



Module 4.

Rhythm, Symmetry, Cohesion & Contrast

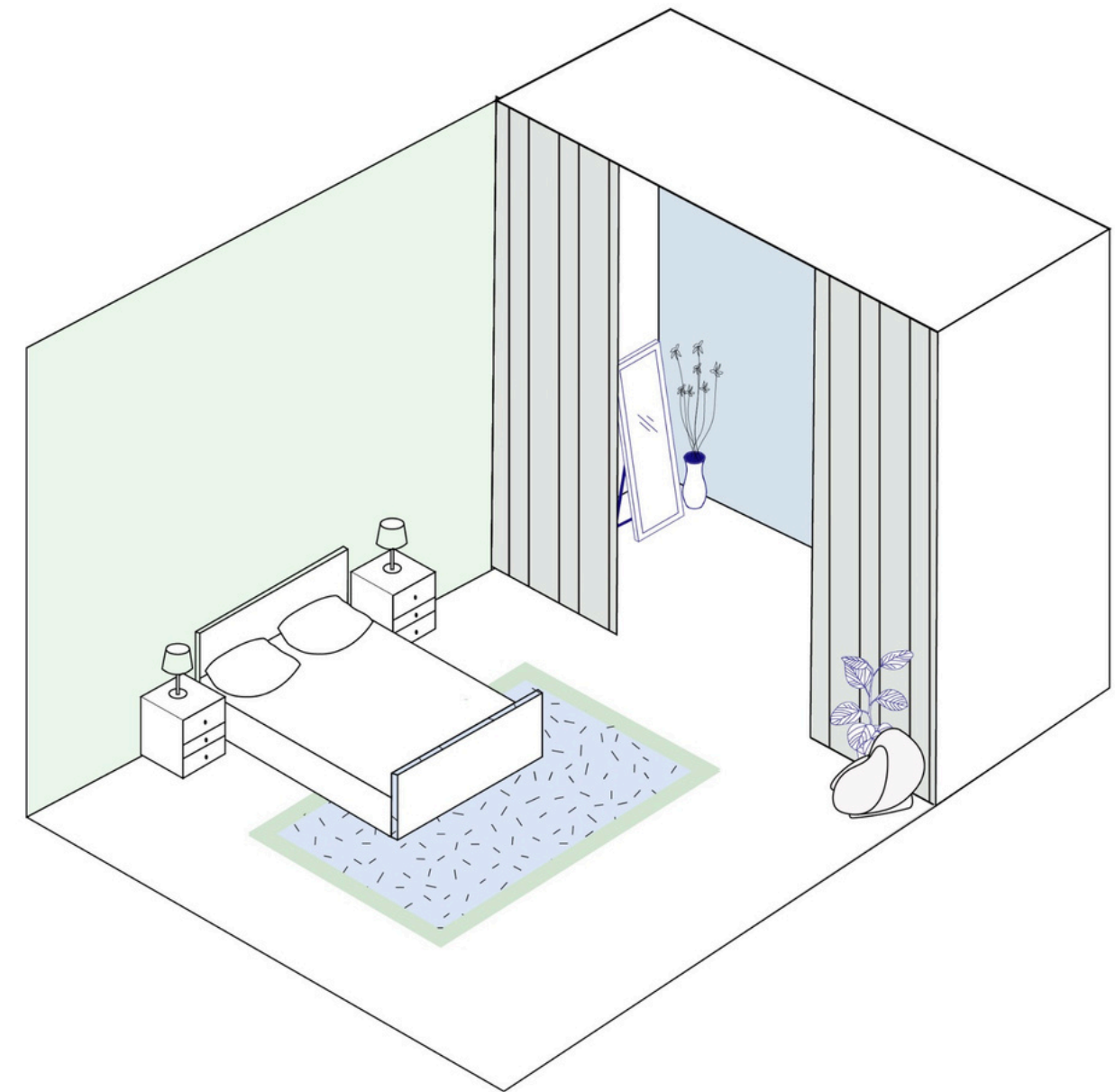


Are we talking about music? Not quite – but close. The rooms that feel most satisfying have a kind of rhythm to them, a sense that everything relates to everything else.

Our eyes (and our minds) love that. It reads as organised, harmonious, calm.

And here's the encouraging part: that "designed" feeling isn't a gift some people are born with. It comes from a handful of simple principles – rhythm, symmetry, cohesion and contrast – that turn a disorganised collection of furniture into a composition that just works.

This module is where your room stops being a set of separate good decisions and starts feeling like one intentional whole.



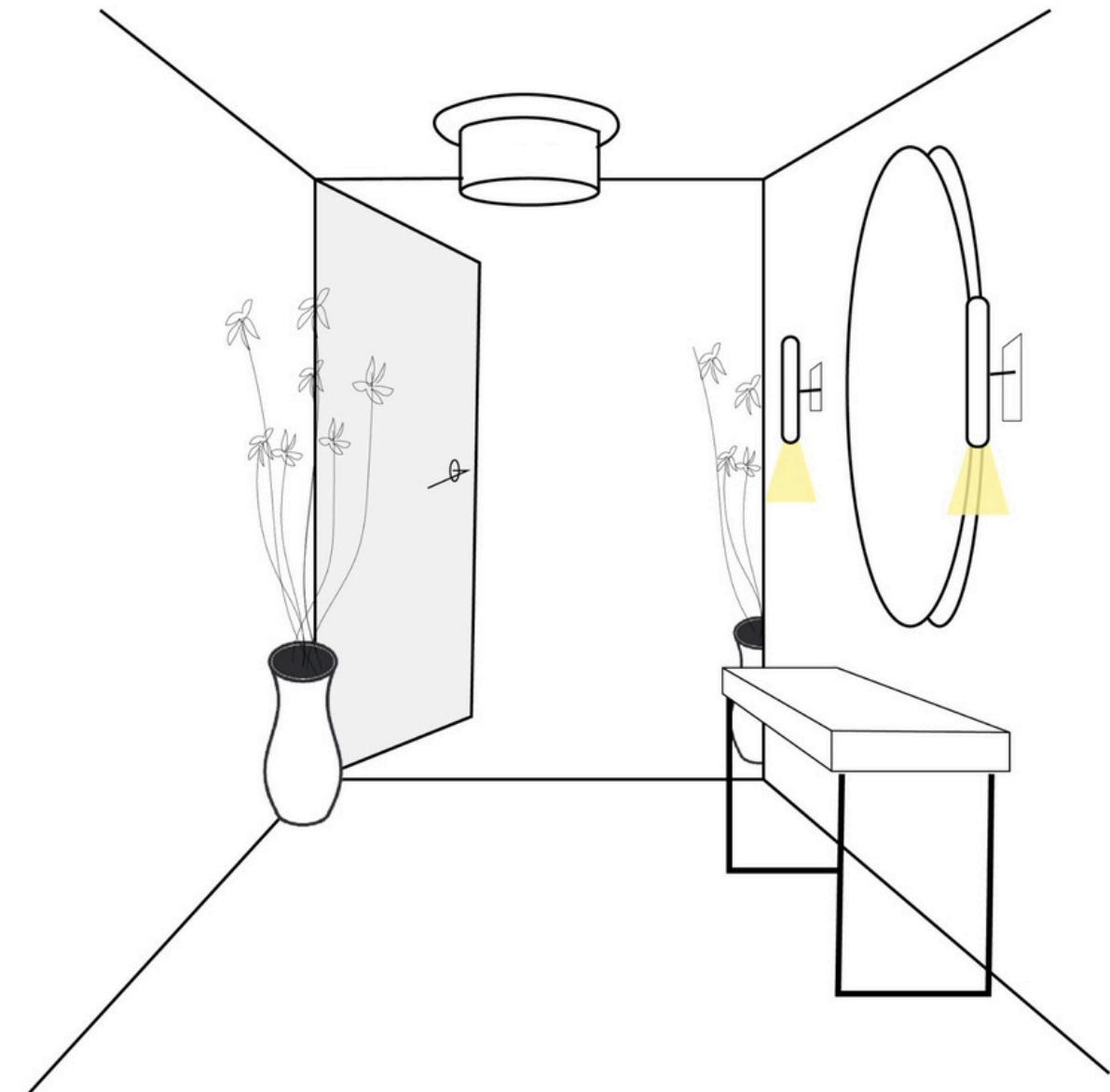
RHYTHM

Guiding the eye, rhythm is how you lead someone's gaze through a space. There are three kinds.

Repetition repeats an element – a colour, shape, texture, or material – so the room feels cohesive; repeating something in a clean linear sequence (like a row of identical pendant lights) creates a rhythm your eye naturally follows.

Alternation takes turns between two or more elements, adding playfulness while keeping order – for instance, mixing materials of the same natural family, like wood, stone and linen, for variety and unity.

Progression gradually changes scale or intensity – think lighting that carries from one room into the next, gently guiding you deeper into the home.

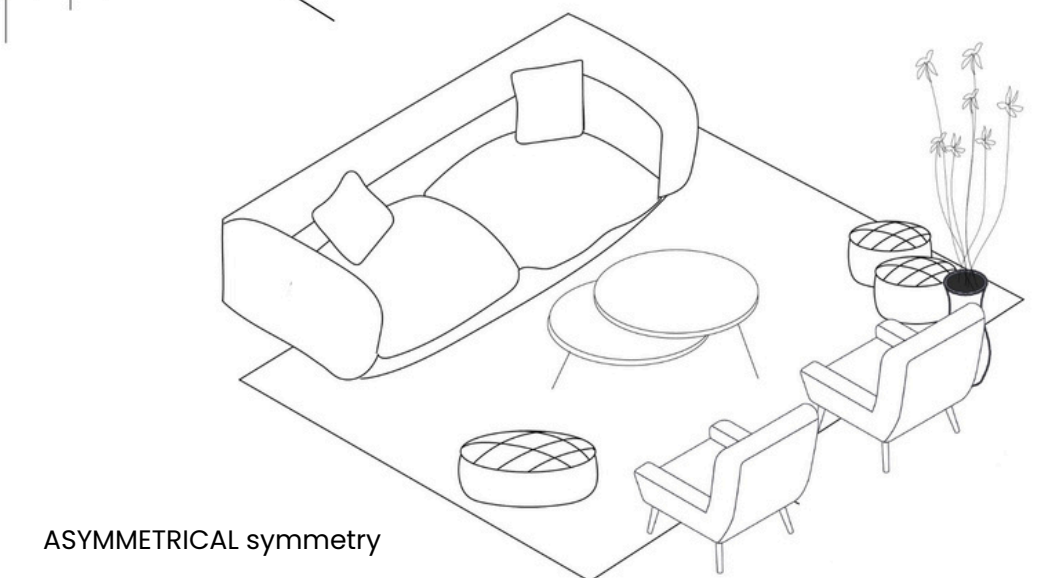
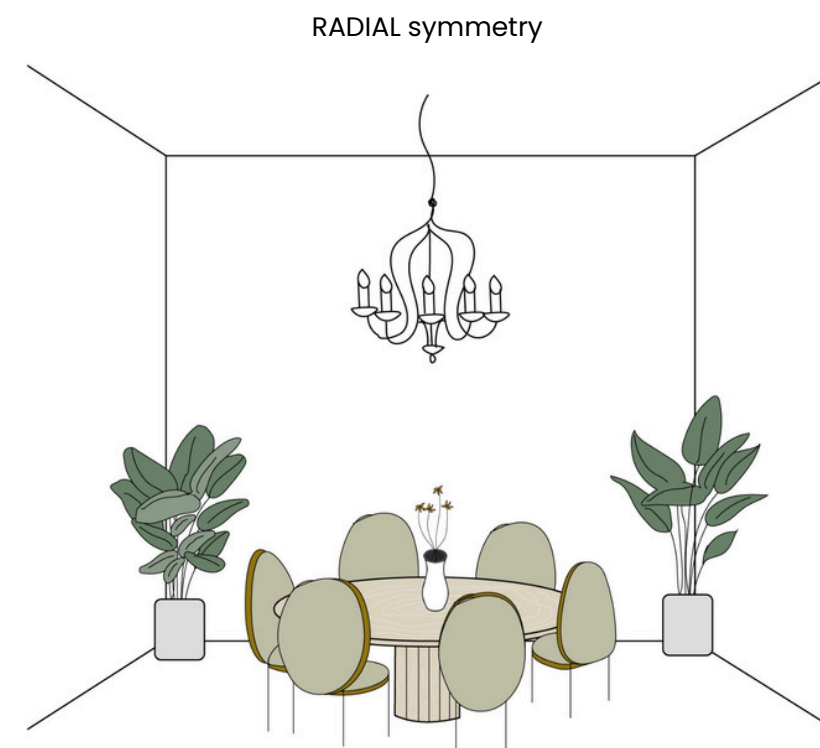
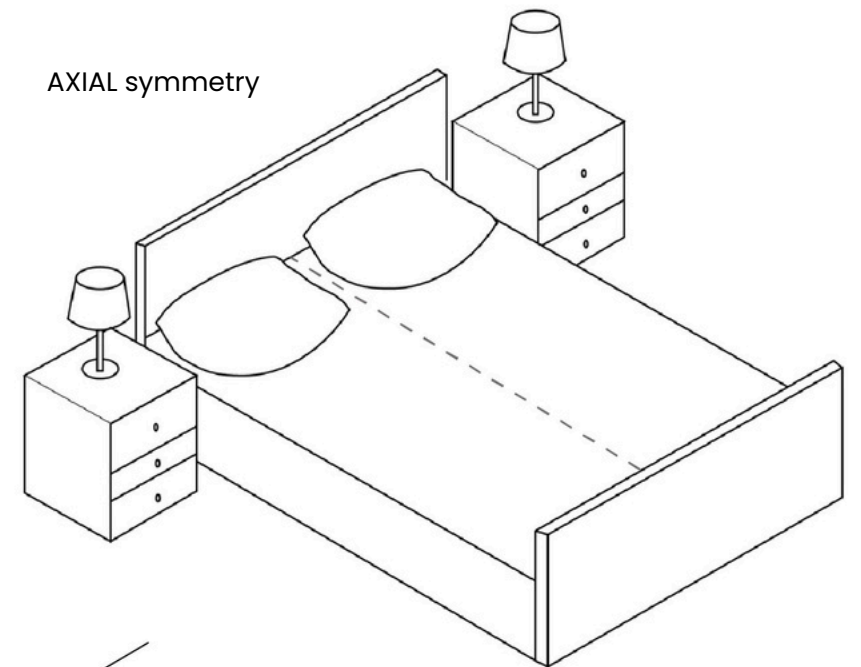


SYMMETRY

Balance and calm. Symmetry arranges elements so they mirror each other across a central line, which feels stable, soothing, and reduces visual chaos. It can be strict (identical on both sides) or relaxed (different elements that still feel balanced).

Three flavours: axial (mirrored along a central axis – sleek and elegant), radial (arranged around a central focal point, like a dining table under a central light), and asymmetrical balance – where the two sides aren't identical, but their visual weight is balanced.

Asymmetry is the most relaxed and often the most natural-feeling of the three.

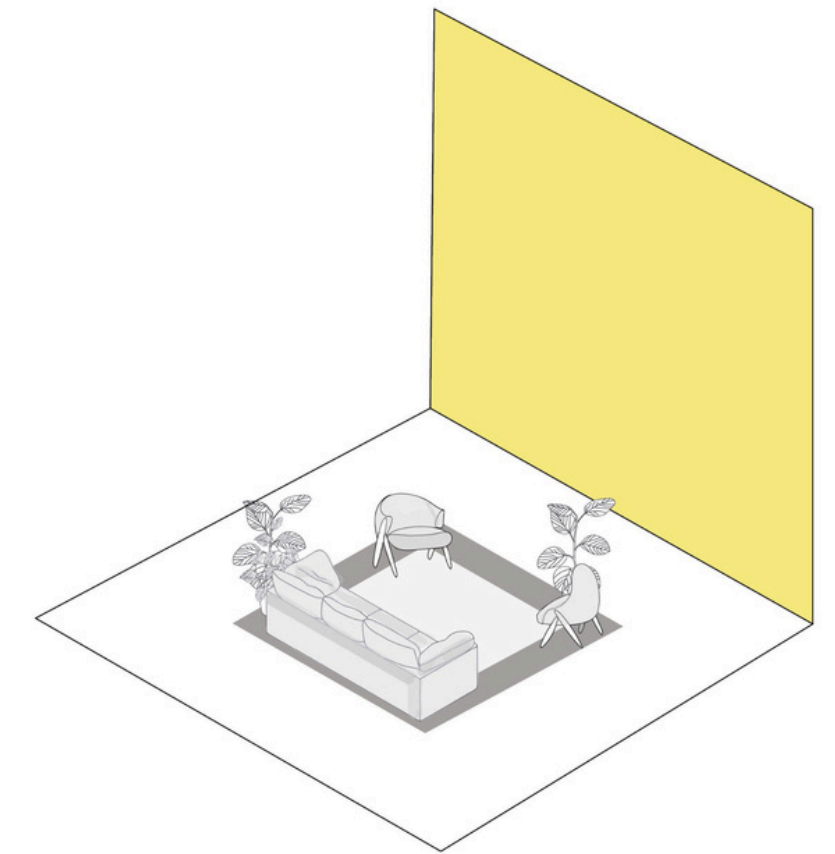
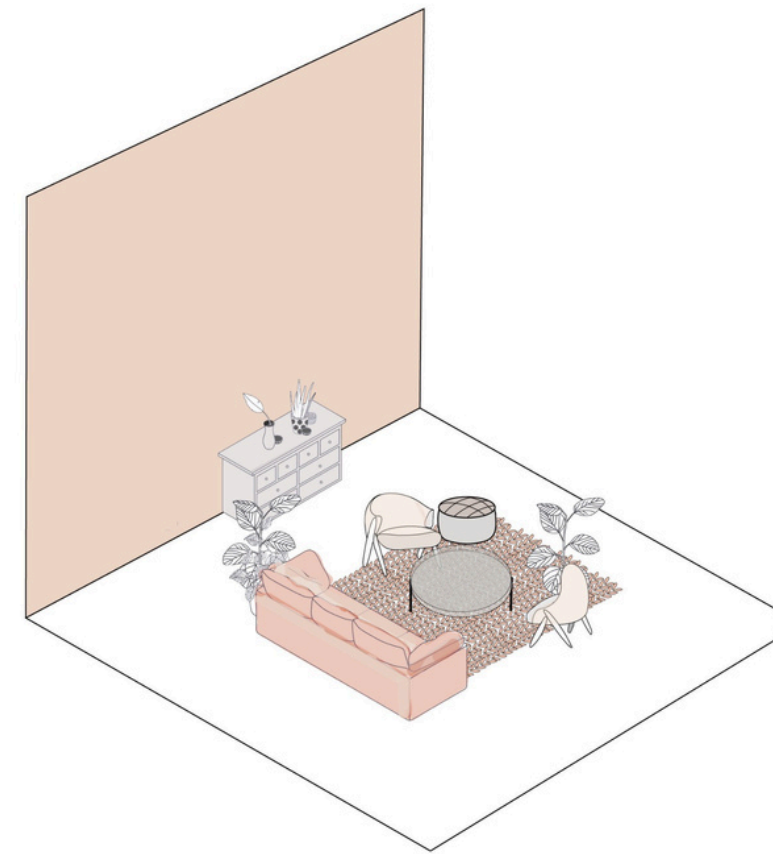


COHESION & CONTRAST

The balancing act. Cohesion is what makes a room feel like it belongs together; contrast is what keeps it from being boring.

Too much sameness and a space goes flat and impersonal; too much contrast and it feels restless.

The art is holding both at once – enough repetition to feel unified, enough contrast to stay alive. That tension, handled well, is what gives a room character.



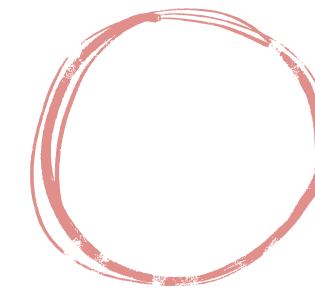
See it & apply it (with your design assistant — about 10 minutes)

Now we pull your room together as a whole.

→ **Open your design assistant and tell it you're ready to start Module 4.**

Drawing on every decision you've made so far – your brief, your focal point, your scale choices – you'll look at where your room could use more rhythm or more balance, and make one decision that ties it together: a repeated element, a symmetrical arrangement, or a deliberate spot of contrast. About ten minutes, one decision saved.

Let's see what is unseen in your room!

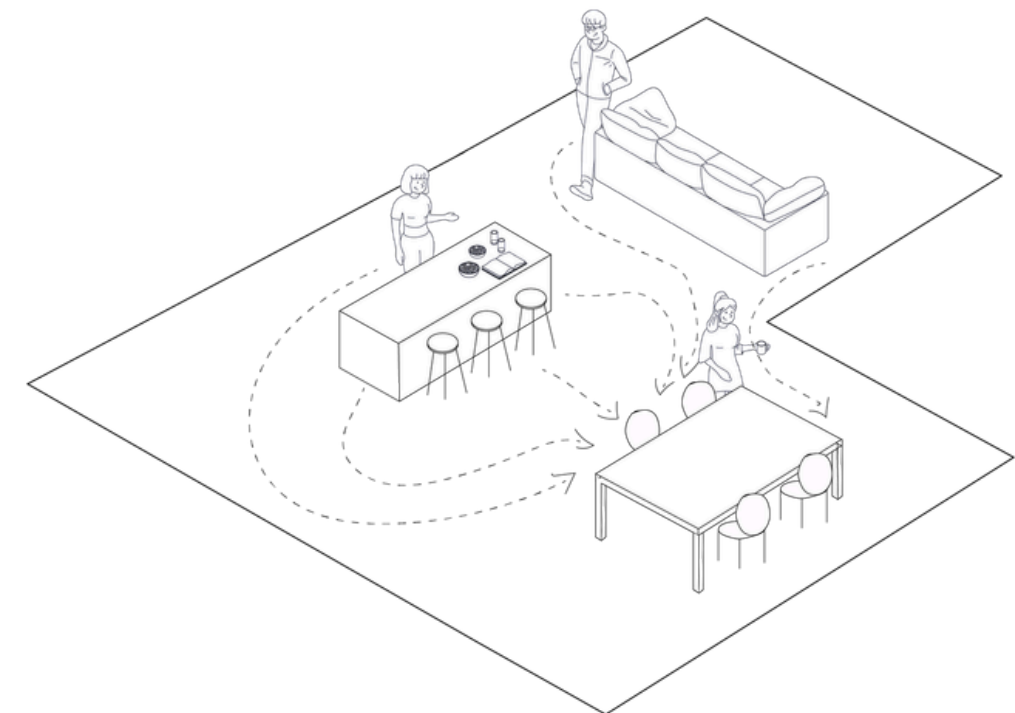


Click here to open your design assistant.

Rhythm, symmetry & balance – the do's and don'ts

- Do repeat an element (colour, material, shape) to create cohesion.
- Do use symmetry where you want calm; asymmetry where you want a relaxed, natural feel.
- Do let materials of the same family vary – wood, stone, linen – for unity with interest.
- Don't make everything match so perfectly it turns flat and impersonal.
- Don't pile on so much contrast that the room feels restless.
- Don't forget: cohesion and contrast are partners, not opposites.

Your balancing decision is saved to your plan – and that completes Phase 1, the basics. Next, we move into Phase 2, where we take everything you've learned and apply it room by room, starting with the space you analysed first.



Ready? Set...



★★★★★ Done!

Up next? Module 5:
Analyzing your space

