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| **Activity 6.1a Visual Design Principles and Elements Matrix** PLTW_M_L_4CP |
| Product: \_Left Shoe (Vans)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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|  |  |  Elements of Design |
|  |  | Point | Line | Color | Value | Shape | Form | Space | Texture |
|  | **Description of Use of Element of Design** |  | Curvy and straight lines | Grey, white and blue | Pattern on shoe is made of dark and light colors | Geometric shapes and organic shapes | Solid forms made by mostly organic shapes | Opening in shoe with visible depth | Rough and smooth surfaces |
| **Principles of Design** | **Balance** |  |  |  |  | Informal Balance created by asymmetry | Informal Balance created by asymmetry | Informal Balance created by asymmetry |  |
| **Emphasis** |  |  | Metallic color on grey and blue against the grey |  |  |  | Inside of shoe is emphasized from outside |  |
| **Contrast** |  |  | Grey contrast the white | Dark and light patterns on design contrast | Circles contrast organic shape of shoe |  |  | Rough contrasts the smooth |
| **Rhythm** |  |  |  | Pattern created from dark and light colors |  |  |  |  |
| **Proportion** |  |  |  |  |  | Form proportional to foot |  |  |
| **Unity** |  |  | Consistent use of grey and blue color |  |  |  |  | Consistent use of texture |
| **Economy** |  |  |  |  |  | Hollow |  |  |

