

# Art and Design terminology

The question paper contains specialist art and design terminology. To prepare effectively candidates should revise the meaning of the following terms.

## Section 1 — expressive art studies

Term	Examples of points which could be expanded and explained in detail with reference to specific works
Composition/ arrangement	<ul style="list-style-type: none"> <li><input type="checkbox"/> placement of subject matter; arrangement of elements in a 3D work</li> <li><input type="checkbox"/> viewpoint/camera angle, focal point, pose, perspective, use of negative space, and balance</li> <li><input type="checkbox"/> description of the composition — e.g. triangular, circular, linear, cluttered, minimalist, naturalistic, and staged</li> <li><input type="checkbox"/> effect on mood and atmosphere</li> <li><input type="checkbox"/> effect on visual impact</li> </ul>
Subject matter/imagery	<ul style="list-style-type: none"> <li><input type="checkbox"/> people, places or objects shown in the work</li> <li><input type="checkbox"/> choice of subject matter — personal symbolism</li> <li><input type="checkbox"/> effect of the subject matter</li> <li><input type="checkbox"/> imagery — e.g. drawing, painting, illustration, photography, and fantastical images</li> <li><input type="checkbox"/> effect on mood and atmosphere</li> <li><input type="checkbox"/> effect on visual impact</li> </ul>
Media handling and/or techniques	<ul style="list-style-type: none"> <li><input type="checkbox"/> type of media, properties of the media</li> <li><input type="checkbox"/> dry media — charcoal, pencil, pen, oil pastel, and chalk pastel</li> <li><input type="checkbox"/> wet media — oil paint, acrylic, watercolour, ink, pen and ink, gouache, and tempera paste</li> <li><input type="checkbox"/> mixed media</li> <li><input type="checkbox"/> 3D media — plaster, clay, bronze, resin, and found objects</li> <li><input type="checkbox"/> paintbrush, palette knife, and modelling tools</li> <li><input type="checkbox"/> printmaking — etching, intaglio, screen printing, collography, woodblock, and lino</li> <li><input type="checkbox"/> brushstrokes and application of media — e.g. blended, visible, painterly, expressive, energetic, and directional</li> <li><input type="checkbox"/> painting techniques — e.g. impasto, scumbling, dry brush, wet on wet, sgraffito, glazing, pointillism, and broken colour</li> <li><input type="checkbox"/> effect on mood and atmosphere</li> <li><input type="checkbox"/> effect on visual impact</li> </ul>

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Colour	<ul style="list-style-type: none"> <li><input type="checkbox"/> primary, secondary, tertiary, and neutral</li> <li><input type="checkbox"/> saturated, tints, tones, and shades</li> <li><input type="checkbox"/> warm and cold</li> <li><input type="checkbox"/> complementary, contrasting, and harmonious</li> <li><input type="checkbox"/> monochromatic, multi-coloured, and restricted palette</li> <li><input type="checkbox"/> effect on mood and atmosphere</li> <li><input type="checkbox"/> effect on visual impact</li> </ul>
Tone	<ul style="list-style-type: none"> <li><input type="checkbox"/> illusion of light and shadow</li> <li><input type="checkbox"/> highlight, midtone, and shadow</li> <li><input type="checkbox"/> tonal range and balance</li> <li><input type="checkbox"/> application of tone — e.g. blended, flat, rough, graduated, chiaroscuro, grisaille, and sfumato</li> <li><input type="checkbox"/> description of tone — e.g. light, dark, wide tonal range, and contrasting</li> <li><input type="checkbox"/> effect on mood and atmosphere</li> <li><input type="checkbox"/> effect on visual impact</li> </ul>
Line	<ul style="list-style-type: none"> <li><input type="checkbox"/> outlines, edges, and leading lines</li> <li><input type="checkbox"/> effect on definition</li> <li><input type="checkbox"/> effect on composition — e.g. dividing the space, horizontal, vertical, diagonal, leading lines, and creating perspective</li> <li><input type="checkbox"/> quality of line — e.g. thick, thin, soft, hard, textural, light, heavy, and broken</li> <li><input type="checkbox"/> effect on mood and atmosphere</li> <li><input type="checkbox"/> effect on visual impact</li> </ul>
Texture	<ul style="list-style-type: none"> <li><input type="checkbox"/> the surface quality of a work</li> <li><input type="checkbox"/> the illusion of texture</li> <li><input type="checkbox"/> techniques used to create texture — e.g. visible brushstrokes, impasto, sgraffito, scumbling, collage, and tool marks in sculpture</li> <li><input type="checkbox"/> description of texture — e.g. rough, smooth, soft, hard, fine, and coarse</li> <li><input type="checkbox"/> effect on mood and atmosphere</li> <li><input type="checkbox"/> effect on visual impact</li> </ul>
Pattern	<ul style="list-style-type: none"> <li><input type="checkbox"/> repeating elements</li> <li><input type="checkbox"/> regular and irregular</li> <li><input type="checkbox"/> geometric, organic, and linear</li> <li><input type="checkbox"/> scale and proportion of pattern</li> <li><input type="checkbox"/> effect on mood and atmosphere</li> <li><input type="checkbox"/> effect on visual impact</li> </ul>

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Shape and/or form	<ul style="list-style-type: none"> <li><input type="checkbox"/> 2D — shape</li> <li><input type="checkbox"/> 3D — physical form, mass, and negative space</li> <li><input type="checkbox"/> illusion of form</li> <li><input type="checkbox"/> quality of shape/form — e.g. organic, geometric, angular, fragmented, and contrasting elements</li> <li><input type="checkbox"/> techniques used to create form — e.g. carving, sculpting, and use of tone and colour</li> <li><input type="checkbox"/> scale and proportion of shape/form</li> <li><input type="checkbox"/> effect on mood and atmosphere</li> <li><input type="checkbox"/> effect on visual impact</li> <li><input type="checkbox"/> scale and proportion of pattern</li> <li><input type="checkbox"/> effect on mood and atmosphere</li> <li><input type="checkbox"/> effect on visual impact</li> </ul>
Scale	<ul style="list-style-type: none"> <li><input type="checkbox"/> dimensions of the work</li> <li><input type="checkbox"/> proportion of elements within the work — e.g. in proportion, out of proportion, realistic, and distorted</li> <li><input type="checkbox"/> description of scale — e.g. large, small, miniature, life-size, and larger than life</li> <li><input type="checkbox"/> effect on mood and atmosphere</li> <li><input type="checkbox"/> effect on visual impact</li> </ul>
Style	<ul style="list-style-type: none"> <li><input type="checkbox"/> having the characteristic of an art movement — e.g. Classical, Realist, Impressionist, Post-Impressionist, Expressionist, Futurist, Cubist, Colourist, Surrealist, Pop Art, and Photorealism — the way this is evident in the work</li> <li><input type="checkbox"/> description of style — e.g. painterly, realistic, graphic, expressive, experimental, geometric, and abstract</li> <li><input type="checkbox"/> effect on mood and atmosphere</li> <li><input type="checkbox"/> effect on visual impact</li> </ul>
Mood and atmosphere	<ul style="list-style-type: none"> <li><input type="checkbox"/> the feeling communicated by the work</li> <li><input type="checkbox"/> mood and atmosphere created by application of specific elements from categories above</li> <li><input type="checkbox"/> description of the mood and atmosphere — e.g. joyful, depressing, disturbing, mysterious, tranquil, lively, energetic, and dynamic</li> </ul>
Visual impact	<ul style="list-style-type: none"> <li><input type="checkbox"/> how striking and memorable an artwork is</li> <li><input type="checkbox"/> visual impact created by application of specific elements from the categories above</li> </ul>

## Section 2 – design studies

Term	Examples of points which could be expanded and explained in detail with reference to specific designs
Function	<ul style="list-style-type: none"> <li><input type="checkbox"/> purpose of the design</li> <li><input type="checkbox"/> how the purpose has been considered</li> </ul>
Fitness for purpose	<ul style="list-style-type: none"> <li><input type="checkbox"/> how well a design fulfils its purpose — e.g. wearability, practicality, durability, ergonomics, balance, and weight</li> <li><input type="checkbox"/> how well it meets the needs of the target market/audience</li> </ul>
Materials and/or techniques	<ul style="list-style-type: none"> <li><input type="checkbox"/> suitability/unsuitability of the materials</li> <li><input type="checkbox"/> effect on appearance/style</li> <li><input type="checkbox"/> properties of the materials — e.g. lightweight, rust resistant, waterproof, durable, fragile, flexible, and rigid</li> <li><input type="checkbox"/> effect on cost of manufacture</li> <li><input type="checkbox"/> manufacturing techniques/processes — e.g. mass produced, handmade, bespoke, couture, moulded, and laser-cut</li> <li><input type="checkbox"/> effect on visual impact</li> </ul>
Target market/audience	<ul style="list-style-type: none"> <li><input type="checkbox"/> who the design will appeal to/who will buy or use it</li> <li><input type="checkbox"/> age, gender, income bracket, preferences, and personal style</li> <li><input type="checkbox"/> wide market, niche market, specific client, mass produced, limited edition, designer label, one-off, couture, and bespoke</li> <li><input type="checkbox"/> retail cost of design — affordable, exclusive, and status symbol</li> </ul>
Style	<ul style="list-style-type: none"> <li><input type="checkbox"/> having the characteristics of a design movement — e.g. Arts &amp; Crafts, Art Nouveau, Art Deco, Bauhaus, De Stijl — the way this is evident in the design</li> <li><input type="checkbox"/> description of the style — e.g. futuristic, decorative, streamlined, and minimalist</li> <li><input type="checkbox"/> appeal to target market/audience</li> <li><input type="checkbox"/> effect on visual impact</li> </ul>
Influences/sources of inspiration	<ul style="list-style-type: none"> <li><input type="checkbox"/> natural world, man-made world, different cultures, and other designers' styles</li> <li><input type="checkbox"/> design problem; client requirements</li> <li><input type="checkbox"/> effect on appearance/style</li> <li><input type="checkbox"/> effect on visual impact</li> </ul>
Imagery	<ul style="list-style-type: none"> <li><input type="checkbox"/> images, photographs, and illustrations</li> <li><input type="checkbox"/> connotations of the imagery and symbolism</li> <li><input type="checkbox"/> key visual elements use to create the imagery</li> <li><input type="checkbox"/> appeal to target market/audience</li> <li><input type="checkbox"/> effect on visual impact</li> </ul>

Term	Examples of points which could be expanded and explained in detail with reference to specific designs
Decoration	<ul style="list-style-type: none"> <li><input type="checkbox"/> applied decoration — e.g. embellishment, embroidery, beadwork, carving, and moulding</li> <li><input type="checkbox"/> effect on appearance/style</li> <li><input type="checkbox"/> appeal to target market/audience</li> <li><input type="checkbox"/> effect on visual impact</li> </ul>
Layout	<ul style="list-style-type: none"> <li><input type="checkbox"/> arrangement of design elements — e.g. imagery and lettering in a graphic design</li> <li><input type="checkbox"/> balance, negative space, symmetry, and asymmetry</li> <li><input type="checkbox"/> scale and proportion of different elements</li> <li><input type="checkbox"/> effect on appearance/style</li> <li><input type="checkbox"/> effect on functionality</li> <li><input type="checkbox"/> appeal to target market/audience</li> </ul>
Lettering	<ul style="list-style-type: none"> <li><input type="checkbox"/> use of typography in graphic design</li> <li><input type="checkbox"/> effect on appearance/style</li> <li><input type="checkbox"/> effect of scale, colour, tone, line, texture, and pattern</li> <li><input type="checkbox"/> fitness for purpose — readability</li> <li><input type="checkbox"/> appeal to target market/audience</li> <li><input type="checkbox"/> effect on visual impact</li> </ul>
Visual elements	<ul style="list-style-type: none"> <li><input type="checkbox"/> colour, tone, line, texture, shape, form, and pattern — see definitions for expressive art</li> <li><input type="checkbox"/> effect on the appearance/style of the design</li> <li><input type="checkbox"/> effect on functionality</li> <li><input type="checkbox"/> appeal to target market/audience</li> <li><input type="checkbox"/> effect on visual impact</li> </ul>
Visual impact	<ul style="list-style-type: none"> <li><input type="checkbox"/> how striking and memorable a design is</li> <li><input type="checkbox"/> visual impact created by application of specific elements from categories in this table</li> </ul>