

**Avinashalingam Institute for Home Science and Higher Education for Women  
(Deemed to be University) Coimbatore-641043  
Comprehensive Examination –November 2018**

**I Semester**

**Class: I UG**

**Time: 3Hrs**

**Major: Interior Design and Resource Management**

**Max marks: 100**

**18BIDC01 Interior Design and Visual Art**

**Part A 10×1=10**

**Choose the correct answer**

1. Which one is NOT the element of design?  
A. colour                      B. shape                      C. shade                      D. line
2. Who is the first interior designer?  
A. Tony                      B. Elsie De Wolfe                      C. Dorothy                      D. Charles
3. Which one is the "background" for an artwork?  
A. The back part of an art work that is created to define a scene  
B. The outer edge of an artwork  
C. The centre part of an artwork  
D. The part of a scene or picture that is nearest to and in front of the viewers
4. Lines, colors, or shapes repeated over and over in a planned way are \_\_\_\_\_.  
A. focal point                      B. unity                      C. balance                      D. pattern
5. \_\_\_\_\_ is made by forming a required shape by using cane  
A. Pictures                      B. Basket                      C. Sculpture                      D. Pottery
6. Formal balance is another word for which type of balance?  
A. Asymmetrical                      B. Radial                      C. Symmetrical                      D. Geometric
7. The art element that refers to the sense of touch is \_\_\_\_\_.  
A. value                      B. pattern                      C. texture                      D. shape
8. \_\_\_\_\_ Object represents a previous era or time period in human history.  
A. Antique                      B. Sculpture                      C. Graphic                      D. Pottery
9. The stylized design in which the modification is taken to an extent where it gets distorted?  
A. Naturalistic                      B. Historic                      C. Abstract                      D. Geometric
10. Which among the following is not the decorative design?  
A. Stained glass                      B. Plain mirror                      C. Gift basket                      D. Photo frame

**Part B**

**Answer the following in 400 words or two pages (5×6=30)**

11a. Bring out the importance of good taste in home decoration?

Or

11b. State the qualities of a good interior designer?

12a. Differentiate structural and decorative design with suitable examples?

Or

12b. Define design and explain the purpose of designing?

13a. Differentiate positive and negative space with neat diagram?

Or

13b. List out the characteristics of line with its uses?

14a. Describe the shading techniques and its importance in drawing?

Or

14b. What are the factors to be considered while selecting accessories?

15a. What is balance? Explain formal balance with illustration.

Or

15b. Define harmony? Explain the different aspects of harmony with examples.

**Part C**

**Answer the following in 800 words or two pages (5×12=60)**

16a. Classify types of arts with suitable examples?

Or

16b. Explain the history and scope of interior decoration in India?

17a. Define and classify decorative designs with suitable diagrams?

Or

17b. Compare and contrast the importance of graphic design in interior design?

18a. Define and classify texture. State the use and application of texture in commercial interiors?

Or

18b. (i) Discuss the importance of colour theory for a visual artist?

(ii) How Apply Color Theory can be applied in your art?

19a. Define and classify the accessories with the suitable example. How you will arrange and place your accessories in interior?

Or

19b. How will you select pictures? Explain the art of mounting and framing the pictures with its techniques?

20a. Classify principle of design with suitable examples?

Or

20b. How will you evaluate an art object? Give a detailed account.

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**Avinashilingam Institute for Home Science and Higher Education for women  
Coimbatore – 641 043  
SEMESTER 1**

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**18BIDC01 Interior Design and Visual Art**

**SCHEME**

**Choose the correct answer**

**PART A**

1. C .shade
2. B. Elsie De Wolfe
3. A. The back part of an art work that is created to define a scene
4. C. balance
5. B. Basket
6. C. Symmetrical
7. C. Texture
8. A. Antique
9. D. Geometric
10. B. Plain mirror

**PART B**

**11a. Importance of Good taste in art and design**

Art may be so much a part of our daily living that will help us to do more beautifully, the simple homely things as well as the more unusual. As we surround ourselves with beauty, art actually becomes a part of our life and personality, an occasional enjoyment rather to be sought and enjoyed in everything we do and in everything we select. The consumers of today should have the knowledge of the principles of designs and the fundamentals of good taste. Good taste, in the field of art, is the application of the principles of design to the problems where appearance as well as utility is the consideration. For example in designing an art piece for interiors, furnishing a home for a family or a child's study room or an home office, good taste can make these projects successful.

**Art and Design in home furnishing:**

Design is the selecting and arranging of materials, with two aims i.e. orderliness and beautifying. So, Design is any arrangement of lines, forms, colors and textures. It involved the problem of choosing these lines, forms, colors; the materials used and in addition, create beauty in the finished product.

Or

**11b. The qualities of a good interior designer.**

**A Love of Decorating.** When someone truly loves what they do for a living, it shows. Your interior decorator should have a genuine love of all the aspects of interior design.

**A Winning Attitude.** Great interior decorators need a winning attitude to conquer challenges. They must see the possibilities in a variety of situations. Drive.

**Hard-Working Nature.** You're dealing with your home. You must be able to trust that the interior designer you select is hard-working and will strive to meet your needs, on time and on budget. Great

**Listening Skills.** Although you hire interior decorators for their professional skills, you still want your home to reflect your own personality. It is vital that your interior designer listen to your wants and needs, both aesthetically and functionally.

**Creativity.** Interior decorators must be unique in what they offer their clients in order to bring new life to difference spaces. Creativity is a subtle trait.

**.Detail-Oriented Nature.** A designer who pays attention to detail will bring a room to life through the use of color and texture. Details can make a beautiful space more special by bringing personal touches of you into the room.

**Professionalism.** Like any other business, interior design must be treated with professionalism. Read testimonials about your interior designer

**Knowledge of Diverse Design Styles.** No one likes a one hit wonder. Though you want each room in your home to complement the others, you don't want each room to be a carbon copy of the next.

**Ability to Multi-Task.** Although you will be working directly with your interior designer, he or she will need to work with a number of vendors to complete the design of your room

### **12a. Differentiate structural and decorative design with suitable examples:**

The design is an integral part of the structure itself. ... Decorative Design Ornamentation added to enhance the basic design, the structure and the design can be separated without destroying the object Involves the application of color, line, texture, or pattern to an object. Structural design is the basic foundation of a home. It is how a house is build and designed for the layout of the walls, floors, stabilizers, and ceiling. Decorative design is focused more on the interior side of things.

**Or**

### **12b. Define design and Explain the purpose of designing?**

Design is the creation of a plan or convention for the construction of an object, system or measurable human interaction (as in architectural blueprints, engineering drawings, business processes, circuit diagrams, and sewing patterns).

The purpose of design is much more closely linked to strategy than aesthetics. Design is the process of intentionally creating something while simultaneously considering it's objective (purpose), function, economics, socio cultural factors, AND aesthetics. ... At its heart,design is about improvements.

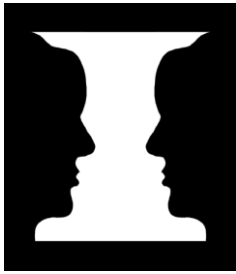
### **13a. Differ positive and negative space with neat diagram?**

Positive space refers to the main focus of a picture, whilenegative space refers to the background. When used creatively and intelligently, positive and negative space together can tell a story using visual composition alone. The term negative space is something of a misnomer.

Simply put, positive space is best described as the areas in a work of art that are the subjects, or areas of interest. Negative space is area around the subjects, or areas of interest.

Take a look at the image below.

For example, do you see faces or a vase?



If you are seeing a vase, then you are seeing the white area as the positive space. The black areas become the negative space. If you are seeing faces, then you are seeing the black areas as the positive space, and the white area as the negative space.

**Or**

### **13b. List out the characteristics of line with its uses?**

Characteristic of Line are: **Width** - thick, thin, tapering, uneven. **Length** - long, short, continuous, broken. Direction- horizontal, vertical, diagonal, curving, perpendicular, oblique, parallel, radial, zigzag. The **physical characteristics** of line are many. Lines may be short or long, thin or thick, straight or curved, direct or meandering, zigzag or serpentine, distinct or blurred. **Uses of lines :** This **line** type is used for visible outlines, general details, existing buildings and landscaping in site plans. Application: This is the **line** type you would **use** for dimension **lines**, projection **lines**, intersection **lines**, and headers. It's also used for hatching and outlines of revolved sections.

### **14a. Shading techniques and its importance in drawing**

Shading is the technique of varying the tonal values on the paper to represent the shade of the material as well as the placement of the shadows. Careful attention to reflected light, shadows and highlights can result in a very realistic rendition of the image.

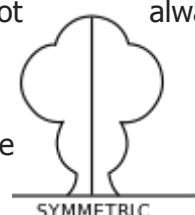
Shading techniques that also introduce texture to the drawing include hatching and stippling. A number of other methods produce texture. In addition to the choice of paper, drawing material and technique affect texture. Texture can be made to appear more realistic when it is drawn next to a contrasting texture; a coarse texture is more obvious when placed next to a smoothly blended area. A similar effect can be achieved by drawing different tones close together. A light edge next to a dark background stands out to the eye, and almost appears to float above the surface.

### **14.b factors to be considered while selecting the accessories**

Accessories should be selected for their beauty. accessories should be suitable for their function . accessories should be harmonized with colour scheme. accessories should harmonize with size of the room . accessories should meet once requirement. accessories should be selected to break the monotony of the room .accessories should harmonize in style with the room..

**15a. balance :** It is a state of equalized tension and equilibrium, which may not always be calm.  
formal balance with illustration.

Symmetry (from Greek συμμετρία symmetria "agreement in dimensions, due proportion, arrangement") in everyday language refers to a sense of harmonious and beautiful proportion and balance. [a] In mathematics,



"symmetry" has a more precise definition, that an object is invariant to any of various transformations; including reflection, rotation or scaling. Although these two meanings of "symmetry" can sometimes be told apart, they are related, so in this article they are discussed together.

Or

### **15b. harmony & different aspects of harmony with examples.**

**Unity/harmony** According to Alex White, author of *The Elements of Graphic Design*, to achieve visual unity is a main goal of graphic design. When all elements are in agreement, a design is considered unified. No individual part is viewed as more important than the whole design. A good balance between unity and variety must be established to avoid a chaotic or a lifeless design.

#### **Different Aspects**

- Perspective: sense of distance between elements.
- Similarity: ability to seem repeatable with other elements.
- Continuation: the sense of having a line or pattern extend.
- Repetition: elements being copied or mimicked numerous times.
  
- Rhythm: is achieved when recurring position, size, color, and use of a graphic element has a focal point interruption.
- Altering the basic theme achieves unity and helps keep interest.

### **Part c**

#### **16a. Types of arts with suitable examples**

The different types of arts are

##### **1-Visual arts**

Visual Arts" is a modern but imprecise umbrella term for a broad category of art which includes a number of artistic disciplines from various sub-categories. Its wide ambit renders meaningless any attempt at definition, so rather than define or compose some diluted meaning for it, here is a list of its constituent disciplines.

1. Fine Arts All fine art belongs to the general category of visual arts. These include activities such as: Drawing, Painting, Printmaking and Sculpture, along with associated activities like Graphic art, Manuscript Illumination, Book Illustration, Calligraphy and Architecture.

2. Contemporary Arts The visual arts also include a number of modern art forms, such as: Assemblage, Collage, Mixed-media, Conceptual Art, Installation, Happenings and Performance art, along with film-based disciplines such as Photography, Video Art and Animation, or any combination thereof. This group of activities also includes high tech disciplines like computer graphics and giclee prints. Another modern visual art, is the new environmental or Land art, which also includes transitory forms like ice/snow sculpture, and (presumably) graffiti art.

includes sculpture,crafts,decorating.

2- Decorative art term "decorative arts" is a traditional term for a rather unwieldy range of artistic disciplines concerned with the design and ornamentation of items, usually functional, that do not necessarily have any intrinsic aesthetic qualities. Broadly-speaking, many decorative arts (eg. basket-weaving, cabinet-making, ceramics, tapestry and others) are also classified as "crafts."

3—modern art includes digital art, and so on Are the different types of arts term "applied art" refers to the application (and resulting product) of artistic design to utilitarian objects in everyday use.

Whereas works of fine art have no function other than providing aesthetic or intellectual stimulation to the viewer, works of applied art are usually functional objects which have been "prettified" or creatively designed with both aesthetics and function in mind. Applied art embraces a huge range of

products and items, from a teapot or chair, to the walls and roof of a railway station or concert hall, a fountain pen or computer mouse.

Applied Arts : to make them more attractive and easy-to-use; and individual, aesthetically pleasing but mostly functional, craft products made by artisans or skilled workers. Artistic disciplines that are classified as applied arts, include industrial design, fashion design, interior design, and graphic art and design (including computer graphics), as well as most types of decorative art (eg. furniture, carpets, tapestry, embroidery, batik, jewellery, precious metalwork, pottery, goldsmithing, basketry, mosaic art, and glassware). Illuminated manuscripts and later book illustration are also classified as applied arts. Architecture, too is best viewed as an applied art.

Or

### **16b. History and scope of interior decoration in India**

Interior design is the art or process of designing the interior, often including the exterior, of a room or building. An interior designer (or a team of designers) is someone who coordinates and manages such civil engineering projects. Interior design is a multifaceted profession that includes conceptual development, communicating with the stakeholders of a project and the management and execution of the design. Interior design is the process of shaping the experience of interior space, through the manipulation of spatial volume as well as surface treatment.

**Recent history** In the past, building interiors were put together instinctively as a part of the process of construction. The profession of interior design has been a consequence of the development of society and the complex architecture that has resulted from the development of industrial processes. The pursuit of effective use of space, user well-being and functional design has contributed to the development of the contemporary interior design. The profession of interior design is separate and distinct from the role of interior decorator, a term commonly used in the US. The term is less common in the UK where the profession of interior design is still unregulated and therefore, strictly speaking, not yet officially a profession. In ancient India, architects used to work as interior designers. This can be seen from the references of Vishwakarma, the architect – one of the gods in Indian mythology. Additionally, the sculptures depicting ancient texts and events are seen in palaces built in 17th century India. In ancient Egypt, "soul houses" or models of houses were placed in tombs as receptacles for food offerings. From these, it is possible to discern details about the interior design of different residences throughout the different Egyptian dynasties such as changes in ventilation, porticoes, columns, loggias, windows, and doors. Throughout the 17th and 18th century, and into the early 19th Century, interior decoration was the concern of the homemaker, an employed upholsterer or craftsman who would advise on the artistic style for an interior space. Architects would also employ craftsmen or artisans to complete interior design for their buildings.

**Scope:** Interior Designing is not new in India, what will all the wonderfully done interiors of the hundreds of monuments and places of worship across our country for thousands of years. All this while, interior designing formed an integral part of its larger discipline, Architecture. However, in the late 1980s, interior designing came to be recognised as a separate discipline and with the liberalization of the economy in 1991, the profession of designing and decorating interiors has grown by leaps and bounds. So much so that, it's scope has widened to include:

### **17a. Decorative design with suitable diagrams:**

The decorative arts are arts or crafts concerned with the design and manufacture of beautiful objects that are also functional. It includes interior design, but not usually architecture.

**kinds of decorative designs :**

Naturalistic Design Naturalistic observation is a research method commonly used by psychologists and other social scientists. This technique involves observing subjects in their natural environment.

STYLIZED – a representation that simplifies the subject to emphasize the basic qualities

ABSTRACT – unrecognizable as a specific object or thing

GEOMETIC – design made with the use of stripes, plaids and/or geometric shapes.

Or

**17b. the importance of graphic design in interior design:**

Interior designers are experts in creating more spaces, improving the space efficiency, improving the functional usage of space, improving the lighting effect, improving the color effects, improving the textures, patterns, scale, size etc. ... Hence interior design is much important than it seem. Interior design is the art and science of enhancing the interiors, sometimes including the exterior, of a space or building, to achieve a healthier and more aesthetically pleasing environment for the end user. An interior designer is someone who plans, researches, coordinates, and manages such projects. Graphics gives you a sense of visualization when planning the interiors and help you in imagining the outcome in a better well defined manner. Interior design not just stands with a look and beauty, added to beauty it also has ability to showcase even a studio apartment as residence which has enough space with the help of proper design and comforting lighting. Whereas, a poor interior design makes a larger house that lack space. Interior designers are experts in creating more spaces, improving the space efficiency, improving the functional usage of space, improving the lighting effect, improving the color effects, improving the textures, patterns, scale, size etc. They are also experts in selecting fittings & equipment. To be precise, it is all about transforming people's lives and makes their life a better one.

Nowadays more trend of using graphics is going on . Graphics are used on various surfaces like walls , floors , ceilings . They not only enhance the space but also change the whole atmosphere of space . They give fresh and quirky look to space .

**18a. Texture. Meaning** the way a surface feels or is perceived to feel. Texture can be added to attract or repel interest to an element, depending on the pleasantness of the texture.

**Types of texture:** Tactile texture is the actual three-dimension feel of a surface that can be touched. Painter can use impasto to build peaks and create texture. Visual texture is the illusion of the surfaces peaks and valleys, like the tree pictured. Any texture shown in a photo is a visual texture, meaning the paper is smooth no matter how rough the image perceives it to be. Most textures have a natural touch but still seem to repeat a motif in some way. Regularly repeating a motif will result in a texture appearing as a pattern

the use and creation of texture in commercial interior space : Texture in interior design refers to the surface quality of a material. ... Whether the cushion material is smooth, silky, woven or embroidered, it's got a texture. This is an important part of the interior design puzzle, because it helps dictate how a room feels on first glance.

Or

**18b i. Color theory is a body of principles** which provide guidance on the relationship between colors and the physiological impacts of certain color combinations. Color theory is one of the most fundamental areas of painting. The importance of understanding color theory far exceeds simply knowing how to mix colors together (for example, knowing that yellow and blue make green). As an artist, you do not need to worry yourself about all the complex underlying principles of color theory. Rather, all you need to understand is the general application of color theory and the relationship between colors. Color theory is a fundamental base of understanding for artists and should not be ignored. Color theory will help you understand the

relationship between colors and how we perceive them, Color theory is a set of color rules that an artist can use to further their creative objectives in a piece. The most common understanding of color theory is the color wheel. Colors opposite each other are called complimentary and can be used to create a jarring or contrasting effect. Or, colors next to each other can be used to create harmony. These are just a couple of the ways artists can use one color theory model. Another more advanced set of rules was developed by Munsell and offers, for instance, a reason why colors look different against some colors than others. One could say this is an area where art meets science, and an artist who knows and studies these rules can really expand their ability to influence the viewer. It's also a great way for an aficionado to better appreciate art and increase their understanding of a piece

**18b ii .Learning Color Theory is essential** for aesthetically appealing art that contains color. It connects to other concepts in art theory like value/lighting as well, so it is important.

First of all, a brief note on the some of the applications of color theory: Color Theory Application – How to Apply Color Theory to Your Art Want more realistic drawings? Shade and highlight subjects with complimentary colors for richer and more accurate subjects. I.e, drawing a banana? get your purple out and shade with that. Make sure you don't make the purple oversaturated though, otherwise it will look off. Blending/glazing with complimentary colors looks realistic, actually. Don't go overboard with colors. One or two accents look good. There are many colors schemes to choose from, but don't try to use all of them at once. I would recommend generating a ton of quick thumbnails with color schemes you think would work. You know what mood you want, so experiment, experiment, experiment Try to be aware of how nearby colored objects affect the color of other nearby colored objects. Texture/opacity of the object also plays into this. This is important bc light gets tinted as it bounces off surfaces. i.e., place a white ball near a red towel, and you will see some red on the white ball.

**19a. Define accessories with the suitable example:** objects that enhance the appearance of a room. Accessories can be classified into two functional accessories decorative accessories functional accessories or Asus made only for utilisation purpose examples books in shelf lamp and lampshades candle stand clock mirror extra decorative accessories are used only for decorative purposes example paintings wall hanging sculptures decorative flower vases Rock pieces

**Arrange and place your accessories in interior** Accessories should be arranged with definite plans in mind important ones should be placed at the point of interest they should be arranged in relation to the furniture grouping a picture hung on the wall space above the sofa forms a connectivity link between the furniture arrangement and the space supplement a big accessory with a few moderate to small size one for variety.

### **19b. Define picture. the art of mounting and framing the pictures with its techniques**

great picture deserves to be prominently displayed. Framing and mounting are the tools you need to make your best photos shine. There's more to mounting pictures than just display, however. The right mounting techniques protect your art from acidic conditions in the air and from the wall on which the picture is hanging. There are several techniques used for mounting pictures, each of which use their own materials and have different final results. The best mounting choice for each photo depends on the importance of the photo, how it is printed, and

the desired display options. Knowing the different techniques – and understanding their pros and cons – will give you more options when you want to mount your work for display.

**Why You Should Mount Your Own Photos:** Mounting photos and framing them well gives the photographer many more display options than simply using basic frames. A well-designed combination of frame, mount, and mat forms part of the visual expression of a displayed photo, separating it from its surroundings and giving it more visual weight.

You can have your photos mounted professionally, but it's a good idea to learn how to do it yourself. Once you have the right materials and tools, it's less expensive than outsourcing the job to someone else.

**Mounting vs. Framing:** First of all, you need to understand some technical terms in order to explore the art of displaying photos and framed art well. There's much more to it than stuffing a photo in a frame and sticking it on a nail in the wall. Mounting and framing are separate steps that can be used together for a great photo display.

Photos printed on paper will always be prone to warping or buckling. Mounting aims to prevent this and give photos a solid basis for display by fixing them to a firm backing. A mounted photo can be more easily handled for matting and framing with less risk of damaging the print. Mounting and matting also give photographers more options when it comes to frame sizes. Instead of being forced to make a photo fit standard frame dimensions or being limited to standard frame sizes for wall display, a mounted photo can be inserted into a much larger frame – or a frame of non-standard dimensions – by cutting the mounting board to fit the frame.

### **Mounting Techniques**

The method and materials used for mounting photos depend on multiple factors, including photo characteristics, available tools and materials, cost, and convenience. Conservation mounting techniques seek to protect photos from any damage and preserve them for a long period of time. Most photos do not need to be mounted and framed using the most strict conservation guidelines, but knowing the options for conservation mounting and framing can help you protect photos of great personal or professional importance. Photos that are only needed for short-term display or that can easily be reprinted for display can take advantage of faster, less-expensive mounting techniques.

### **Dry Mounting**

Dry mounting affixes the artwork to a rigid or semi-rigid backing. It is designed to be used with photos, posters, and water-sensitive artwork. This method is rarely used with fine art. One of the many ways that dry mounting can be accomplished is by using a heat press to attach the artwork to a backing board. However, the heat press method can damage paintings. A vacuum press can also be used in the same manner but without the heat.

Pros – The greatest advantage to dry mounting is it can remove tiny wrinkles and creases from the artwork as well as the effects of cockling. The pressure from the dry mounting process makes it possible to flatten works that might otherwise wrinkle or buckle. Cons – The biggest disadvantage of dry mounting is the fact that it is irreversible. This is not a method sanctioned for archival mounting. It is generally only useful when mounting inexpensive artwork that is likely to be quickly replaced, rather than something you want to stand the test of time.

**Conservation Mounting**  
Conservation mounting uses an acid-free mount board as well as hinges and acid-free tape or adhesive designed to keep acid from getting through to the artwork. Another name for conservation mounting is museum mounting. This method is used by most museums. In some cases, acid-free corners can be used to offer another level of protection to the artwork.

Pros – Conservation mounting is perfect for protecting artwork that is to be hung for extended periods of time. It can be used with a wide variety of artwork. This method can also be used with shadow boxes to provide protection for three-dimensional works. Everything that is mounted using this system can be easily removed later, and the entire frame can be replaced without having to change out the mounting system. Conservation Mounting is very cost effective, as it does not require expensive equipment such as a dry mount press or roller press. Cons – The biggest disadvantage to conservation mounting is the amount of time it takes to go through the process. Everything has to be applied to the artwork in a manner that seals it

off from outside air and exposure to acid from external elements. These materials tend to be more expensive because they are meant to provide long-term protection. Pressure-Sensitive (Adhesive) Mounting

A less expensive process that is similar in nature to dry mounting is pressure-sensitive mounting. It does not require heating or special equipment that can damage the photograph. This process uses products such as Perfect Mount from Crescent, which has a special adhesive that does not activate until you apply pressure to the photograph. Once you have removed the protective paper from the adhesive and have positioned your photograph the way you want it, simply apply pressure and the photograph is fixed in place. Make sure to use the protective paper from the adhesive when applying pressure to protect the photograph.

Pros – Pressure-sensitive mounting is very affordable and easy to accomplish for beginners. Because you can purchase the mounting system in different sizes and cut it to scale, it can be formed to perfectly fit any size photograph. As long as all the air is removed from beneath the photograph, you receive a perfectly mounted photograph. Cons – Pressure-sensitive mounting is only intended for temporary mounting because the adhesive itself is not very strong. This is not a very good mounting system if you are using photographs with heavy papers because the adhesive may not hold up. Wet Mounting Technique

If you prefer not to use pressure mounting but want to avoid using heat, wet mounting is right for you. A wet glue or paste is applied to the mount board before the photograph is put in place. Use a piece of glass or some other solid surface to apply pressure to the photograph as you wait for the glue to dry, which could take anywhere from four hours to 24 hours.

Pros – The mounting process is inexpensive and the glue can completely set within 24 hours. You do not require any special equipment or any matting boards if you do not want them. Cons – This mounting technique is also non-archival, so it should not be used for anything that will hang for years. It is possible for the glue to get on the front of the photo if you are not careful in the application or use too much paste.

## **20a. Principles of Design**

**BALANCE:** A principle of design, it refers to the way the art elements are arranged to create a feeling of stability in a work. Balance can be symmetrical or formal, or it can be asymmetrical, or informal.

**EMPHASIS:** A principle of design, it refers to a way of combining the art elements to stress the differences between those elements and to create one or more centers of interest in a work of art. Often, contrasting elements are used to direct and focus attention on the most important parts of the composition.

**GRADATION:** A principle of design, it refers to a way of combining the art elements by using series of gradual changes in those elements. Unlike contrast which stresses, sudden changes in elements, gradation refers to a step-by-step change. A gradual change from dark to light values or from large to small shapes would be called gradation.

**HARMONY:** A principle of design, it refers to a way of combining the art elements to accent their similarities and bind the picture parts into a whole. It is often achieved through the use of repetition and simplicity.

**MOVEMENT:** A principle of design, it refers to a way of combining the art elements to produce the look of action or to cause the viewer's eye to sweep over the work of art in a certain manner.

**RHYTHM:** A principle of design, it refers to a way of combining the art elements to produce the look and feel of movement, especially with a visual tempo or beat. It is often achieved through the careful placement of repeated art elements which invites the viewer's eye to jump rapidly or glide smoothly from one to the next element or object.

**PROPORTION:** A principle of design, it refers to the relationship of art elements to the whole and to each other. Often proportion is allied with another principle of design, emphasis. Foreexample, if there is a greater proportion of intense hues than dull hues in a work of art, emphasis is suggested. Proportion may also refer to size relationships. For example, if one figure is made to look larger compared to other figures in a composition, it is said to be out of proportion and is given greater importance.

**VARIETY:** A principle of design, it refers to a way of combining the art elements in involved ways to achieve intricate and complex relationships. Variety is often obtained through the use of diversity and change by artists who wish to increase the visual interest of their work. A photo which uses many different hues, values, lines, textures, and shapes would reflect the artist's desire for variety.

UNITY: A principle of design refers to the quality of wholeness or oneness that is achieved through the effective use of art elements and principle of design. Often it is realized through the deliberate or intuitive balancing of harmony and variety. However, this balance does not have to be of equal proportions harmony might outweigh variety, or variety might outweigh harmony. Harmony aids efforts to blend pictorial parts together to form a whole. Variety adds visual interest to this unified whole.

### **20b. Apply emphasis and give it's importance in decorating the interior of a house?**

Emphasis is the creation of a focal point. A focal point should be an area that is visually important enough to draw and hold attention. Examples of dramatic, demanding or interesting focal points can be found or created in many different ways.

A focal point can be created by placing a beautiful piece of furniture with an interesting grouping of art in a foyer or at the end of a hallway. A focal point can be created by placing a beautiful piece of furniture with an interesting grouping of art in a foyer or at the end of a hallway. A focal point creates a point of emphasis in the room, serving to anchor it .There are times when you don't have an architectural feature for emphasis. If that is the case, select a piece of furniture that can act as the focal point.

Emphasis is the design principle that deals with the dominance of area of interests, or focal points. If you want to achieve an effective, engaging design, you should aim to have a coexistence of dominant and subordinate elements to draw the eye around the interior.

Imagine walking into a room with white ceiling, white walls, white floorboards and, in the middle, a white square table with four white rectangular chairs. Pretty boring, don't you think?

Now imagine making a few simple changes to the room:

you paint the chairs in bright red, move table, and chairs to the left side of the room, and hang a red pendant above the table;you take a white wooden sideboard, the texture of the wood showing through the paint, and place it in the right part of the room, with a red vase on top of it;you hang on the wall a series of pictures with white frames of similar size but different shape, arranging them in a line that starts from the area where the table is, then run towards the sideboard and finishes exactly above it;you place a white, curvy easy chair with a red circular coffee table and a table lamp by the wall opposite the sideboard.

Now when you enter the room and your eyes scan the space, they first go to the dining table & red chairs on the left, then follow the line created by the picture frames towards the sideboard, stop at the red vase, take in the rough texture of the sideboard, then travel again towards the rounded chair and red coffee table. Much more interesting, isn't it?

A room that has no dominant element is bland and tedious, like the white room of the example. Once you introduce a focal point (the dining area) and a few visual accents (red vase, textured sideboard, round armchair with red table) you create an effective design and engage the eyes in an interesting tour of the interior.

Using emphasis is the difference between good decorators and great ones. The ability to look at a room, and choose which type of emphasis to use, within a clients budget is the hallmark of a good designer. The room and furniture you have to design decide which type of emphasis to use.

The other option if you wish to use emphasis is to select an added feature to the room and design around it. This causes the eye to drift to the piece that you want to be the focal point of the room, and accentuates its importance in the overall design.

This type of emphasis is most commonly seen with designers that are also passionate about antiques. The very act of purchasing antiques is assigning a higher value to things that are from a certain period in time, or of a certain style. Creating a design around a focal element is a little different than an architectural focus, but with the right element, it can be more powerful.

Initially, this method of emphasis may be a tad easier to grasp to those new to the concepts of design, but in practice it is much easier. When you consider architectural features to focus on, those pieces most likely will not move, nor will the shape or color change drastically. However, a picture can be moved, a chest can be broken, and the hardware of your centuries-old dresser could rust. With the possibility of change comes the inherent need for a more flexible design.

Incorporating that flexibility is pretty difficult, but when you figure it out, will ultimately be more fulfilling.

Some rooms have a built-in focal point, a place where your eye goes as soon as you walk in. A fireplace or a wall of windows with a stunning view are almost always natural focal points. Your furniture should be arranged to emphasize the focal point. Place seating across from it so you can look at it, or place matching pieces on either side to emphasize it.