

	Graphic Resources	Correspondence	Design Uses
Marks	<ul style="list-style-type: none"> <li>Shape</li> <li>Orientation</li> <li>Size</li> <li>Texture</li> <li>Saturation</li> <li>Colour</li> <li>Line</li> </ul>	<ul style="list-style-type: none"> <li>Literal (visual imitation of physical features)</li> <li>Mapping (quantity, relative scale)</li> <li>Conventional (arbitrary)</li> </ul>	<ul style="list-style-type: none"> <li>Mark position, identify category (shape, texture colour)</li> <li>Indicate direction (orientation, line)</li> <li>Express magnitude (saturation, size, length)</li> <li>Simple symbols and colour codes</li> </ul>
Symbols	<ul style="list-style-type: none"> <li>Geometric elements</li> <li>Letter forms</li> <li>Logos and icons</li> <li>Picture elements</li> <li>Connective elements</li> </ul>	<ul style="list-style-type: none"> <li>Topological (linking)</li> <li>Depictive (pictorial conventions)</li> <li>Figurative (metonym, visual puns)</li> <li>Connotative (professional and cultural association)</li> <li>Acquired (specialist literacies)</li> </ul>	<ul style="list-style-type: none"> <li>Texts and symbolic calculi</li> <li>Diagram elements</li> <li>Branding</li> <li>Visual rhetoric</li> <li>Definition of regions</li> </ul>
Regions	<ul style="list-style-type: none"> <li>Alignment grids</li> <li>Borders and frames</li> <li>Area fills</li> <li>White space</li> <li>Gestalt integration</li> </ul>	<ul style="list-style-type: none"> <li>Containment</li> <li>Separation</li> <li>Framing (composition, photography)</li> <li>Layering</li> </ul>	<ul style="list-style-type: none"> <li>Identifying shared membership</li> <li>Segregating or nesting multiple surface conventions in panels</li> <li>Accommodating labels, captions or legends</li> </ul>
Surfaces	<ul style="list-style-type: none"> <li>The plane</li> <li>Material object on which the marks are imposed (paper, stone)</li> <li>Mounting, orientation and display context</li> <li>Display medium</li> </ul>	<ul style="list-style-type: none"> <li>Literal (map)</li> <li>Euclidean (scale and angle)</li> <li>Metrical (quantitative axes)</li> <li>Juxtaposed or ordered (regions, catalogues)</li> <li>Image-schematic</li> <li>Embodied/situated</li> </ul>	<ul style="list-style-type: none"> <li>Typographic layouts</li> <li>Graphs and charts</li> <li>Relational diagrams</li> <li>Visual interfaces</li> <li>Secondary notations</li> <li>Signs and displays</li> </ul>