

VISUAL ANALYSIS:

RATIONAL

Line Measure

Leading

Tracking

Type Colour

Typestyle

Typeface

Grid

Hierarchy

Colour

Neg. Space

Contrast

Balance

Scale

Texture

Unity

EXPERIMENTAL

Line Measure

Leading

Tracking

Type Colour

Typestyle

Typeface

Grid

Hierarchy

Colour

Neg. Space

Contrast

Balance

Scale

Texture

Unity