Art & Design Keywords

COLOUR

Bright Cool Dark Warm Light

Neutral Saturated Vivid Pale Hue Dull

Harmonious Monochrome Earthy **Muted**

TONE

Contrasting **Bright** Dramatic Dark Rich

Intense Light Harsh Gradual Flat

PATTERN

Random Overlay Irregular Repeat Simple **Geometric Asymmetrical Stamped Natural** Structural Motif Flowing

Stencil **Symmetrical** Decorative

FORM (3D)

Flat Distorted 3 Dimension Organic Cylinder Realistic Pyramid Uniform Carved

TEXTURE

Rough Smooth Soft Sharp **Tactile**

Matt Fine Shiny Spiky Course

Visual Uneven Flat Embossed Glossy

SPACE

Positive Negative Shading Open Closed

Dimension Distance Around Between Around

SHAPE

Circle Rectangle Curved Organic Angular Geometric Square Irregular Oval

Triangular Abstract Simple Solid Soft Rough

LINE

- Continuous Faint Curved Broken Diagonal
- Straight Thick Thin **Vertical** Horizontal Bold
- Zigzag Heavy Straight Sharp

Composition

Simple Asymmetrical **Symmetrical Focal Point** Random

Background Balanced Foreground Background Proportional



Delicate

Subtle Strong Shading Pale

2 Dimension Sphere Curved Uniform Depth Cube

Perspective Shallow **Below** Illusion Deep

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