhythm and symmetry, so don't overdo it!

BALANCE

Balance is another important principle related to rhythm, symmetry and space. It refers to the equilibrium among forms in a room. All of the furnishings, large and small, should be distributed evenly throughout the space, not just to one side of the room, for example.

EMPHASIS

is achieved when our focal point, is properly highlighted.

I hope you enjoyed this Design Guide and that it helped you see your home in a new light! But if you're feeling stumped or need some design guidance, I am here to help.

-Della

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