TYPE IN MOTION CHEAT SHEET

ELEMENTS OF DESIGN

FORM

FORM
Line
Contrast
Mass
Image
Plane
Point
Properties
Parameters
Pattern
Scale
Shape
Texture
Type
Value
Weight

RELATIONSHIP
Balance
Closure
Grouping
Hierarchy
Juxtaposition
Proximity
Similarity
Symmetry

MOVEMENT
Animation
Acceleration
Direction
Easing
Motion (Stop)
Orientation
Range
Space
Velocity

NARRATIVE

COMPOSITION
Axis (X-Y-Z)
Assemblage
Depth of field
Focus
Frame
Layering
Masking
Multiplicity
Montage
Structure

TIMING
Duration
Flow & Edit
Recall
Recognition
Rhythm & Pace
Sequence
Transition

TREATMENT
Association
Chaos
Colour
Conjure
Distortion
Fusion
Metamorphosis
Palette
Projection
Randomness
Shift
Style
Tone & Tint
Temperature

AMBIANCE
Audio
Sound Design
Soundtrack
Synchronization
Volume

CONCEPT

EXPRESSION
Analogy
Essence
Focus
Humour
Idea
Metaphor
Meaning
Mood
Play
Parti
Perception
Premise
Perspective
Point of View
Polarity
Theme
Tone
Truth
Voice
Wit

MESSAGE
Abstraction
Bias
Belief
Call to Action
Context
Emotion
Irony
Morphology
Opinion
Position
Proclamation
Propaganda
Pun
Question
Satire
Semantics
Semiotics
Simulation
Statement

STORYTELLING

1 Setting **2** Subject **3** Theme **4** Concept **5** Narrative **6** Form

WHEN + WHERE
Anchor
Context
Opportunity
Place
Potential
Role
Stage

WHO
Actions
Appearance
Audience
Character
Description
Dialogue
Form
Intention
Motivation
Object
Persona
Personality
Profile
Representation
Voice

WHAT
Backstory
Frame
Message
Pay-off
Perspective
Point of View
Premise
Reference
Prejudice
Relativity
Truth

WHY
Content
Emotion
Examination
Expression
Insight
Paradigm
Plot
Purpose
Question
Realization
Relationship
Validation
Voice

WHAT + WHY
Action
Change
Coherence
Conflict
Comprehension
Discovery
Evolution
Motion
Progression
Resolution
Reversal
Sequence
Segue
Tension
Tonality
Transition
Visualization

HOW
Detail
Execution
Outcome
Output
Product
Reception
Result
Technique
Use

CREATIVITY & IDEATION

Principles of Brainstorming
1 Ideas First
2 Test Assumptions
3 Break Habit
4 Creative New Perspective
5 Be Persistent
6 Take Risks

Principles of Lateral Thinking
1 Suspend judgement
2 Quantity over quality
3 Be positive
4 Ask questions
5 Recognize dominant perception
6 Search for new ways of seeing
7 Relax rigid thinking
8 Use chance.
9 Don't be boring. Or bored.

Techniques of Ideation
1 Derivatives & Alternatives
2 Related & Unrelated Stimuli
3 Combination
4 Free Association
5 Manipulation & Focus
6 Challenge & Provocation
7 Chaos and Randomness
8 Brainstorming & Mindmapping
9 Humour

Six Hats Thinking
1 White: Facts
2 Red: Emotion
3 Black: Judgement
4 Yellow: Value
5 Green: Opportunity
6 Blue: Management