

Bertin, J., & Berg, W. J. (2010). *Semiology of graphics: diagrams, networks, maps* (1st ed). Redlands, Calif: ESRI Press : Distributed by Ingram Publisher Services.

The plane, defined

A POINT represents a location on the plane that has no theoretical length or area. This signification is independent of the size and character of the mark which renders it visible.

A LINE signifies a phenomenon on the plane which has measurable length but no area. This signification is independent of the width and characteristics of the mark which renders it visible.

An AREA signifies something on the plane that has a measurable size. This signification applies to the entire area covered by the visible mark.

Retinal variables, defined

PLACEMENT

given location on the planar dimensions

SIZE

variations in height, width, area

VALUE

the various degrees between white and black

TEXTURE

variation in the fineness or coarseness of an area having a given value; includes blur

COLOR

hue, using the repertoire of colored sensations which can be produced at equal value

ORIENTATION

various orientations, ranging from the vertical to the horizontal in a distinct direction

SHAPE

a mark with a constant size can nonetheless have an infinite number of different shapes

Other

Representational

Term for art that represents some aspect of reality

Has text

Contains some kind of writing: words, letters, characters or symbols

Kinetic

Moves, has movement

Reflection

An image given back by a reflecting surface, or an image seen in a mirror or shiny surface

Spatial dimension/3D

Object that is occupying physical space in more than 2 dimensions (height in addition to length and width)