**VISUAL TERMS**

**Angle –** slant, or way of looking at or presenting something.

**Background –** distance part of a landscape; surroundings, especially those behind something, and providing harmony and contrast;

**Balance -** Balance in design is similar to balance in physics

A large shape close to the center can be balanced
by a small shape close to the edge. A large light
toned shape will be balanced by a small dark toned
shape (the darker the shape the heavier it appears to be).

* There are three different types of balance: **symmetrical**, **asymmetrical** and **radial**. The human figure in this diagram is symmetrically balanced; the same on the left and right sides of a central axis. The tree is asymmetrically balanced; its branches are not distributed equally on each side but their total weight is balanced left and right. The sun is an example of radial balance; all its rays are equal in length from the center

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# Colour – (Also called hue) Colour helps create mood, can provide contrast to a piece or compliment objects in artwork.

# MEANING OF COLOUR

* Purple and gold are often associated with Royalty, wealth and opulence
* Red, White reminiscent of the Canadian flag, immediately convey notions of patriotism and, to some extent, conservatism.
* Green has taken on a very strong connotation as the color representing ecology and concern for the environment, however, it also conveys meanings associated with money and the suggestion "to go ahead" which is obviously derived from traffic lights.
* Colors represent holidays and seasons of the year: The Fall foliage colors of Red, orange, yellow, and brown are clearly expressive of Thanksgiving. Halloween: Orange and Black. Red and Green represent Christmas. Purple and Yellow and other pastels colors represent Easter.

* Blue, Red, White and Grey = Stability, Power, Trustworthiness, Conservatism
* Yellow, Brown, Orange, Green = Nature, earthiness, warmth
* Red, Orange, yellow = more warmth
* Blues and Aquas = water and coolness
* Primary colors (Red, Blue, Yellow) = Convey fun
* Black has long been associated with death; black has also come to suggest sophistication and formality.
* White is believed to signify life and purity

**Copy**: the text (words) used in a visual.

**Contrast -** Contrast is the juxtaposition of opposing elements eg. opposite colours on the colour wheel - red / green, blue / orange etc. Contrast in tone or value - light / dark. Contrast in direction - horizontal / vertical. Contrast is used to highlight, create unity, balance or even chaos if that is the artist’s intention.

**Focal Point -** what your eye is drawn to**,** the main element in a composition; a focal point draws your attention to the most important element on the page. In realistic art the focal point is usually quite easy to spot. Larger figures, usually found in the foreground, provide a focal point. Even in non-realistic art, it is usually easy to spot the focal point. If most of the figures are horizontal, a vertical element will stand out as a focal point.

**Focus –** Are objects in or out of focus. One way of creating a focal point in photographs.

**Font –** Size, type etc., associated with text.

**Foreground –** part of a scene, landscape, etc., which is near the viewer .

**Frame -** In [visual arts](http://en.wikipedia.org/wiki/Visual_arts) including [cinematography](http://en.wikipedia.org/wiki/Cinematography), **framing** is a technique used to focus the viewer's attention upon the subject. A frame serves the double purpose of making a more [aesthetically](http://en.wikipedia.org/wiki/Aesthetics) pleasing image and keeping the [focus](http://en.wikipedia.org/wiki/Attention) on the framed object(s).

**Lighting -** illumination, can often establish mood or serve a symbolic purpose; achieved through the careful use of color.

**Line -** Line can be considered in two ways. The linear marks made with a pen or brush or the edge created when two shapes meet. **Line also communicates emotion and states of mind through its character and direction.**

**Horizontal** line suggests a feeling of rest or repose

**Vertical** lines communicate a feeling of loftiness and spirituality. Erect lines seem to extend upwards beyond human reach, toward the sky.

**Horizontal and vertical lines in combination** communicate stability and solidity.

**Diagonal lines** suggest a feeling of movement or direction. Thus if a feeling of movement or speed is desired, or a feeling of activity, diagonal lines can be used.

**Curved lines** do vary in meaning, however. **Soft, shallow curves** suggest comfort, safety, familiarity, relaxation. **Deep, acute curves**, on the other hand, suggest confusion, turbulence, even frenzy, as in the violence of waves in a storm, the chaos of a tangled thread, or the turmoil of lines suggested by the forms of a crowd.

**Panel –** A single section of a comic, showing one moment in a story being told. Also called frame. Most cartoons consist of a single frame. Comics have several.

**Perspective –** The illusion of creating dimensional views of objects. Through intersecting lines and by carefully spacing of objects of different sizes, an illusion of depth can be created in a picture.

**Proportion -** the size relationship of parts to a whole and to one another.

**Scale –** the size or apparent size of an object seen in relation to other objects, people, or its environment.