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## Design vocabulary and how you use it

**Design elements/conventions** include (but are not limited to): Composition, scale, size, balance, contrast, line, shape, value, texture, colour, direction, negative and positive space, framing, leading lines, focal point, subject matter, repetition, dominance, simplicity, pattern, Rule of thirds, black and white, monochrome, full colour, light source, hue, saturation, montage, selection, cropping, target market.

**Technical conventions** include (but are not limited to) Hand drawing, collage, illustration, photography, typography (font, style, kerning, leading, stressed) digital imaging, layout, format, layering, transformation, filters, masks, layers, special effects, software tools, iconography.

**Styles of Design** include (but are not limited to): illustrative, comic, corporate, decorative, architectural, geometric, simplified, organic, typographic, deconstructed, grid, symmetry/asymmetry, narrative, communicative purpose, pictorial and typographic hierarchy, Grunge, art deco, vintage, optical illusions, icon design, modernism, minimalism.

**Production mode:** Print media such as Magazine, Billboard, News Paper, Poster, pamphlet. Digital, Web design, logo, letterhead, mast head, advertising, promotional, gaming, film, industrial, fabric, architectural, landscape design. target market,

**Artistic intention created through Design** include (but are not limited to) Emotional, conceptual, drama, narrative, symbolism, metaphor, political, human issues, abstract.  
Brief, target market, client focus

## Sentence starters you can use when analysing Design

The message/idea behind this design/advertisement is \_\_\_\_\_.

The designer has used \_\_\_\_\_ (element 1, 2 and 3) \_\_\_\_\_ to create this poster.

The designer has used (Element 1) effectively by \_\_\_\_\_.

The composition has been arranged by \_\_\_\_\_ (vertical, horizontal, diagonal, grid) \_\_\_\_\_.

The main point of focus is \_\_\_\_\_.

Your eye is lead into the picture by \_\_\_\_\_.

The technical conventions that have been used are \_\_\_\_\_.

Colours that are dominant are \_\_\_\_\_. The artist has used these colours to create \_\_\_\_\_ (an emotional response, impact, symbolism) \_\_\_\_\_.

What appeals to me about this design is \_\_\_\_\_.

I could use these techniques/elements in my own work by \_\_\_\_\_.

The Designer's style in this design is \_\_\_\_\_. They have created this effect by using \_\_\_\_\_ (elements 1, 2, 3 & 4) \_\_\_\_\_.

Key themes and ideas in this artist work are \_\_\_\_\_.

**The Designer has used** photo manipulation, negative space and colour predominantly in this design.

**The idea behind this design** is to advertise the Designers website, [www.bringyourhate.deviantart](http://www.bringyourhate.deviantart).

**The Designer has used** the painting tools on Photoshop **successfully to create** the painterly effect. She has also used effective layering to create depth within the image

Some of the **technical conventions** that are used are digital imaging, photography, layout, layering, typography, iconography.

**The Designer's style** in this design is digital illustration. The key ideas behind this design are to show the viewer how creative they are to attract viewers to their website and further designs.



**The main point of focus** is the company icon. The viewer's eye is drawn into the design by the leading lines at the top left as the composition has been arranged diagonally from left to right.

The **colours that are dominant** are pink, yellow and blue. The artist has used these vivid colours to create an impact in strong contrast to the grey face and black background.

**What appeals to me** about this design is the dynamic composition and the way the image is suspended in deep, dark space. The image has luminosity about it and I like the mark making and paint splashes. This technique is something **I would like to try in my own work**.