



CONTENT, CONTEXT, FORM & TECHNIQUE

References

- Barrett, Terry, Criticizing Art: Understanding the Contemporary, Mountain View: Mayfield Publishing, 1994.
- Barrett, Terry, Criticizing Photographs: An Introduction to Understanding Images, Mountain View: Mayfield Publishing, 1994.
- Art Fundamentals: Theory & Practice, Brown & Benchmark Publishers, 1994.

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