CONTENT, CONTEXT, FORM & TECHNIQUE

References


also see Art Concepts

Subject Matter

- Refers to the persons, objects, places, and events in a work of art.

Content

- The emotional or intellectual message of an artwork.
- The expression, essential meaning, significance, or aesthetic value of a work of art.
- Content refers to the sensory, subjective, psychological, or emotional properties we feel in a work of art.
- Content is not just a description of the subject matter.

Context

- The set of circumstances or facts that surround a particular event, situation, etc.
- This could include when a work of art was made, where, how, and for what purpose.
- This could include historical information on the artist or issues or things the artist references.

Form

- The arbitrary organizational or inventive arrangement of all the visual elements.
- The artwork’s composition (arrangement) or visual construction.
  - Elements: line, shape, texture, value, color
  - Principles: unity, variety, balance, emphasis, rhythm, proportion, scale
- How the artist presents subject matter (or excludes it) by means of a chosen media.

Technique

- The manner and skill with which artists employ their tools and materials to achieve an expressive effect.
- The ways of using media can have a strong effect on the aesthetic quality of an artist’s total concept.

Vocabulary

aesthetics  
allegory  
appropriation  
beauty  
communication  
composition  
conceptual  
connotation  
deconstruct  
deconstruction  
denotation  
expression  
icon  
index  
information