**BLM 9** *Student/Teacher Resource*

Grade 6, Terminology / Word Wall

**Balance:** radial, symmetrical and asymmetrical- A principle of design. A feeling of balance results when the elements of design are arranged symmetrically or asymmetrically to create the impression of equality in weight or importance or harmony of design and proportion. Forms and figures acquire greater weight the farther away they are positioned from the centre axis of the image. Radial balance is when all elements go out from a centre point.

**Consumer:** Someone who uses a product or service.

**Composition:** The organization of the elements of design in an art work, following certain principles of design (e.g., balance of positive and negative spaces; variety of shapes, textures, and values; off-centre placement of the focal point; division of the area into several areas of interest; overlapping of objects of various sizes; placement), as well as other layout considerations such as the rule of thirds and compositional triangles.

**Emphasis:** A principle of design. Special attention or importance given to one part or element in an art work (e.g., a shape of darker value in a light composition). Emphasis can be achieved through placement, contrast, colour, size, and repetition, among other means.

**Focal point:** The centre of interest in an art piece (i.e., the elements or area in an art work on which the viewer’s attention is focused). The artist directs the viewer’s eye using a variety of means, including directional lines, contrast, location, isolation, convergence, and the unusual (e.g., areas that are light in value, or bright in colour, or highly detailed).

**Graphics:** Graphics often combine colour, text, illustration, and photography. Graphic design my use typography on its own or in a brochure, logo, poster, web site or book without other elements. Effective communication is the objective.

**Hue:** The common name of a colour (e.g., red). Also referred to as pigment.

**Layout:** The arrangement and positioning in a design of text, illustrations, photographs, and/or diagrams.

**Mass:** Mass is one of the basic elements of design. Mass equals size. Each element within the design (graphics, photos, font) have their own mass relative to the whole piece.

**Prototype:** A prototype is designed to test a new design. It is a model of a product that may go through many revisions before it is replicated or mass-produced.

**San serif:** A style of typeface that means, “without feet.” Common san serif fonts include Arial, Helvetica, and Verdana.

**Serif:** A style of typeface that has “little feet.” Common serif fonts include Times Roman, Garamond, and Palatino.

**Shape:** Shape is one of the basic elements of design. Alone or in combination with other shapes or lines they can convey universal meanings as well as guide the eye or organize information. Shapes can be described as basic objects. There are organic and non-organic shapes.

**Target group:** A company develops a specific marketing product so that it may attract a group of people within a target market. For example, if a company sells a new healthy cereal for children (target market) the communication may be aimed at the parents (target audience) who take care of the nutritional needs and shop for the family.

**Texture:** An element of design that includes the feel, appearance, thickness, or stickiness of a surface or substance.

**Unity:** A principle of design that includes the combination of elements so as to highlight their similarities and produce a unified composition.

**Variety:** A principle of design. The quality of being diverse or incorporating a number of different or contrasting elements. Variety can be achieved by opposing, changing, elaborating, or contrasting the elements of design.