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Elevate Your Acrylic Designs

Presented by:
Chelsea Sauder
Co-Owner at Houston Acrylic

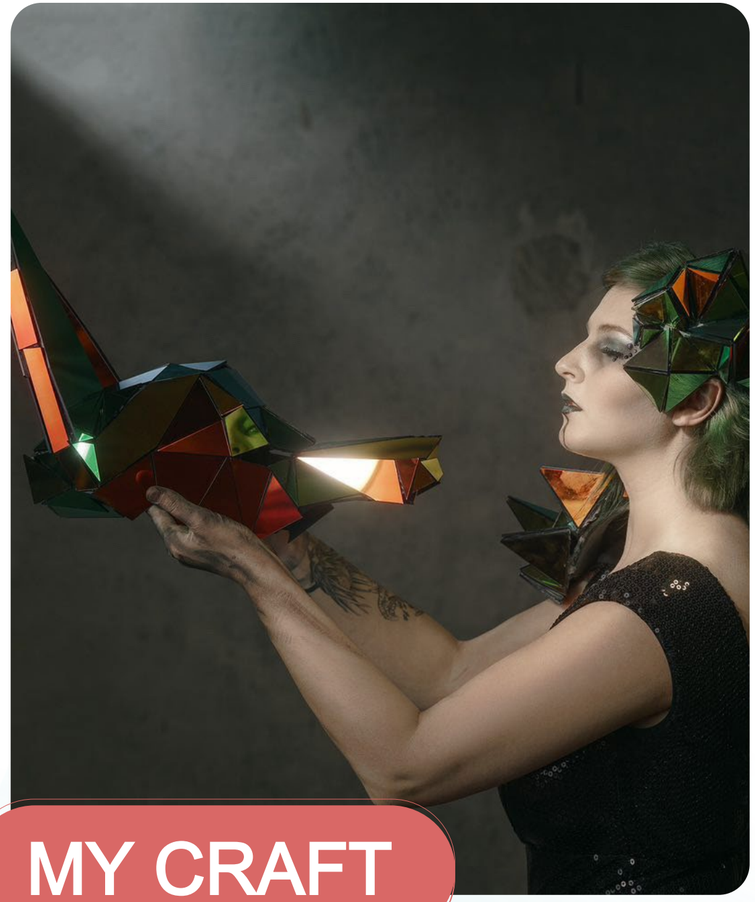
About Me



ME



MY WORK



MY CRAFT

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A Bit About You

How many sell B2B vs B2C goods?



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A Bit About You

How many people work significantly with acrylic already?

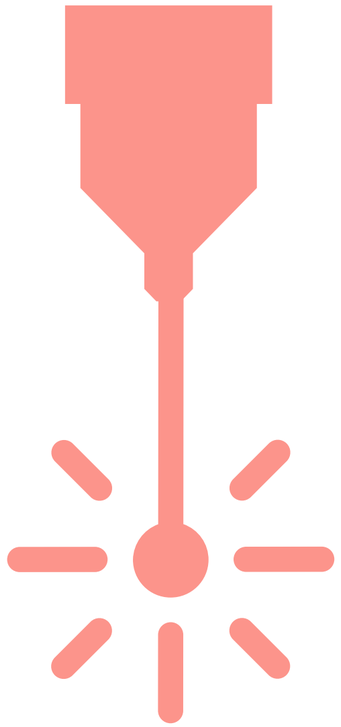


A Bit About You

How many are looking to incorporate more acrylic into their pieces?



Elevate Your Acrylic Designs



- Pick your Palette
- Design for Depth
- Enhanced Engraves



Pick Your Palette

Color is your first decision — make it intentional.

Ask yourself:

- What colors are required?
- What is the desired impact?
- What is the use-case?



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Pick Your Palette

To easily build an eye-catching palette:

- 60/30/10 Rule
- Master Monochromatic
- Flex Those Finishes



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Pick Your Palette

60% Primary

30% Secondary

10% Accent

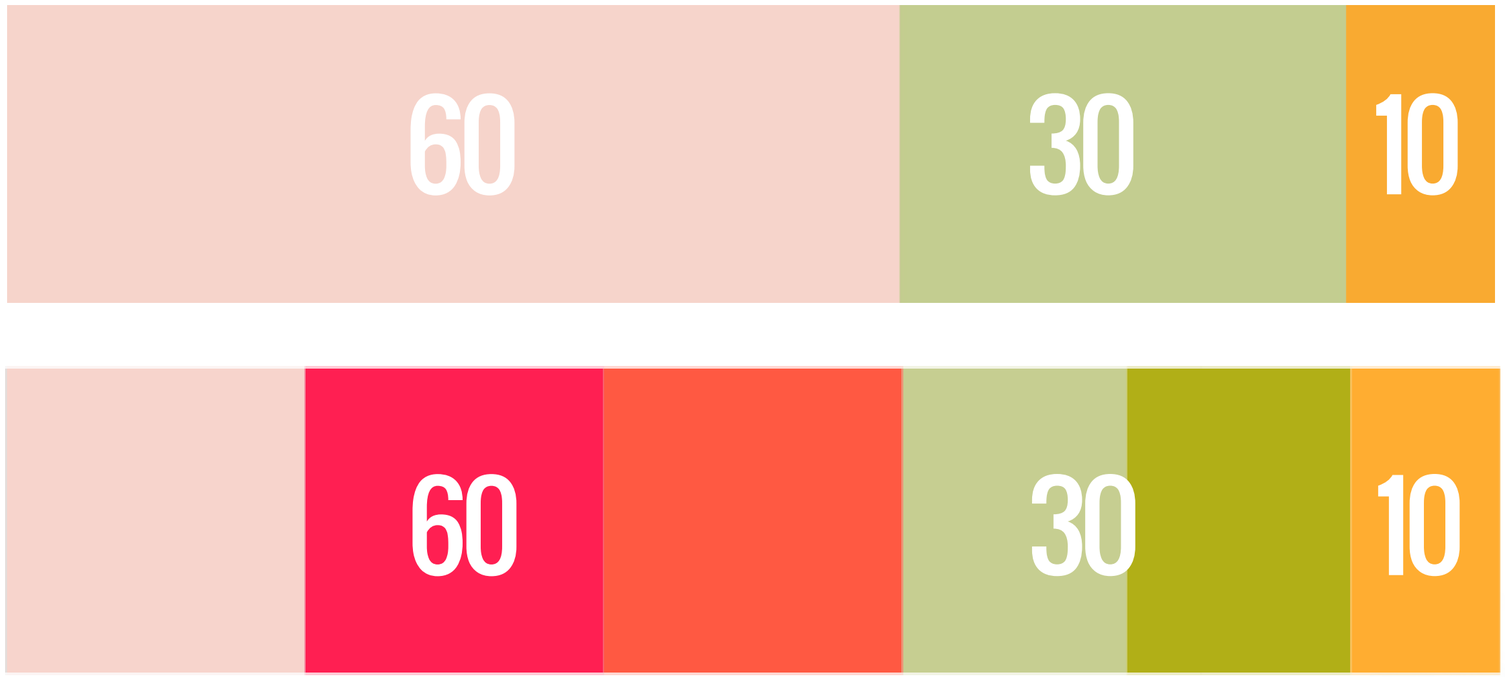
60% Primary

30% Secondary

10% Accent



Pick Your Palette





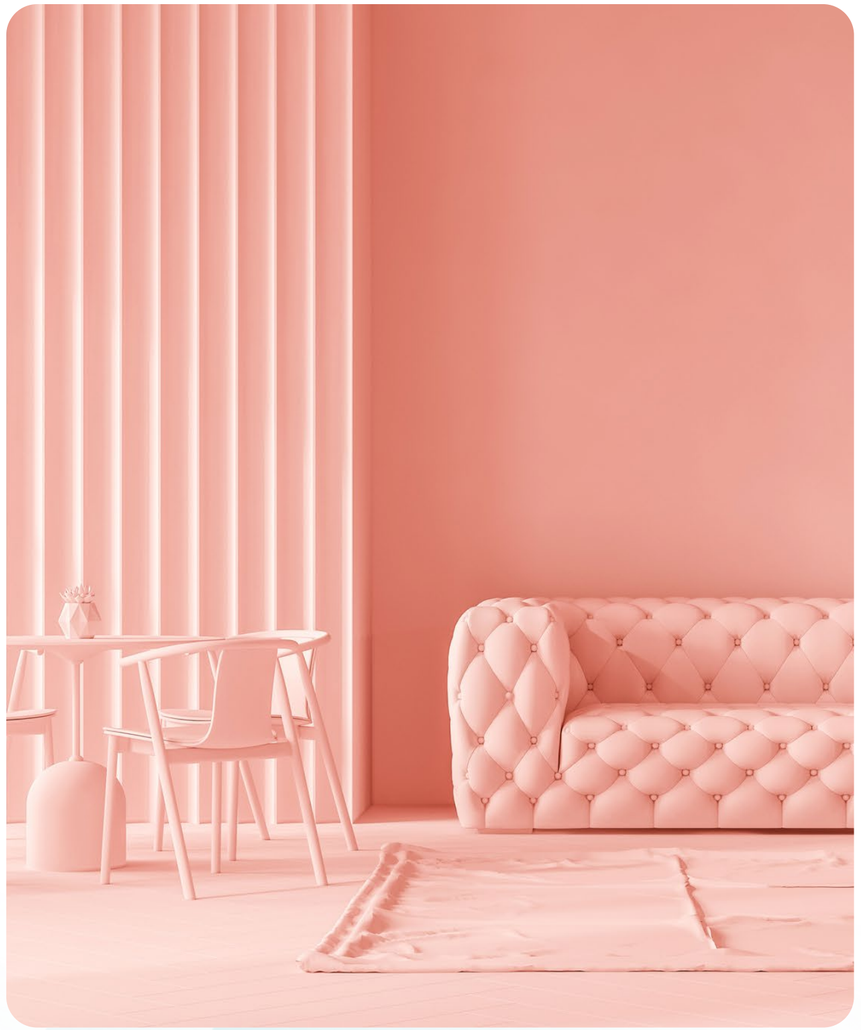
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Pick Your Palette

Monochromatic

≠

One Color



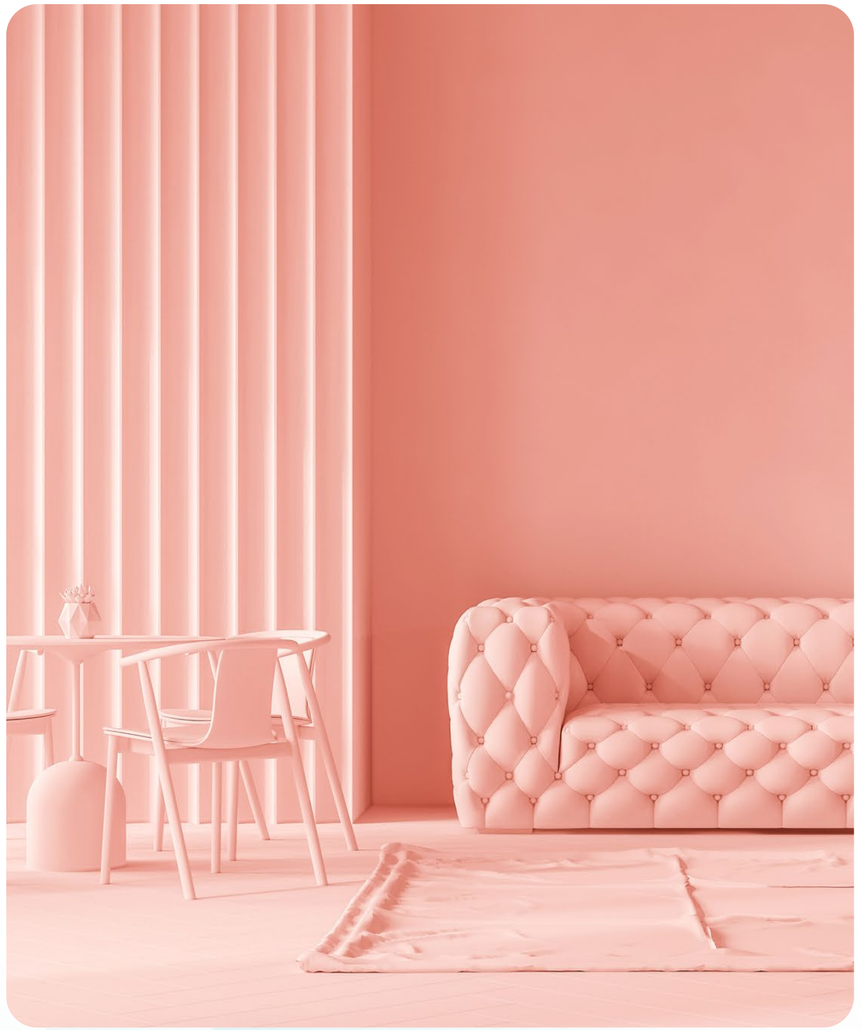
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Pick Your Palette

Monochromatic

=

One Shade



60	30	10

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Pick Your Palette

60	30	10



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Flex Those Finishes

Glossy/Glossy



Matte/Glossy



Matte/Matte

Glossy/Matte

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Flex Those Finishes

A perfect palette takes into consideration material finishes and textures.

Finishes aren’t just surface-level. They are foundational to a project aesthetic.

Finish affects light → Light affects perception → Perception affects value



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Flex Those Finishes

Glossy/Glossy



Matte/Glossy



Matte/Matte

Glossy/Matte

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Flex Those Finishes

Finish is the fastest way to elevate design without changing the file.

Finishes help:

- Create contrast
- Direct the eye
- Add luxury without complexity



Flex Those Finishes

“My design looks flat but I don’t want to add more bulk or engraving…”



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Flex Those Finishes

Finish Solution: Create Contrast

- Contrast creates separation
- Separation creates depth



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Flex Those Finishes

Pro Tip: Finish Blocking





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Flex Those Finishes

“Everything is clamoring for attention…”



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Flex Those Finishes

Finish Solution: Direct the eye

Shine attracts, Matte supports





@NiksSweetAdornments

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Flex Those Finishes

Pro Tip: Know when your piece is not the primary focus





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Flex Those Finishes

“I want it to feel high-end without increasing the cost to fabricate…”



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Flex Those Finishes

Finish Solution: Add luxury without complexity

Pro-Tip: Luxury often whispers

- Keep palette constrained
- Avoid too many shine types
- Lext texture speak



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Design for Depth

Trick 2D materials into having a 3-dimensional presence.

Depth:

- Interacts with light
- Increases visual interest
- Increases perceived value



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Design for Depth

Creating depth:

- Structure for Shadow
- In with Intarsia
- Lift Your Layers



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Structure for Shadow

Use shadow intentionally to create depth.

Pro-Tip: Negative space isn't empty, it's active.



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Structure for Shadow

@maesdigitaldesigns



Knockout



Contour



Segment

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Structure for Shadow

“My design feels too heavy?”



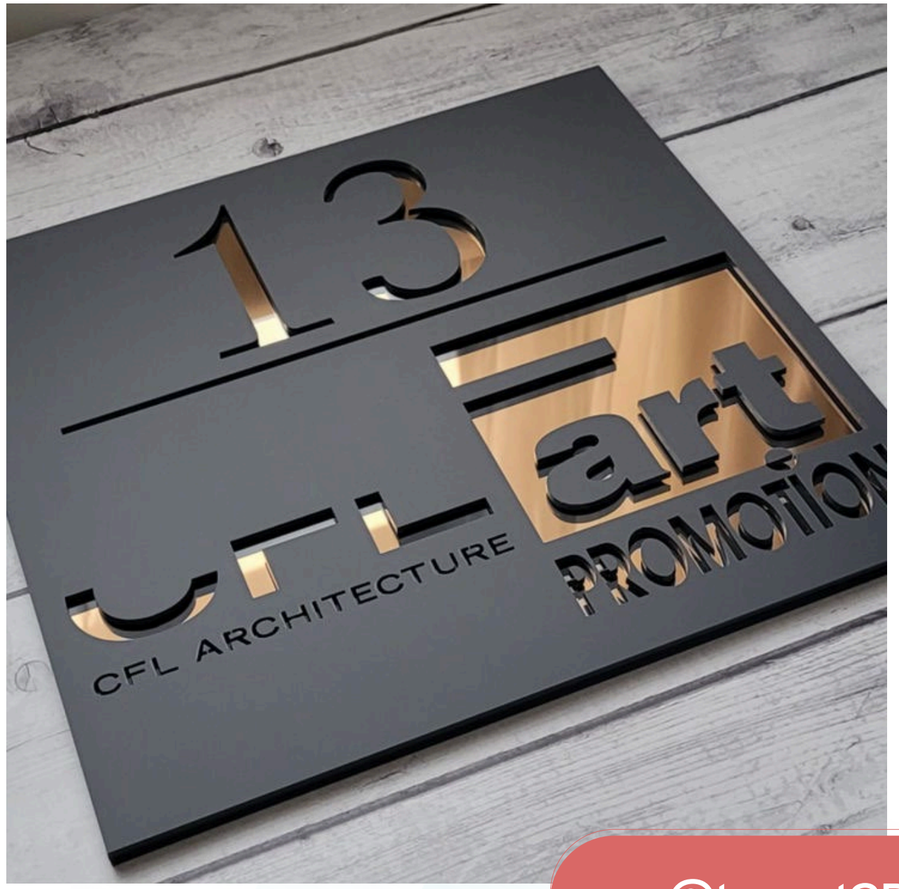
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Structure for Shadow

Shadow Solution: Knockout

Contrast creates separation.

Separation creates depth.



@trencutGB

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Structure for Shadow

Shadow Solution: Knockout

Contrast creates separation.

Separation creates depth.



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Structure for Shadow

“I want to mimic curves for my piece…”



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Structure for Shadow

Shadow Solution: Contour your shape

Mimic curves and dimensional form through silhouette shaping



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Structure for Shadow

“I want to add detail without adding more layers or details…”



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Structure for Shadow

Shadow Solution: Segment for shadow

Create form and volume with segmented cuts



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In with Intarsia

Block out colors and materials to create complex shapes.

- Design edge-to-edge
- Let contrast create definition
- Thoughtfully consider layers



In with Intarsia

“I want to create depth without added layers…”



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In with Intarsia

Solution: Colorblocking

Great for:

- Faceted designs
- Minimalist recreations
- Lightweight pieces



@getmadeinLA

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In with Intarsia

“I want to create complex detail with nominal engraving…”



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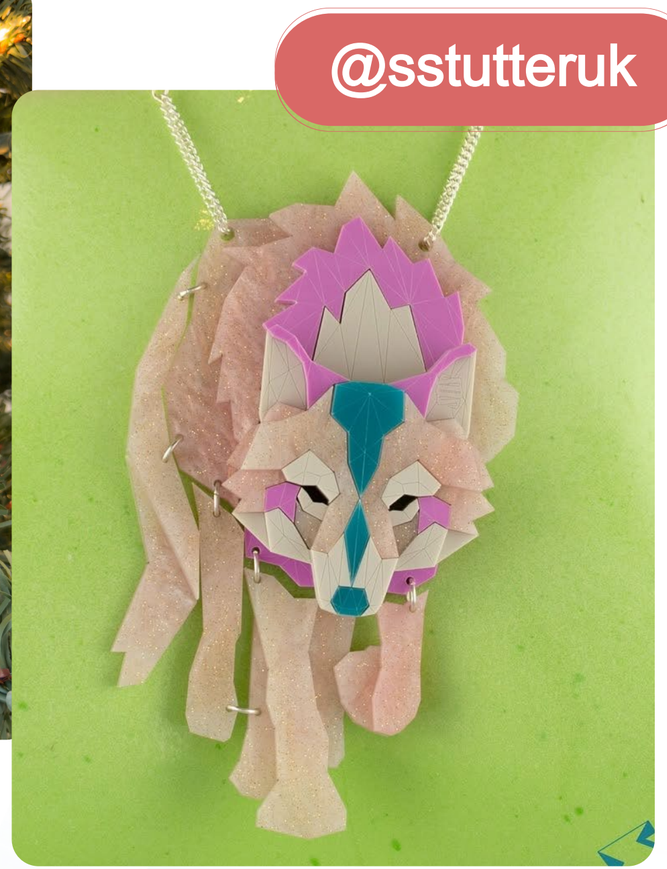
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In with Intarsia

Solution: Smart-stacking

- Personalized recreations
- Statement pieces
- High-value decor





Lift Your Layers

Thoughtful layering of materials and cuts can help designs break the 2D barrier.

Lift with:

- Invisible Layers
- Floating Layers



Lift Your Layers

“My minimalist design needs to stand out without being busy…”

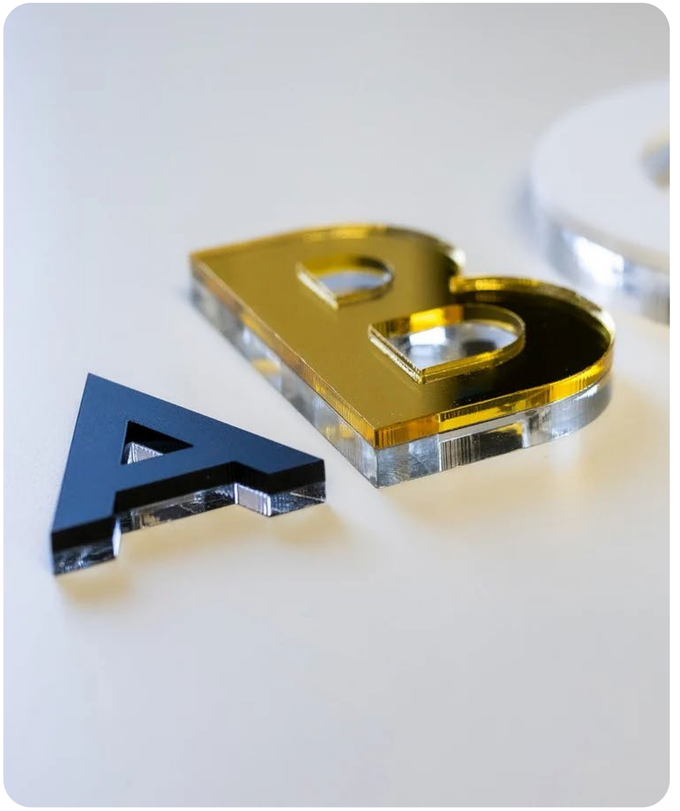


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Lift Your Layers

Solution: Invisible Layers

- Great for corporate signage
- Increases durability
- Enhances perceived value



@escuadralaser



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Lift Your Layers

“My focal point is getting lost…”



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Lift Your Layers

Solution: Floating Layers

- Utilize mounting hardware in your piece
- Separates importance through space instead of color



Lift Your Layers

Pro-Tip: Stagger heights to create more dimension



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Enhanced Engraves

Standard engraving is informational

Enhanced engraving is *dimensional*

Engraving impacts:

- Shadow and Light
- Tactile feel
- Design hierarchy



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Enhanced Engraves



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Enhanced Engraves

“Everything feels the same weight…”



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Enhanced Engraves

Solution: Combine engraves

Depth can create hierarchy without adding colors or layers.



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Enhanced Engraves

“I want to add texture without adding bulk…”



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Enhanced Engraves

Solution: Layered Engraving Depths

Simulates textures both in appearance and feel



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Enhanced Engraves

“My design feels flat but I can only work with one layer and color…”



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Enhanced Engraves

Solution: Dual Engraves

Creates contrast in designs and lettering and adds dimension to shapes.



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Enhanced Engraves







Front

Back

Result

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Bringing it all Together

- Pick your Palette
- Design for Depth
- Enhanced Engraves



Bringing it all Together

- Pick your Palette
- Design for Depth
- Enhanced Engraves



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Questions?


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