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| **Activity 6.1a Visual Design Principles and Elements Matrix** PLTW_M_L_4CP |
| Product: Blistex Silk Chap-stick\_\_\_\_\_\_\_\_\_\_\_\_ |

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|  |  | Elements of Design | | | | | | | |
|  |  | Point | Line | Color | Value | Shape | Form | Space | Texture |
|  | **Description of Use of Element of Design** | n/a | Straight and curvy lines | Silver and purple | Shiny | Geometric; cylinder and circles | Solid cylindrical form | Indent on top and mostly negative space on design | Smooth, rough around writing |
| **Principles of Design** | **Balance** |  |  |  |  | Formal Balance created by symmetry | Formal Balance created by symmetry | Formal Balance created by symmetry | Informal balance of symbols |
| **Emphasis** |  |  | Purple is emphasize on the silver | Shine is emphasized |  |  |  |  |
| **Contrast** |  |  | Contrast between the purple and silver |  |  |  |  | Contrast between rough and smooth texture |
| **Rhythm** |  |  | Purple detail in repeated around product |  |  |  |  |  |
| **Proportion** |  |  |  |  | All shapes seem proportional and appropriate for function | All forms seem proportional and appropriate for function |  |  |
| **Unity** |  | Consistent use of curvy lines | Consistent use of purple detail | Consistent use of shine |  |  |  |  |
| **Economy** |  |  |  |  |  | Simple shapes, no extraneous elements |  | Simple materials |

