



Visual Vocabulary Worksheet

Finding the right words to describe your work can be difficult. Language is just as important as the visuals when trying to sell your vision through. This exercise will help you free up your mind, and develop an extensive pool of words to use when describing your design work.

The goal of this exercise is to help you:

- 1. Stretch your creative thinking.**
- 2. Develop your descriptive language.**
- 3. Articulate your ideas more clearly.**
- 4. Sell through and align your vision.**

Let's begin.

Describe This.

Free Word Association Exercise

Take any image, your own or found, and describe it through the following prompts. There are no wrong answers, let your mind wander, and dig deep. Give yourself at least 5 minutes on each prompt.

1. When you look at the image, what do you see?

Colors, values, objects, weather, lights, etc.

2. How does the image make you feel?

Happy, Sad, Depressed, Lonely, Elated, Cold, Slow, etc.

3. What do you think of when you look at the image?

Does it remind you of a song, a movie, a place, a memory?

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

4. When you look at the image, how does it appeal to your other senses?

What does it sound like? Does it have a smell? Does it have textures? What does it taste like?

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

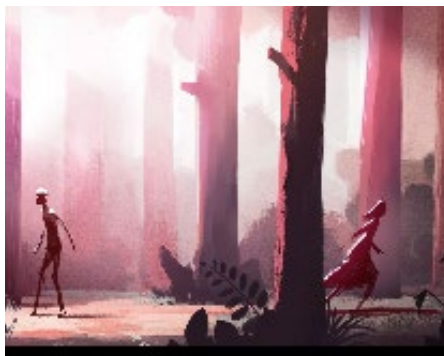
Continue to practice this exercise with a range of images types.

Going through this process will help you develop your descriptive vocabulary, and make talking about your work, less intimidating.

**Your brain is like a muscle.
Exercise it daily.**

Was this helpful?

Take the next step.

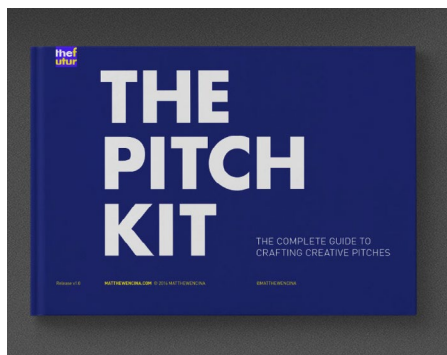


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