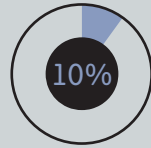


Simple Data Viz Report Design DNA

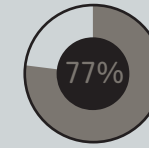
APPLICATION



Fine Art

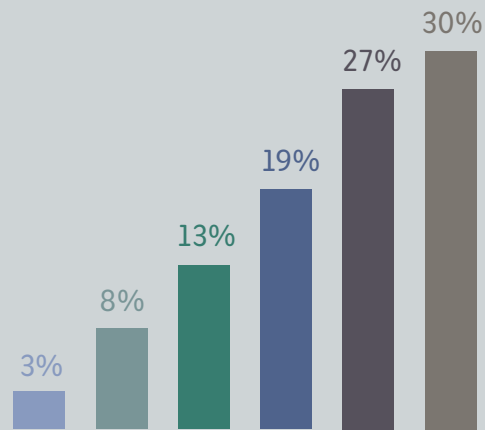


Commercial



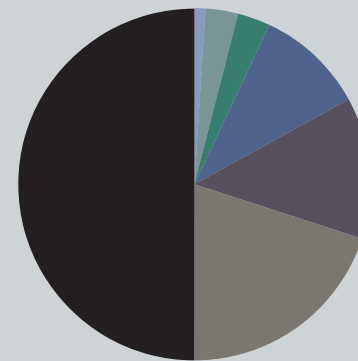
Editorial

EMOTION/MOOD



Weird
Quirky
Calm
Dark
Dreary
Happy

COMPOSITION



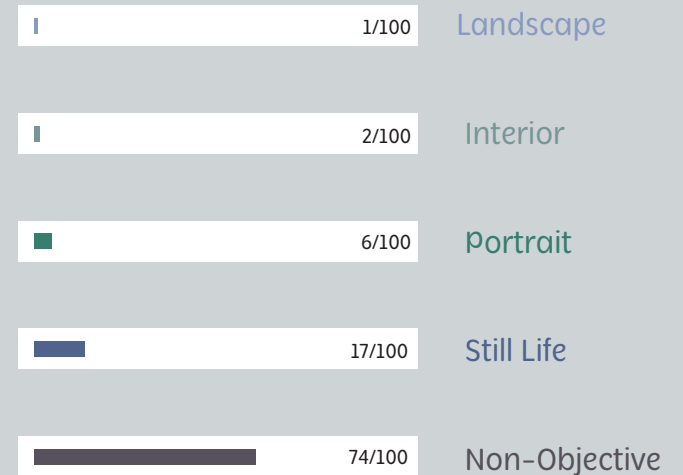
Asymmetrical 1%
Rhythm 3%
Unity 3%
Scale & Hierarchy 10%
Movement 13%
Lines & Shapes 20%
Symmetrical 50%

COLOR/TONE



Dull 4%
Bright 10%
Complementary 10%
Monochromatic 13%
Dark 19%
Pastel 20%
Warm 24%

SUBJECT MATTER



Landscape

Interior

Portrait

Still Life

Non-Objective