

Communication Graphics

Visual Literacy Concepts & Vocabulary

COMPOSITIONAL ELEMENTS

The arrangement of items within the edges of an image.

Abstract - using objects within the image to resemble and simplify another object.

Asymmetrical Balance - not symmetrical. Objects, shapes, lines, colors and/or hues on both sides of an imaginary central line are different.

Framing - elements within the image surround the subject. Foliage can be used on the borders of the image to fill an empty sky.

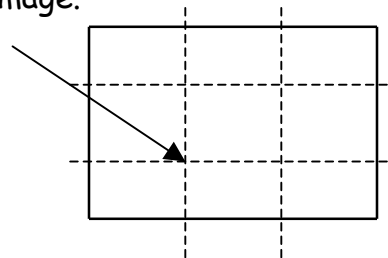
Leading Lines - lines in the image that lead the viewer's eye around the image or to your subject.

Radial Design - Objects, shapes, lines, and/or colors radiate out from a central point in a circular pattern.

Repetition - Same shape, line, pattern, color and/or hue is repeated throughout the image.

Rule of Thirds - Deliberate placement of the subject off-center using the junctions of a "tic-tac-toe" grid over the image.

Place subject at one of these junctions



Symmetrical Balance - Objects, shapes, lines, colors and/or hues on both sides of an imaginary central line are the same.

Light - Direction of the light source depends on the subject's position in relation to the camera. Look at the direction of the light, and what the light does to your subject.

Ambient Light -- used to describe available low light, like an interior at night.

Artificial Light - is not natural light. Flash, Household bulbs (tungsten), and Fluorescent lights are the most common artificial light sources.

Axis Light - comes straight at your subject from the camera. This will tend to flatten the appearance of your subject. Camera flash is a common source of axis light.

Contour Light - comes from the side of your subject. Light can be soft or dramatic. Generally, contour light will give your subject texture and dimension.

Diffuse light - soft, almost shadowless light. It seems to come from all directions.

Rim or Edge Light - comes from behind your subject, and some falls on the rim or edge of your subject to separate it from the background.

Silhouette - light comes from behind the subject, but doesn't fall on the subject. Subject looks black and two-dimensional.