Scale + Proportion
We perceive scale in relation to our own size

objects created on a monumental scale appear larger than they would be in normal life

objects created on a human scale correspond to the size of things as they actually exist

Small-scale objects appear smaller than our usual experience of them in the real world

Usually, a designer ensures that all the parts of an object are in proportion to one another

But contrasting proportions can express specific meanings
Designers make conscious choices about the scale of their work when they consider the message they want to put across. A small-scale work implies intimacy.
Large-scale works can be experienced by groups of viewers and usually communicate big ideas directed at a large audience.
A designer may deliberately distort scale to create an abnormal or supernatural effect.
Hierarchical scale refers to the deliberate use of relative size in a work of art, in order to communicate differences in importance.

Almost always, larger means more important, and smaller means less important.
Conversely, same scale buildings put emphasis on the whole rather than a single one.
The relationships between the sizes of different parts of a work make up its proportions.
proportion

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As designers we first design in an abstract scale