

## **TOOLS FOR VISUAL COMMUNICATION**

(Visual Syntax)

objects/symbols/decoration

compositional arrangement (shape, space, size, scale, direction, subject placement)

aspect/positioning/orientation (how you see the subject)

movement/pattern/repetition

complexity/fragmentation (vs. cohesion)

value (contrast, key)

color (hue, palette, intensity, saturation)

line quality

texture

painting technique/handling

lighting/illumination (number, direction, strength of lights)

modeling of forms (flat vs. volume)

focus/degree of definition

point of view

depth of field

type of perspective (accurate or distorted)

degree of foreshortening

body pose/gesture

facial expression

time of day

historical allusion (or art style)

degree of realism/stylization/abstraction

distortion/characteristics/anthropomorphism

progression/metamorphosis/ transposition

transparency/multiple exposure/superimposition

layering/overlapping/collage

lost and found edges

Using words or phrases from a process of free-association, especially descriptive adjectives & adverbs, ask yourself how each of these tools can be used in a way that visually expresses or communicates those words. Try to incorporate those visual elements & pictorial devices into your image from the beginning stages.