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| **Activity 6.1a Visual Design Principles and Elements Matrix** PLTW_M_L_4CP |
| Product: Computer Mouse\_\_\_\_\_\_\_\_\_ |

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|  |  | Elements of Design | | | | | | | |
|  |  | Point | Line | Color | Value | Shape | Form | Space | Texture |
|  | **Description of Use of Element of Design** | n/a | Curvy and straight lines | Black and silver | n/a | Mostly organic and some geometric | 3D form made from organic shapes | Small spaces around parts, indent around the mouse wheel | Smooth |
| **Principles of Design** | **Balance** |  |  |  |  | Formal Balance created by symmetry | Formal Balance created by symmetry | Formal Balance created by symmetry |  |
| **Emphasis** |  |  |  |  |  | Round shape is emphasized | Mouse wheel is emphasized |  |
| **Contrast** |  |  | Black contrasts silver |  |  |  | Indent contrast surface |  |
| **Rhythm** |  |  |  |  | Repeated use of organic shapes |  |  |  |
| **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 organic shapes |  |  | Consistent smooth texture |
| **Economy** |  |  | Simple colors |  |  |  |  | Minimal variety of material |

