

Visual Elements Quick Reference Card

Purpose:

A one-page visual analysis cheat sheet for quick consultation.

The 10 Visual Elements

Line – Guides the viewer's eye

Ask: Where does the eye move?

Color – Creates mood and meaning

Ask: What emotions do the colors suggest?

Shape – Defines forms

Ask: Are shapes organic or geometric?

Form – Three-dimensional appearance

Ask: Does the image feel flat or realistic?

Space – Depth and placement

Ask: What feels close or distant?

Texture – Surface quality

Ask: Is texture real or implied?

Value – Light and dark

Ask: How does contrast affect focus?

Scale – Size relationships

Ask: What seems exaggerated or minimized?

Pattern – Repetition

Ask: What repeats, and why?

Composition – Overall arrangement

Ask: How is the image structured?