

# HIGH IMPACT DESCRIBING WORDS



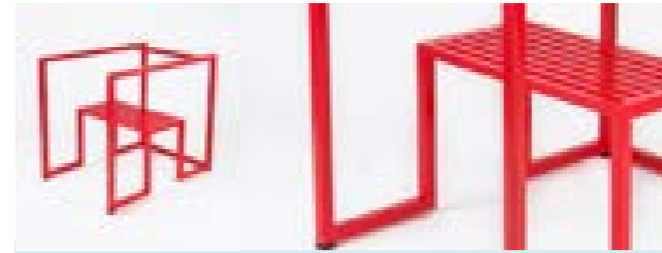
**Abstract:**  
Not representing reality but using shapes, colors, forms, and gestural marks to achieve its effect, often inviting personal interpretation and emphasizing the principles of design.

*The use of abstract shapes and lines creates an interesting and stylised depiction of the subject matter. This creates a memorable and eye catching aesthetic.*



**Contemporary:**  
Reflecting current styles and trends, often marked by clean lines, subtle colors, and a blend of functionality and aesthetic appeal.

*The combination of clean, minimal shapes and sleek lines creates a contemporary aesthetic. This appeals to a young adult audience seeking modern alternatives.*



**Geometric:**  
Featuring shapes, lines, and forms such as squares, circles, and triangles, often relying on repetition and symmetry for impact.

*The use of simple, geometric forms in this chair create a bold and industrial aesthetic which may appeal to a younger audience interested in modernism.*



**Monochromatic:**  
Utilizing variations of a single color, which can create a cohesive and harmonious visual experience through the careful manipulation of tones, shades, and tints.

*The use of a monochromatic orange colour palette creates a simplistic and bold aesthetic. Which gains the audiences attention.*



**Layered:**  
Incorporating multiple levels or depths of design elements, creating a complex and rich visual experience that can reveal more details over time.

*The use of overlaying shapes depicted in a collage style format creates a layered composition. This creates a sense of depth drawing the end user's eye in and gaining their attention.*



**Whimsical:**  
Playful and fanciful, often incorporating unexpected twists and imaginative elements that provoke delight and surprise.

*The use of quirky design features and eclectic colours within this design creates a whimsical aesthetic. This appeals to a younger audience, such as kids, interested in play.*



**Rustic:**  
Evoking a countryside charm, often employing natural textures and earthy colors that emphasize an organic, unrefined quality.

*The coarse texture and brown hues creates a rustic aesthetic. This creates a homely and natural feel.*



**Eclectic:**  
Combining elements from a variety of sources, styles, or time periods, which requires a keen eye for balance and unity amid diversity.

*The use of eclectic shapes and colour palette creates a striking and quirk aesthetic which gains the audiences attention.*



**Harmonious:**  
A sense of visual agreement and compatibility in elements, achieved through the thoughtful application of color, proportion, and repetition to create unity in design.

*The use of a harmonious colour palette and forms that combine seamlessly, creates a calm aesthetic. This may appeal to a more mature and sophisticated audience.*



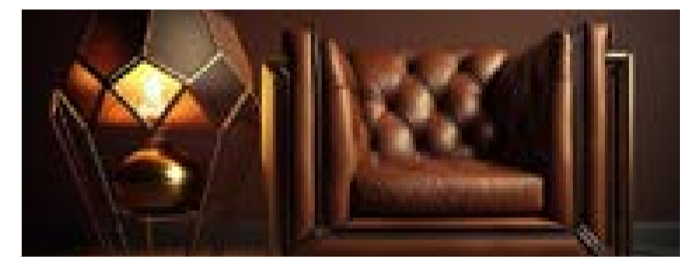
**Dynamic:**  
Conveying a sense of movement or energy, which can be achieved through the use of asymmetrical balance or rhythm in design.

*The use of asymmetrical balance in this design creates a dynamic composition and sense of movement. This helps to guide the end user's eye down the page and creates a sense of hierarchy.*



**Minimalistic:**  
Characterized by simplicity and sparseness, where the design often follows the principle of 'less is more' by focusing on essential elements and removing non-essential ones.

*The shapes within this design are minimalistic in nature creating a bold simplistic aesthetic. Which may appeal to a young, contemporary audience.*



**Opulent:**  
Rich and luxurious, with an abundance of detailed decoration, high-quality materials, and a sense of extravagance.

*The use of dark, subtle tones and colours, combined with luxurious timber and leather creates an opulent aesthetic. This appeals to a older, sophisticated and higher socio demographic audience.*



**Bold:**  
Making a strong impression with vivid colors, contrasting elements, or daring shapes, often adhering to the principle of contrast to draw attention.

*The use of bright, vibrant colours combined with minimalistic shapes creates a bold aesthetic. This helps to gain the audiences attention.*



**Organic:**  
Inspired by nature, with flowing lines, natural forms, and often a focus on the textures and patterns found in the natural world.

*The use of subtle, earthy tones and colours, combined with coarse natural textures, creates an organic aesthetic. This communicates that the product is natural and environmentally friendly.*



**Elegant:**  
Showcasing grace and sophistication, often through the use of harmonious proportion and balance in the design.

*The line within this design is elegant, smoothly flowing with gentle curves. Which infers the product is of high quality.*



**Sleek:**  
Smooth and glossy, often found in object design where streamlined forms and a lack of ornamentation signify modernity.

*The form and texture of this design is sleek, as it has a graceful, uninterrupted flow that creates a modern aesthetic. This infers the design is sporty.*