

① ORDER - THE ARRANGEMENT OR DISPOSITION OF PEOPLE OR THINGS IN RELATION TO EACH OTHER ACCORDING TO A PARTICULAR SEQUENCE, PATTERN, OR METHOD. ② AN AUTHORITATIVE COMMAND, DIRECTION, OR INSTRUCTION.

• TOOLS

- CONTRAST - HIERARCHY
- RHYTHM + MOVEMENT - FORCING THE EYE TO VIEW ITEMS IN ORDER (ROLLING SQUARE)
- BALANCE - REPRESENTING THINGS IN A SYMMETRICAL ORDER

② INCREASE — BECOME OR MAKE GREATER IN SIZE, AMOUNT, INTENSITY, OR DEGREE. ²AN

~~INCREASE~~ INSTANCE OF GROWING OR MAKING GREATER

• TOOLS

- SCALE - INCREASING SIZE

- RHYTHM + MOVEMENT - INCREASING SPEED

- GOING UP (SQUARES UP RAMP)

- ~~SPACE~~ ~~NEG~~

③ BOLD - (OF PERSON, ACTION, OR IDEA) SHOWING AN ABILITY TO TAKE RISKS; CONFIDENT AND COURAGEOUS. ② (OF COLOR OR DESIGN) HAVING STRONG OR VIVID APPEARANCE.

TOOLS

- CONTRAST & EMPHASIS - HIGHLIGHTING SOMETHING THROUGH CONTRAST
- BALANCE - USING SYMMETRY TO FRAME AN IMAGE.
- USING A CHANGE IN SCALE

④ PLAYFUL - FOND OF GAMES AND AMUSEMENT; LIGHTHEARTED

② INTENDED FOR ONE'S OWN OR OTHERS' AMUSEMENT RATHER THAN SERIOUSLY ③ GIVING OR EXPRESSING PLEASURE/ ENJOYMENT.

• TOOLS

- RHYTHM/MOVEMENT - JUMPY/BOUNCY/EXCITEMENT
- BALANCE - ASYMMETRY TO SHOW BOUNCY
- SCALE - SMALL = CUTE
- UNITY - TOGETHER/INTERACTING

5. CONGESTED - SO CROWDED WITH TRAFFIC OR PEOPLE AS TO HINDER FREEDOM OF MOVEMENT.
e (OF THE BODY) ABNORMALLY FULL OF BLOOD.

• TOOLS

- RHYTHM/MOVEMENT - SLOWING DOWN
- UNITY - TOGETHERNESS
- BALANCE - ASYMMETRY OF BOXES, CHAOTIC

① TENSION - THE STATE OF BEING STRETCHED TIGHT. ② MENTAL OR EMOTIONAL STRAIN.

TOOLS -

- UNITY - TOGETHERNESS

- SCALE - BIG VS. SMALL

- BALANCE - CENTERING TENSION

- SPACE - NEGATIVE SPACE SQUISHING