

See interactive version at www.interaction-design.org/encyclopedia/visual_representation.html

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