|  |  |  |
| --- | --- | --- |
| **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