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| **Activity 6.1a Visual Design Principles and Elements Matrix** PLTW_M_L_4CP |
| Product: Galaxy S4 mini case\_\_ |

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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 | Gray and clear | Light and dark shades of grey | Mechanical and geometric shapes | Solid forms made of rectangles with curved corners | Openings made to fit phone features | Smooth, soft and rough textures |
| **Principles of Design** | **Balance** |  |  |  |  | Informal Balance created by asymmetry | Informal Balance created by asymmetry | Informal Balance created by asymmetry | Symmetrical use of rough texture |
| **Emphasis** |  |  | Gray emphasized on clear color |  |  |  |  | Textures emphasized on each other  |
| **Contrast** |  |  |  | Darker areas contrast clear areas | Mechanical shapes contrast the geometric shape it’s on |  |  | Rough texture contrast smooth texture |
| **Rhythm** |  |  |  |  |  |  |  | Repeated use of rough texture |
| **Proportion** |  |  |  |  |  |  | Openings are proportionate to the phone features |  |
| **Unity** |  |  | Consistent use of clear color |  |  |  |  | Consistent use of rough texture |
| **Economy** |  | Simple lines | Simple color |  |  |  |  |  |

