Intro
- System icons should be in minimum form expressing essential characteristics
- Shape adds direction and express brand

Foundation
- Material design defines qualities that can be expressed by UI Regions, Surfaces, and components

Surfaces
- On web the UI expresses 3D by manipulating the y axis
- Material is always 1 dhp thick
- always change elevation to show shadow
- moves in size color & opacity
- Elevation is through Z axis
- opacity can be used for elevation instead of shadow

- must use different color to show elevation
- only use shadow for depth not design
- be consistent with shadow