

Media

Print

- Books
- Newspaper
- Magazine
- Brochure
- Poster
- Billboards

Technology

- Television
- Video Games
- Social Media as a vehicle to send messages
- Internet
- Film
- Video (Movie, etc.)
- VR/AR

Fine Arts

- Photography
- Drawing/Illustration
- Painting
- Pottery
- Earthworks
- Jewelry
- Sculptures

Performance

- Theater
- Dance

Sound

- Radio
- Podcasts
- Music

Voice

- Speaking
- Language

Affordances

- Static
- Dynamic
- Educational
- Emotional
- Irrational
- Linear
- Non-linear
- Connectivity
- Poignant
- Fatal/Damaging
- Responsible
- Irresponsible
- Immersive
- Exploratory
- Generative
- Network
- Intensity
- Triggers
- Passive
- Active
- Interactive
- Reserved
- Exploitative
- Inclusive
- Empowering
- Defamatory
- Advertisement???
- Organic
- Inorganic
- Malleable
- Loud
- Quiet
- Soft
- Deafening
- Old-fashioned
- Modern
- Lively
- Stagnant
- Highbrow
- Lowbrow
- Visceral

	Video	Print	Sound	Social Media	Television	Ads/Commercials	Computer/Internet	Video Games	Flyers	Movies	Theatre	Billboard	Pictures/Photos	Public Speaking	VR/AR
Static		Orange		Green			Blue		Brown			Yellow	Green		
Non-Static	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Educational	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Emotional	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Rational	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Irrational	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Linear	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Non-Linear	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Connectivity	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Poignant	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Fatal/Damaging	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Responsible	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Irresponsible	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Immersive	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Exploratory	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Generative	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Network	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Intensity	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Triggers	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Passive	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Active	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Interactive	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Dynamic	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Exploitative	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Inclusive	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Empowering	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue
Defamatory	Red	Orange	Yellow	Green	Cyan	Blue	Blue	Magenta	Brown	Red	Orange	Yellow	Green	Teal	Blue



