Horticulture is more than technology and science but is also rich in esthetic values.

Beauty
An intangible quality which gives pleasures to the senses, exalts the mind and spirit; loveliness
Visual beauty depends on visual perception
Artists make judgments about beauty and communicate the experience
Judgment is a reflection of cultural value
People of different heritage have different opinions on what is beautiful and what is ugly

La Primavera. 1477–1478 by Sandro Botticelli (1445–1510)
Much of ornamental horticulture is concerned with the beauty of plants and gardens.
Flowers and flower arrangements
Gardens, garden design, and landscapes
Depth & Contrast

Symmetry

Line Elicits Emotional Responses

- Repose
- Action
- Order
- Stability
- Instability
- Confusion
- Grace
Movement & Grace

Manner in which objects are artificially arranged to achieve a particular objective
Includes function and beauty
Many consider functional objects are by nature beautiful
True in the past when objects were physical; no longer true in modern world
Sailboats were and are considered beautiful but few think a computer chip is really beautiful

Design

Color: visible sensation from different wavelengths of light
Hue (red, blue, yellow)
Value (light vs. dark)
Intensity (saturation or brilliance)
Texture: tactile surface quality
Form: shape or structure of 3-dimensional objects
Line: the limitation of shape or structure
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Color

Texture

Form
Design Principles

Balance: implied stability
Rhythm: pulsating beat in sound; pattern of visual spatial beats
Emphasis: focus attention on some dominant aspect
Harmony: unity and completeness of the design

Graphic representation of symmetrical and asymmetrical balance