

Static Images:

A static image is the presenting of an idea or ideas through visual imagery.

All aspects of the image must connect to the idea(s) you want to express.

This means the colours, text & fonts, placement, images and borders.

Static Images:

These are a few elements to consider when thinking about designing a static image:

Shape & background

Style & 3D

Placement

Border

Illustrations

Colour

Text & Fonts

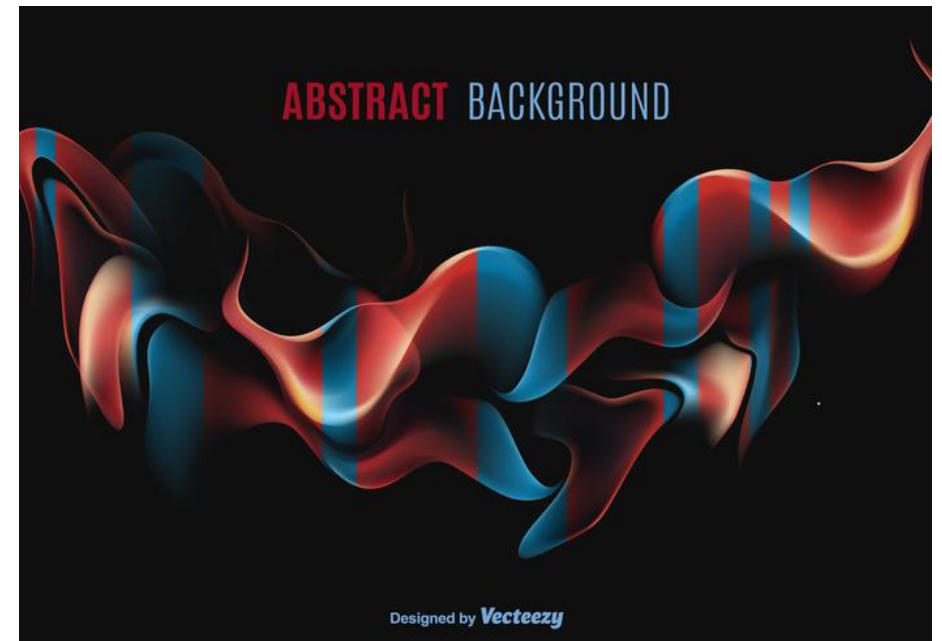
Shape & Background

Shape

Portrait
Landscape
Circular
Square
Box
A2, A3, A4

Background

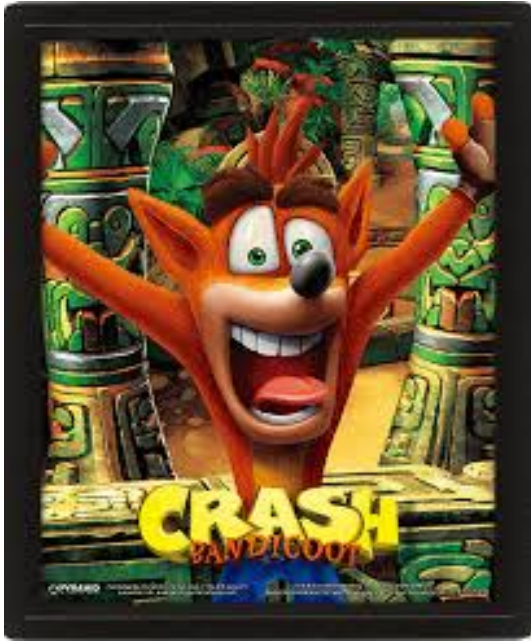
Colour
Image
Empty



Style & 3D

Style

Collage
Montage
Simple
Detailed



3D

Using shading behind images/lettering to make it stand out.

3D Text

Placement

- Think about where you are going to place each part of the static image. What is going to be your focal point? The image or the text?
 - Is your text going to be:

at the top?

split between the two?

at the bottom?

There is always an important connection between where you place every element of your image and the idea you are trying to express.