

"Context is everything."

CONTENT, CONTEXT, FORM & TECHNIQUE

References

- Barrett, Terry, Criticizing Art: Understanding the Contemporary, 2nd ed., Mountain View: Mayfield Publishing, 2000.
- 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, and visual construction.
- 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	icon	postmodern
allegory	index	representation
appropriation	information	response
beauty	irony	rhetoric
communication	interpretation	sign
composition	media	signifier
conceptual	medium	signified
connotation	metaphor	simile
deconstruct	modern	subjective
deconstruction	parady	style
denotation	perception	symbol
expression	personification	