

Art and Design

Words and explanations to help you answer Design questions

Please note: Some words e.g. 'style' and 'technique' may be quite similar so don't be afraid to use certain words together when answering questions.

Function

Function refers to the reason or purpose of a design

Example answer to a function Question-

'The function of Saul Bass's 'Anatomy for a Murder' design is to advertise the movie of the same name. It is designed in a portrait format suggesting it was to be used as a poster or in a magazine.'

Fitness for purpose/ practicality

Does the design fulfil its function/ is it effective?

Example answer to a Fitness for Purpose fashion question:

'I believe that the Nike sports jacket is fit for purpose because it looks durable, stylish and comfortable'

Layout/ Imagery

How the image and/or text is placed on a design

Example answer:

'The layout of the 'Come into the factories' poster is very effective. The viewer's eye is immediately drawn to the woman with her arms outstretched. This pose makes her look very welcoming. The text is written in a simple font with capital letters, making the message clear and unmistakable'

Font

Font means lettering: capitals, lower-case, italic, underlined, outlined, warped, serif, and sans-serif

Example answer:

'Cassandre uses bold, black, capital letters for the company name 'L.M.S.' this gives the viewer the impression of a safe, secure and grand company'.

Visual impact/ effectiveness/ appealing

All of these words refer to how good a design is when you look at it (does it catch your eye? Why?)

Example answer:

Paula Scher's 'Diva is dismissed' poster has visual impact because the blue face contrasts with the yellow background and the text looks like it is coming out of the woman's mouth

Form

What does a design look like? This word is most likely to appear in fashion/textiles questions. Form can contribute to style- think about how 3D shapes contribute to the overall design when answering this question.

Example:

Green wings and legs are attached to the back of Liz Vandal's costume giving it a realistic appearance of a grasshopper

Colour

What colour has a designer chosen to use and how does it affect the design?

Harmonious, complementary/opposite, primary, contrasting, secondary, tertiary, dull, warm, cold, bright

Example:

Saul Bass uses red- a bright primary colour- to great effect in 'Anatomy for a Murder'. It makes the poster visually appealing and works well with the dead body- emphasising the 'murder' in the title

Aesthetics/Style/medium/technique

Aesthetics refers to appearance

Style can be about the **medium/technique** the designer has used or the **style/movement** of art and design that the work belongs to. You may also discuss the **visual elements** when asked about style

Medium/ technique Simplified, repeat pattern, half tone, detailed, ornamental, attractive, decorative, original, exotic, fun, kitsch, appealing, avant-garde, traditional, classical, elegant

Art and Design movements Art Deco, Art nouveau, psychedelic, punk, modernist, futurist, cubist, impressionist, contemporary

Visual elements Line, tone, shape, pattern, form, texture, form

Example:

Cassandre's design is influenced by the Art Deco movement, notable for its simplified but streamlined style

Influence/ source of Inspiration

What a designer has been inspired by to create a piece of design.

Typical sources of inspiration: Other designers, styles of art and design (art nouveau, psychedelic, punk), themes (transport, different cultures, nature) or stimuli (peacocks, lions, elephants)

Example:

Neville Brody is influenced by typography, this is evident in the different styles of text that fill the design

Target market

The people or market a designer would like a design to appeal to

Male, female, trendy, commercial, exclusive, children, teenagers, young adults, adults, families, general public, up-market, mass-market, designer label

Example:

The Cassandre design is aimed at adults who would be interested in travelling. The design looks classy which suggests the target market might be adults who have disposable income and willing to spend a little extra for comfort.

Design constraints

Issues a designer would have to take into account when creating a design

Example:

Saul Bass would probably have to ensure that the text for 'Anatomy for a Murder' was clearly legible on the movie poster design because the image alone might be a little hard to understand.

Useful words to help you answer questions:**Starting sentences:**

The designers I am going to discuss are.....

In my Opinion.....

I believe that.....

How a designer's technique, methods or decisions add to a design:

Emphasises, draws attention to, highlights, suggests, leads the eye, dramatically describes.

