

Dwelling

Designs

Elements & Principles of Decorating

The fundamentals of interior decorating are called elements and principles. The elements are the materials upon which the principles act. An interior decorator's 'toolbox' contains the knowledge of these elements and principles enabling them to create visually pleasing, functional spaces for their clients.

The names of these elements and principles can vary within many decorating and educational communities, but one thing remains constant – a decorator must fully understand the relationship between them to produce an interior composition that meets their client's needs in the physical space and the emotional state.

Each of the elements and principles needs to be evaluated and selected virtually simultaneously under the watchful eye of the decorator, while working with the client's desires and unique personality. The definitions of these fundamentals are not complicated, but can be confusing and frustrating for the untrained individual or do-it-yourself client.

With the amount of decorating information that is produced – books, magazines, websites, and television shows touting things such as - *A 3 Step Approach to Decorating*, *Everything You Need to Know to Decorate Like a Pro*, *A New Room in 2 Days*, or *Transform Your Space for \$1,000* – proceed with caution. These media do not convey the fundamentals of interior decorating which could lead to costly errors.

Dwelling Designs has created **Decorating Solutions Packages** to provide solid interior decorating concepts and direction for its clients, meeting the needs of the 'do-it-yourself' client along with those who prefer differing degrees of assistance.



ELEMENTS

The elements that an interior decorator utilizes are: color, form, light, line, mass, movement, pattern, point, shape, space, and texture.

PRINCIPLES

The principles that have a direct interaction with the elements are: balance, contrast, dominance, emphasis, harmony, proportion, repetition, rhythm, scale, unity, and variety.