

**Activity 6.1a Visual Design Principles and Elements Matrix**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Elements of Design | | | | | | | |
|  |  | Point | Line | Color | Value | Shape | Form | Space | Texture |
|  | **Description of Use of Element of Design** | n/a | 2 Box shapes | Light/dark Grey  Blue | n/a | 2 Rectangles | Solid forms created by rectangles and circles | Space in smaller rectangle | Smooth/metallic |
| **Principles of Design** | **Balance** |  |  |  |  | symmetry | symmetry | symmetry |  |
| **Emphasis** |  |  | Blue |  |  |  |  |  |
| **Contrast** |  |  |  |  |  |  |  |  |
| **Rhythm** |  |  |  |  |  |  |  |  |
| **Proportion** |  |  |  |  | All shapes seem proportional and appropriate for function | All forms seem proportional and appropriate for function |  |  |
| **Unity** |  |  |  |  | Consistent use of geometric shapes |  |  | Consistent smooth texture |
| **Economy** |  | Simple lines |  |  | Simple shapes – no extraneous elements |  |  |  |