ELEMENTS OF VISUAL DESIGN IN THE LANDSCAPE
Visual Design Principles

- A visual vocabulary allowing us to describe the landscape we see.
- Principles we can use in visual composition when designing landscapes.
perception

87 percent
7 percent
3.5 percent
1 percent
1.5 percent
Basic elements

Variables

Possible variations of the basic elements

Organisation

Objectives and factors for controlling variables and integrating elements
BASIC ELEMENTS

• Point
• Line

• Plane
• Volume
  – Solid
  – Open
POINT
PLANE
SOLID VOLUME
OPEN VOLUME
Basic elements

Variables

Organisation

Objectives and factors for controlling variables and integrating elements

Possible variations of the basic elements
VARIABLES

number, position, direction, orientation, size, shape (form), interval, texture, density, colour, time light, visual force
NUMBER
POSITION
DIRECTION
ORIENTATION
SIZE
SHAPE (FORM)
INTERVAL
TEXTURE
DENSITY
COLOUR
TIME
LIGHT
VISUAL FORCE
Basic elements

Possible variations of the basic elements

Organisation

Objectives and factors for controlling variables and integrating elements
ORGANISATION

- Objectives
- Structural elements
- Spatial cues
- Ordering principles
OBJECTIVES

unity, diversity, Genius loci (spirit of place)
UNITY
DIVERSITY
GENIUS LOCI
SPATIAL CUES

nearness, enclosure, interlock, continuity, similarity, figure and ground
NEARNESS
ENCLOSURE
INTERLOCK
CONTINUITY
SIMILARITY
FIGURE AND GROUND
STRUCTURAL ELEMENTS

balance, tension, rhythm, proportion, scale,
BALANCE
TENSION
RHYTHM
PROPORTION
SCALE
ORDERING PRINCIPLES

axis, symmetry, hierarchy, datum, transformation
AXIS
SYMMETRY
HIERARCHY
DATUM
TRANSFORMATION