

FORMATS

Poster
Triptych
Magazine
Zine
Catalog
Manual
Packaging
Guide / Textbook
Symbol
Infographic
Directions
Diagram
Map
Topographical / Elevation
Aeronautical / Nautical
Maze
Connect the Dots
Book
Fiction / Non-Fiction
Linear / Non-Linear
Progressive / Chronological
Educational / Textbook
eBook
Flip book
Pop Up
Illustrated Book
Accordion fold
Paper Doll
Nesting
Stationary
Card
Font/Typeface/Lettering
Pattern
Wallpaper / Wrapping Paper
Fabric
Apparel
Architectural Model
Stage Set
Installation
Display / Retail
Education
Exhibition
Signage
Way-finding
Trade Show
Board Game
Diorama
Interactive
Website / Blog
App
Animated GIF
Animation
Film / Movie / Video
Virtual Reality
3D Environment
Video Game
Stop Motion
Flip Book

TOOLS / MATERIALS IMAGE & MARK MAKING

Draw / Paint
Pen / Pencil / Brush
Marker
Calligraphy pen
Unconventional writing tool
Tape
Layer
Stamp
Carve
Spray Paint
Stencil
Collage
Glue
Weave
Knot / Wrap
Scratch
Sew
Trace
Transfer
Rubbing
Tear
Cut
Fold
Weave
Hole Punch
Stapler
Rorshach/ink blot
Blow ink with straw
Photocopy / Scan
Xerox Transfer
RISograph
Pin Hole Camera
Polaroid
Halftone
Duotone
Hologram
Lenticular
Anaglyph
Stereoptic
Print
Stamp
Potato / Eraser Print
Letterpress
Block print
Pressure print
Emboss
Silkscreen
Offset Litho
Engraving/Foil Stamping
Flexography
Paper making
Marbling
Paste paper
Vector/Pixel
Program/Code
Record / Sound
Music / Play

Mechanical
Typewriter
Screw
Hammer
Saw
Sandblast
Burn / Freeze
Cook/Bake
Tea/Coffee
Salt
Dirt
Bleach
Film
Packaging
String
Insects
Plants
Mold
Wire
Metal
Hair/Fur
Makeup

WRITING

Mind Map
Index
List
Categories
Progression
Non-Linear
Truism
Aphorism
Urban Legend
Visual Thesaurus
Analogy
Figure of Speech
Metaphor
Allegory
Anthropomorphic
Amalgamation
Metamorphosis
Fortune
Receipt
Quote
Message
Date / Calendar
Eavesdropped Conversation
Commercial / Advertising
Event / News
Dictionary Definition
Urban Dictionary
Slang
Crime Scene/Report
Dream
Memory
History
Instructions
Test
Weather

FORM FACTORS

Line
Thick and thin
Consistent weight
Implied Line
Contrast
Weight: Light / Heavy
Width: Tall / Fat
Spacing: Loose / Tight
Curvilinear/Organic
Gesture
Geometric
Fragment
Outline
Abstraction
Realism
Texture [tactile/visual]
Surface
Pattern
Invert
Mirror
Addition
Subtraction
Asymmetrical
Symmetrical
Grouping
Grid
Modular
Rule of Thirds
Golden Ratio
Macro / Micro
Fractal
Static
Active / Dynamic
Overlapping / Layer
Repetition
Rhythm
Tension
Proximity
Similarity
Continuity
Closure
Form / Counter Form
Ambiguous / Reversible
Volume/ Shadow
Implied 3D/Illusory space
Depth with scale change
Syncopated / Rhythm
Connected
Large to small
Stacked
Upside down
Reversed / Flipped
Division / Cut
Container shapes
square, circle, triangle,
octagon, ribbon, badge
Container: Solid or Outline

Photographic
Solid / Opaque
Transparent
Gradient
Radial
Letters:
Uppercase
Lowercase
Italic / Oblique
Outline
Substitution within word
Letters and numbers
Symbols / Rebus
Color
Black and White
Complementary
Analogous
Monochromatic
CMYK / RGB

ACTIONS LIST / TRANSFORMATION

geometric
texture
gestural
distressed
slow
3-D
flat
torn
minimal
complex
curvilinear
digital
retro
old / new
decorative
ornamental
industrial
mechanical
futuristic
weightless
heavy / light
playful
historical
calligraphic
fast / slow
classy / trashy
fat / skinny
big / small
long / short
repetition
solid
outline
transparent
structured
jumbled
exaggerated
universal

sensitive
atmospheric
energetic
rhythmic
deep/shallow
weight
layered
organized
space
variety
isolation
emphasis
asymmetrical
aggressive
floating
distorted
surface
crowded
photographic
grid
intensity
motion
dislocated
abstract
organic
overlap
flow
hard/soft
squeeze
dissect
repeat
combine
wet / dry
magnify
broken
glow
flexible
dark/light
pattern
cut
tangled
unwrapped
loose / tight
mirror

CONCEPTS

time
space
gesture
music
journey
season
anxiety
curiosity
memory
vision
duplication
generic
clutter

waste
excess
alienation
constriction
monotony
work / home
test
change
metamorphosis
education
love / hate
together / apart
family / marriage
children
aging
gender
sick/healthy
life/death
pain
DNA
technology
accident
happy / sad
loneliness
hot / cold
night / day
inside/outside
connection
isolation
dislocation
wild
equal
loud / quiet
safe / fear
friendship
overwhelmed
overpopulation
competition
elevated
good / evil
magic
science
anthropology
philosophy
myth
religion / faith
spirituality
language
semiotics
prejudice
freedom / prisoner
battle / war
force
lust / greed
capitalism
authority
money
food
water
resources