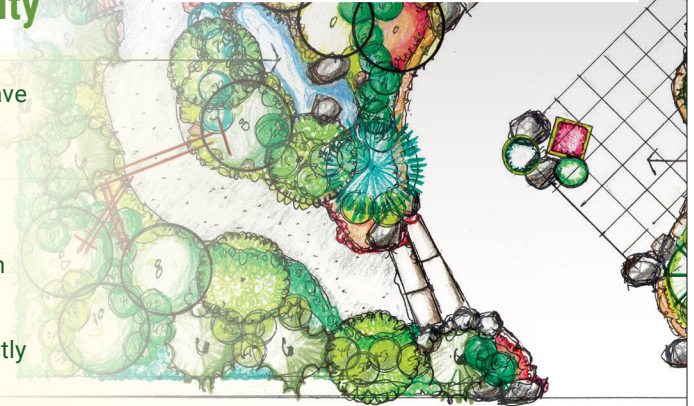


# Principles of Landscape Design

*the Olympic Way*

## The Intersection of Art, Science, and Personality

There are 7 generally accepted principles of landscape design that have been established and utilized by professional designers for decades. Over the last 40+ years Olympic Landscape has developed an 8th Principle; a unique way of blending these established principles with the personal preferences of each client and the creative interpretation of its seasoned, professional design team. The result is a dynamic process that produces a pleasing and functional design that is perfectly matched to fit each client's own personality and site characteristics.



1. **Unity:** The culmination of all principals in harmony to make the main idea clear through consistent style.
2. **Balance:** Every object in a landscape holds "visual weight". Balance is the way in which you choose to utilize this. When balance is achieved, it is a feeling not just a look.
3. **Rhythm & Line:** Rhythm is the utilization of different elements such as color schemes or repeating lines with the goal of creating motion through the landscape.
4. **Proportion:** The size of one object in relationship to another. The use of proportions can strategically draw focus to or from certain features of the landscape.
5. **Focalization:** Focal points are the starting positions for the viewer's eyes and are achieved through features such as bright colors, unique shapes, or size.
6. **Simplicity:** Closely allied with rhythm, simplicity is all about keeping the design neat, clean, and uncluttered. Eliminating the unnecessary avoids taking away from focal points and eliminates non-essential cost and maintenance to your landscape.
7. **Transition:** How elements flow into change. Transition is created through colors, arrangements, sizes, textures, etc. unlocking different possibilities for what is achievable with visual dimensions.
8. **Personalization:** This is the principle that sets Olympic apart. It directs our design and construction process to reflect the personality and preferences of each individual client and their unique outdoor space potential. With our thorough information gathering methods, creative solutions, and years of experience we create a design plan that is a one-of-a-kind, perfect fit for you!

