Decode the Essentials

DATE / /

HOW TO USE THIS PAGE

Break your references into their essential parts.

Look beyond the whole image. Notice what creates the mood, meaning and visual language.

WORKING AT A4

Write short answers, keywords or source codes in these panels. Use colour swatches in the colour panel.

15 COLOUR

Which colours dominate? What relationships or contrasts appear?

16 SHAPE / FORM

What shapes, silhouettes, edges or structures keep appearing?

17 PATTERN / RHYTHM

Where do repetition, rhythm, or visual beats appear?

18 COMPOSITION

How are things arranged? Where does the eye go first?

19 MATERIAL / TECHNIQUE

What textures, processes, surfaces or methods are visible?

20 LIGHT / CONTRAST

How do light, shadow, tone and contrast shape the feeling?

21 SCALE / PROPORTION

What feels oversized, tiny, balanced, distorted?

22 KEY INSIGHTS

What have I understood that I couldn't see at first?

23 WHAT MATTERS MOST?

Which elements carry the strongest identity?

THE ESSENCE

If I stripped everything back, what would remain?

Write one sentence.