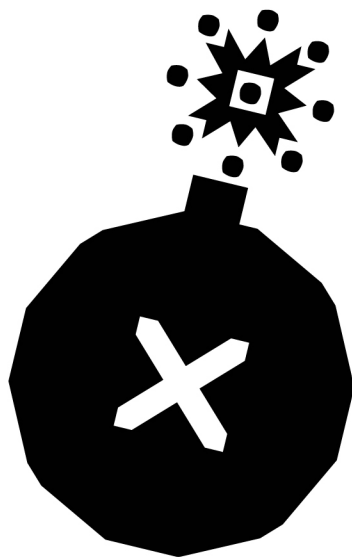
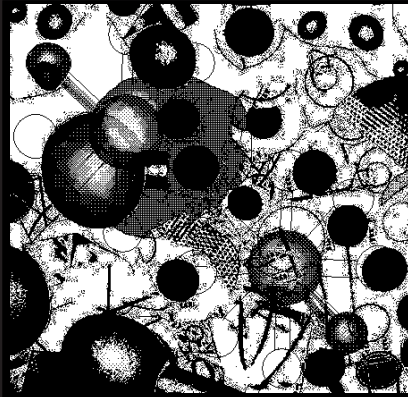




A HANDY GLOSSARY JARGON BUSTER



Have you ever sat in a lecture wondering what all the lingo means? The terms used by tutors can sometimes bemuse us students, so here is a guide to help you decipher the arts lingo.



ABSTRACTION

Imagery that abandons the idea of visual accuracy and instead tends to use exaggerated or simplified forms to represent the artist's subject matter.

Aesthetic is perception.

Stereotype is a box.

Art

Perception is history.

History is stereotype.

AESTHETIC

The idea of how an image or object can appeal to your sense of visual appreciation.



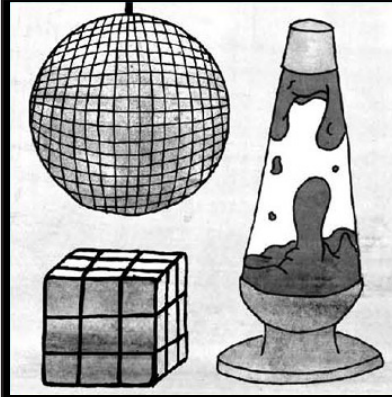
COLLABORATION

The act of working or creating something by two or more people.



COMMUNICATION

Interaction between students and tutors and the methods of sharing ideas, both verbally and within pieces of work.



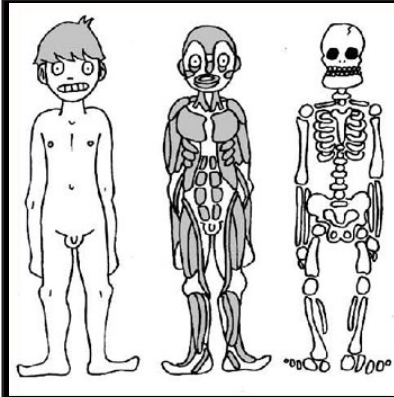
CONTEMPORARY

Something that belongs to the same period of time, in regards to it's relevancy or aesthetic, as something else.



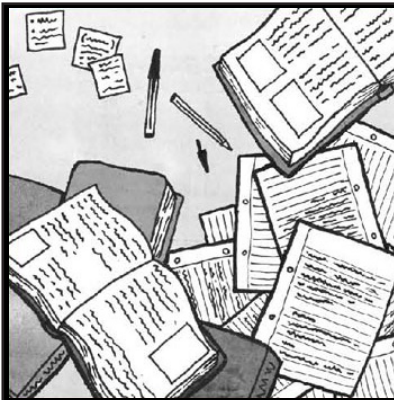
CONTEXTUAL RESEARCH

Research that centres around a specific subject to help you broaden your knowledge or influences and aid you with your work.



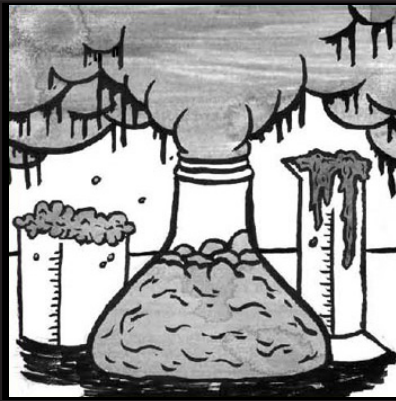
DECONSTRUCTION

The process of breaking something down to its simplest elements and forms to gain a better understanding of it.



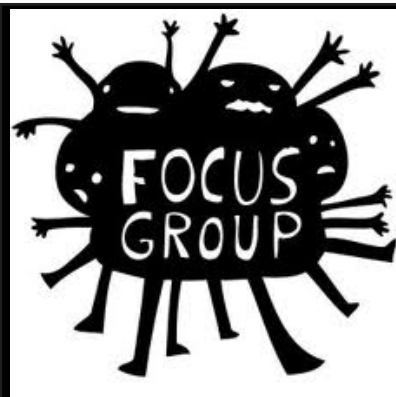
DISSERTATION

A formal, often elaborate piece of writing arguing an idea.



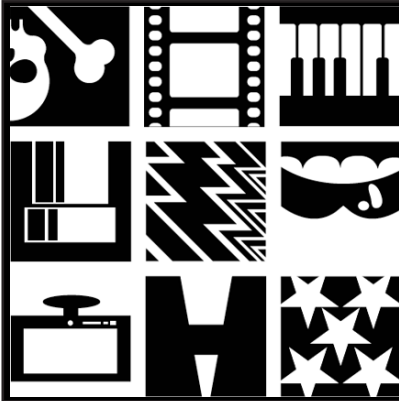
EXPERIMENTATION

The testing of different materials, working methods or subject matter to arrive at the best suited approach to creating your work or to help push you in a new direction.



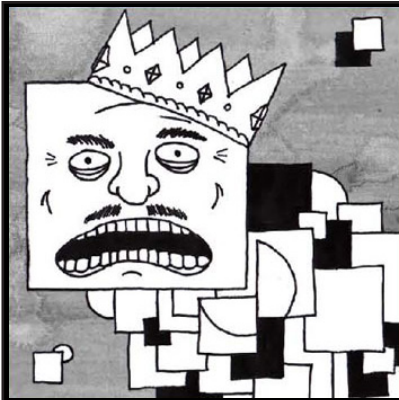
FOCUS GROUPS

A demographically diverse group of people assembled to participate in a guided discussion about a particular product before it is launched, or to provide ongoing feedback on a political campaign.



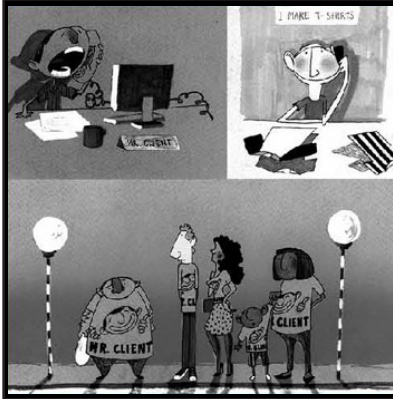
FORMAL VISUAL ELEMENTS

The elements that build up an image, giving it form, volume and visual appeal.



HIERARCHY

The order of elements within a piece of work, in regards to either size, height or visual dominance.



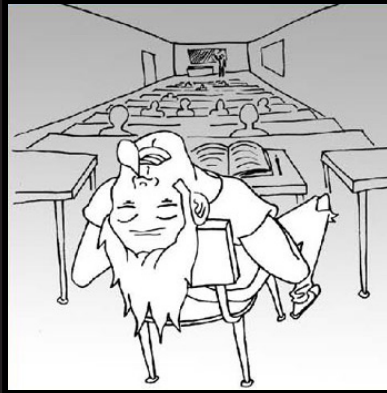
INDUSTRY PROJECT

A project that involves a client or creates something that is made available to the general public such as a publication or an event.



JUXTAPOSITION

The act or instance of placing things close together or side by side, especially for comparison or contrast.



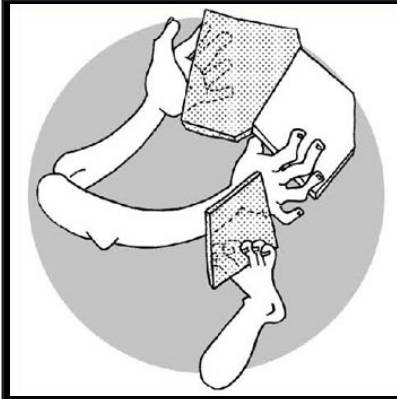
LECTURE

Informative, occasionally entertaining talk on a specific topic directed at an engaged audience.



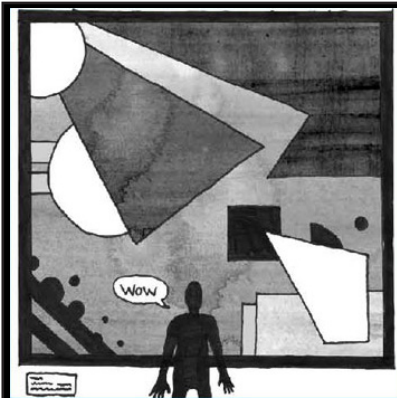
NICHE

Producing work that specifically appeals to targeted audience



OPACITY

The degree to which a substance is transparent.



PRIMARY SOURCES

Research that is gathered directly using first-hand experiences, such as interviews and gallery visits.



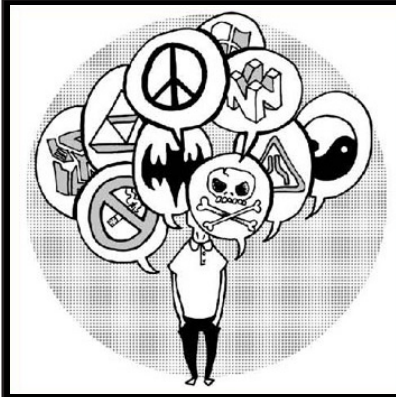
RATIONAL + ALE

A reason, or set of reasons, that you would give when beginning a project to justify what you intend to do.



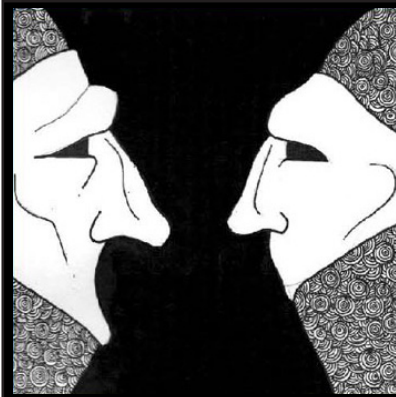
SECONDARY SOURCES

Research that comes from existing media such as books, films and websites.



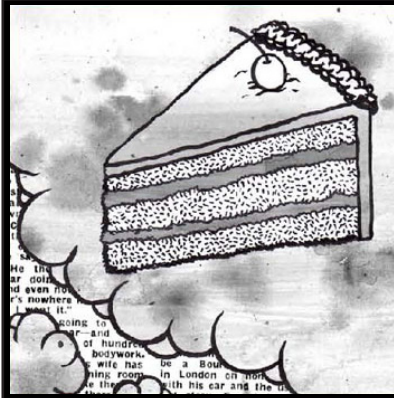
SEMIOTICS

The study of signs and symbols, and how they communicate information and ideas.



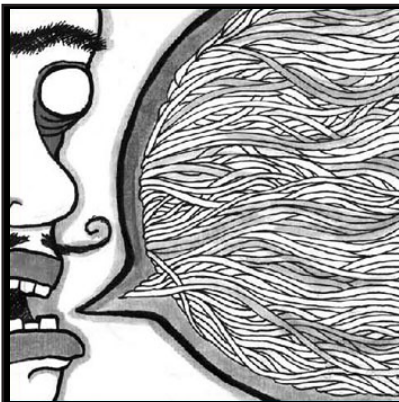
TUTORIALS

A one to one talk with a tutor or that allows you to discuss your work in a focused and critical way to help you progress further.



TANGIBLE

Something capable of being touched, material or substantial, real or actual, rather than imaginary or visionary. An idea that is tangible is grounded in reality instead of the abstract.



VISUAL LANGUAGE

A distinctive or recognisable combination of technique, method and execution an artist uses to show a personal style.

CREATE

COLLABORATE

SHARE

PROMOTE

