



Lecture 38
Esthetics of Horticulture

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



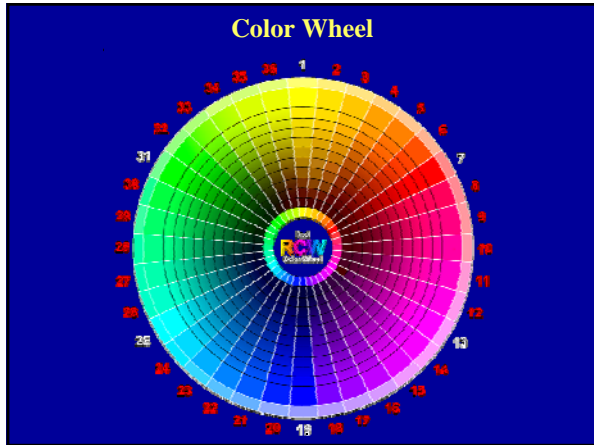
La Primavera. 1477–1478 by Sandro Botticelli (1445–1510)

Psychological Stimulation

- Color**
- Depth and contrast**
- Symmetry**
- Movement and grace**

Much of ornamental horticulture is concerned with the beauty of plants and gardens
Flowers and flower arrangements
Gardens, garden design, and landscapes

Color Wheel

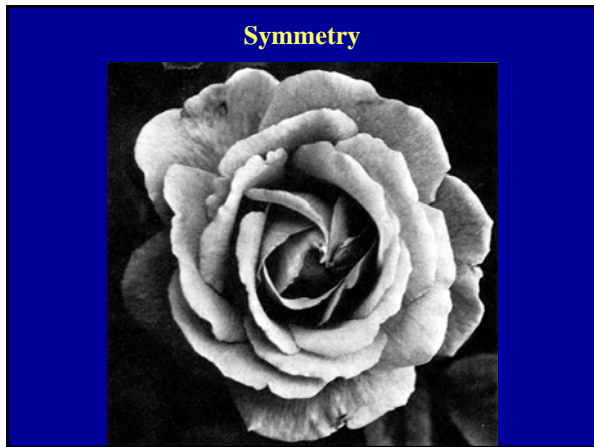


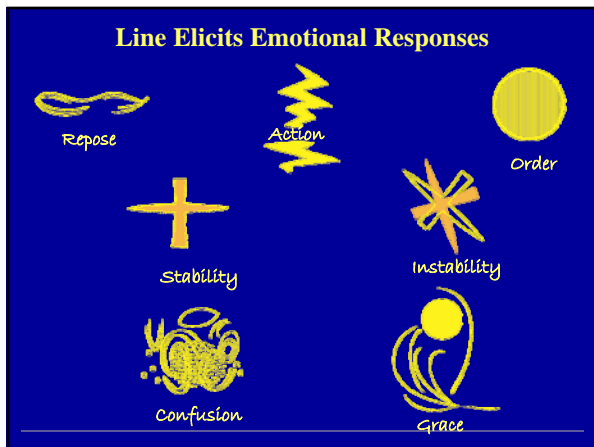
Color

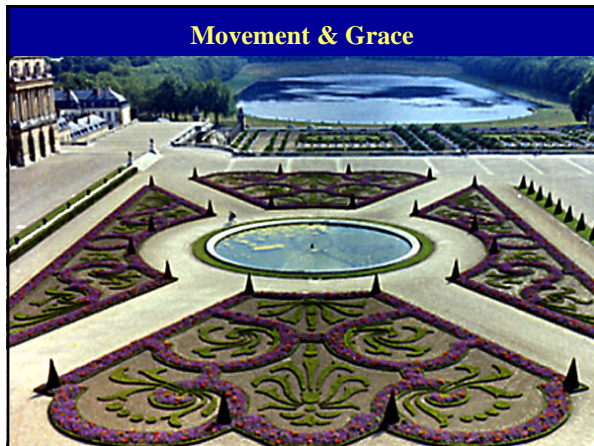


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Design

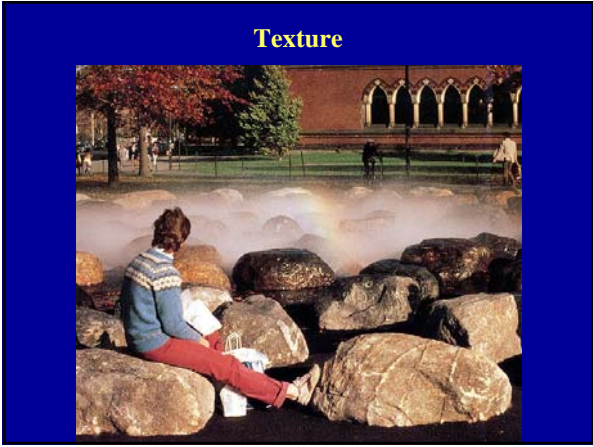
Manner in which objects are artificially arranged to achieve a particular objective
Includes function and beauty
Many consider functional objects are by nature beautiful
True in the past when objects were physical;
no longer true in modern world
Sailboats were and are considered beautiful but
few think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

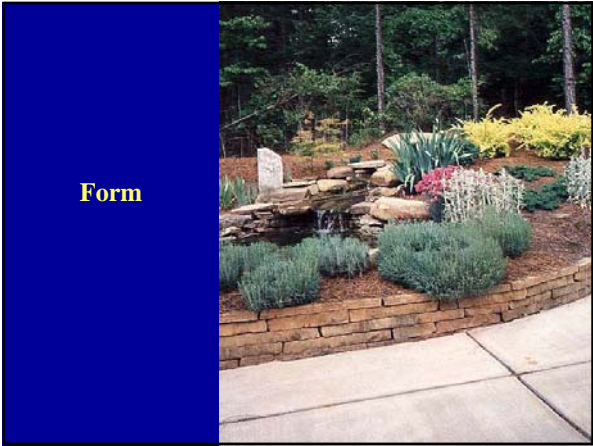
Elements of Design

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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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

