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| **Activity 6.1a Visual Design Principles and Elements Matrix** PLTW_M_L_4CP |
| Product: Borden Milk Carton |

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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 edges with vertical and horizontal lines | Mainly white and brown with some red and yellow detail | n/a | Geometric shapes-squares, rectangles and triangles | Flat solid forms made from squares and rectangles | Space left in triangle area near opening area, depth evident, negative space around details | smooth |
| **Principles of Design** | **Balance** |  |  |  |  | Formal Balance created by symmetry | Formal Balance created by symmetry | Formal Balance created by symmetry |  |
| **Emphasis** |  |  | Red and yellow on brown and white on black |  |  |  |  |  |
| **Contrast** |  |  | Yellow on brown contrast, words on solid color |  |  |  | Contrast between the positive and negative contrast |  |
| **Rhythm** |  |  | Brown and white pattern on parallel sides |  |  |  |  |  |
| **Proportion** |  |  |  |  | All shapes seem proportional and appropriate for function | All forms seem proportional and appropriate for function | Some symbols larger than other symbols on the design |  |
| **Unity** |  | Consistent use of straight edges |  |  |  | Consistent use of solid forms |  |  |
| **Economy** |  |  |  |  |  | Flat surfaces |  | Minimal material |

