

1 Space

1.1 STRUCTURE

- 1.1.1 elements
- 1.1.2 perspective

point	line	plane	volume
one-point	two-point	three-point	multiple

1.2 FRAME

- 1.2.1 aspect ratio
- 1.2.2 orientation
- 1.2.3 composition
- 1.2.4 ground
- 1.2.5 depth
- 1.2.6 mask

1.33:1 (4:3)	1.66:1	1.85:1 (16:9)	custom
horizontal	vertical		
room	window	single	multiple
planar	linear		
scale	focus	shallow	deep
geometric	organic		

2 Form

2.1 IMAGE

- 2.1.1 render
- 2.1.2 shape
- 2.1.3 size
- 2.1.4 color
- 2.1.5 surface
- 2.1.6 dimensionality

graphic	photographic	drawn	
geometric	organic	hybrid	
small	medium	large	
monochromatic	polychromatic	solid	gradient
outlined	shaded	textured	patterned
flat	extruded	shadowed	simulated

2.2 TEXT

- 2.2.1 case
- 2.2.2 face
- 2.2.3 size
- 2.2.4 weight
- 2.2.5 width
- 2.2.6 posture

upper	combination	lower	
geometric	hybrid	humanist	
small	medium	large	
light	medium	heavy	
condensed	medium	wide	
roman	italic	oblique	custom

2.3 SUPPORTING

- 2.3.1 line
- 2.3.2 symbol
- 2.3.3 shape
- 2.3.4 audio

straight	curved	uniform	variable
alphabetic	analphabetic	numeric	pictorial
geometric	organic	hybrid	
voice	music	sound	ambient

3 Time

3.1 MOTION

- 3.1.1 dynamics
- 3.1.2 direction
- 3.1.3 orientation
- 3.1.4 rotation
- 3.1.5 proximity
- 3.1.6 grouping
- 3.1.7 layering
- 3.1.8 transformation

real time	implied	abstract	
straight	curved	spatial	
upright	inverted	radial	skewed
flat	spatial	random	
spatial	sequential		
symmetrical	asymmetrical	consonant	dissonant
opaque	translucent	transparent	
reductive	elaborative	distortive	

3.2 SEQUENCE

- 3.2.1 structure
- 3.2.2 juxtaposition
- 3.2.3 hierarchy
- 3.2.4 transition
- 3.2.5 rhythm
- 3.2.6 duration and pause

linear	nonlinear		
layered	sequential	simultaneous	
image	text	audio	synthesis
cut	wipe	fade	dissolve
repeating	alternating	synchronous	asynchronous
foreshadow	recall		