1. Width, height, pixel
2. Color system
3. Solid color, Gradient types
4. Match colors (colorlovers)
5. Transparency/Opacity
6. Font (serif, sans-serif, size, mono, family)
7. Bitmap vs vector (scalable graphic)
8. Icons
9. Image quality
10. File size
11. Shape
12. Spacing (inner or padding, outer or margin)
13. Border
14. Layers
15. Layout
16. Effects (Shadow, Blur, Grayscale)
17. Transformation
18. Mask
19. Consistency
20. Reusability
21. Sematic design