|  |  |  |
| --- | --- | --- |
| **Image** | **Text** | **Layout** |
| **Photograph****caption****Illustration****Logo****Crop****Depth of field****Perspective****Shutter speed****Colour****contrast****Texture****Setting****NVC** | **Font type****Font size****Serif / sans serif****Colour****Italic/bold****Underline****Title banner****Heading** **Subheading****Leading line****Tag-line****By line****Company info****Adverts** | **Rule of 1/3rds****Size****Position****Widows****Gutters/borders****Juxtaposition****Hard lines****Graphic feature****Watermark****Drop cap****Columns****Paragraphs****Plugs / Ears****Page numbers****Date issue no.****Colour blocks** |

Text

Font type

Font size

Serif / sans serif

Colour

Italic/bold

Underline

Title banner

Heading

Subheading

Leading line

Tag-line

By line

Structuring / sequencing

Institutional information

Adverts

Layout

Rule of 1/3rds

Blank/whit space

Size

Position

Orphans

Widows

Gutters/borders

Juxtaposition

Hard lines

Graphic feature

Watermark

Drop cap

Columns

Paragraphs

Plugs / Ears

Page numbers

Date issue no.

Colour blocks

Gradient

Image

Photograph

caption

Illustration

Logo

Crop

Depth of field

Perspective

Shutter speed

Colour

contrast

Texture

Setting

NVC

* Layout
* Rule of 1/3rds
* Blank/whit space
* Size
* Position
* Orphans
* Widows
* Gutters/borders
* Juxtaposition
* Hard lines
* Graphic feature
* Watermark
* Drop cap
* Columns
* Paragraphs
* Plugs / Ears
* Page numbers
* Date issue no.
* Colour blocks
* gradient