Glossary of terms.
(Don't forget you can always call me Rick:07929754642)

Abstract

A term generally used to describe art that is not representational or based on external reality or nature.

Artwork

The painting itself. The 'final artwork' the finished painting, drawing etc. .This still applies to digital art. The 'final artwork' in a digital painting is the digital file rendered to the client's satisfaction and ready for print.

Animation

A series of still drawings depicting movement when shown in sequence.

Background

The area of an artwork that appears farthest away from the viewer; also, the area against which a figure or scene is placed.

Brushwork

The manner in which a painter applies paint with a brush.

Calligraphy

Decorative handwriting or lettering.

Caricature

A rendering, usually a drawing, of a person or thing with exaggerated or distorted features, meant to satirize the subject. It is important when ordering a 'caricature' that you are familiar with the artist's particular style and happy with it. First thing to do is to see their portfolio of previous work. Whilst artists will always make adjustments for you they will object, quite understandably, to attempts to alter their style.

Cartoon

An unrealistic representation of an scene, person or animal. To differentiate between Caricature (above) and cartoon would be that Caricature can be rendered in a very realistic style. Some cartoons do feature caricatures but they are usually more representative than satirical. Ie. The Simpsons often feature celebs.

Commission

To request, or the request for, the production of a work of art.

Complementary colours

Colours located opposite one another on the colour wheel. When mixed together, complementary colours produce a shade of gray or brown. When one stares at a colour for a sustained period of time then looks at a white surface, an afterimage of the complementary colour will appear.

Composition

The arrangement of the individual elements within a work of art so as to form a unified whole; also used to refer to a work of art, music, or literature, or its structure or organization.

Cropping

In photography, editing, typically by removing the outer edges of the image. This process may happen in the darkroom or on a computer.

Design brief

A written record describing the elements and scope of a design project.

Digital Art

Any image created using computer technology. The artist uses a computer stylus in place of a paintbrush or pencil to draw or paint into a computer programme and not onto a physical canvas. Current technology is so advanced in this field that the result is not distinguishable from any other methods. Cons: there is no original, physical art but a digital file. The pros: The file can be reproduced in a huge variety of ways, sizes and multiples. Amendments can be made even at late stages without damaging the artwork. Files are easily transferable by the internet.

Digital art file

The computer file containing of a piece of artwork. There are many different formats they can be saved in. ie Jpg, png etc. (see file formats)

Drawing

A work of art made with a pencil, pen, crayon, charcoal, or other implements, often consisting of lines and marks (noun); the act of producing a picture with pencil, pen, crayon, charcoal, or other implements (verb, gerund).

Elevation

A scale drawing of the side, front, or back of a structure.

Figurative

Representing a form or figure in art that retains clear ties to the real world.

File (digital) formats
For static designs:
PNG is for downloading your designs at a higher quality, like social graphics. With Canva Pro you can download PNGs with a transparent background too – good for logo designs.
JPEG is for downloading designs at a smaller file size. Good for compressing large designs like posters.
For animated designs:
MP4 is for downloading all kinds of videos.
GIF is for when you want your graphic to animate continuously. It's worth noting that Instagram doesn't accept GIFs so you'll need an MP4 instead.
For multi-page designs:

PDF Standard is for when you need to send multi-page designs by email, like presentations or proposals.
PDF Print is for sending your designs to a printer, just remember to include crop marks and bleed. Or simply print with Canva and we'll deliver for free.

Font

A specific size and style of a typeface design (for example, Arial 12pt bold, or Times New Roman 10pt italics). The term is often confused with typeface, which is a particular design of type.

Foreground

The area of an image—usually a photograph, drawing, or painting—that appears closest to the viewer.

Gouache

A water-based matte paint, sometimes called opaque watercolour, composed of ground pigments and plant-based binders, such as gum Arabic or gum tragacanth. The opacity of gouache derives from the addition of white fillers, such as clay or chalk, or a higher ratio of pigment to binder.

Graphics/Drawing applications

This is a computer programme that an artist uses to create their artwork with. It replaces a physical studio and has all the same attributes, if not more, than most physical art studios. Every kind of medium can be represented, every kind of tool and any size of output. Some of the most popular are: Photoshop, Canvas, Painter, Clip Studio, Procreate.

These apps have the ability to recreate different mediums from watercolour to oil paint and high end digital printers can even recreate the texture of those mediums to the point where it takes an expert to distinguish between them.

Hue

A particular gradation of colour; a shade or tint.

Landscape

The natural landforms of a region; also, an image that has natural scenery as its primary focus. Also used to refer to the orientation of a painting or drawing. Width is a greater measurement than height.

Medium

The materials used to create a work of art, and the categorization of art based on the materials used (for example, painting [or more specifically, watercolour], drawing, sculpture).

Middle ground

The part of the picture that is between the foreground and background.

Mixed media

1. A technique involving the use of two or more artistic media, such as ink and pastel or painting and collage, that are combined in a single composition; 2. A designation for an artist who works with a number of different artistic media.

Monochrome

A work of art rendered in only one colour.

Mural

A large painting applied to a wall or ceiling, especially in a public space.

Naturalism

Faithful adherence to nature; factual or realistic representation.

Oil Paint

A paint in which pigment is suspended in oil, which dries on exposure to air.

Pastel

A soft and delicate shade of a colour (adjective); a soft drawing stick composed of finely ground pigment mixed with a gum tragacanth binder (noun). Pastel sticks are often applied to a textured paper support. The pastel particles sit loosely on the surface of the paper and can be blended using brushes, fingers, or other soft implements. Pastels can also be dipped into water to create a denser mark on the paper or ground into a powder and mixed with water to create a paint that can be applied by brush. Because pastel drawings are easily smudged they are sometimes sprayed with fixative, a thin layer of adhesive.

Perspective

Technique used to depict volumes and spatial relationships on a flat surface, as in a painted scene that appears to extend into the distance.

Portrait

A representation of a particular individual, usually intended to capture their likeness or personality. Also used as the opposite of 'landscape' to denote the orientation of a drawing or painting. Height is a greater measurement than width.

Primary colour

One of three base colours (blue, red, or yellow) that can be combined to make a range of colours.

Print

A work of art on paper that usually exists in multiple copies. It is created not by drawing directly on paper, but through a transfer process. The artist begins by creating a composition on another surface, such as metal or wood, and the transfer occurs when that surface is inked and a sheet of paper, placed in contact with it, is run through a printing press. Four common printmaking techniques are woodcut, etching, lithography, and screenprint.

Profile

A side view, usually referring to that of a human head.

Rendering

A representation, executed in perspective, of a proposed structure.

Roughs (also called scamps, pencils, visuals)

Initial drawings in any medium, usually pencil, showing layout to the client. This is a crucial stage where the artist and the client ensure that they are in agreement with the composition, the likeness (where appropriate), the correct spelling of any wording, that everything has been included.

Satire

A genre of visual art that uses humour, irony, ridicule, or caricature to expose or criticize someone or something.

Shade

In painting, a colour plus black.

Sketch

A rendering of the basic elements of a composition, often made in a loosely detailed or quick manner. Sketches can be both finished works of art or studies for another composition.

Still life

A representation of inanimate objects, as a painting of a bowl of fruit.

Stylized

To represent in or make conform to a particular style, especially when highly conventionalized or artistic rather than naturalistic.

Tint

In painting, a colour plus white.

Tone

The lightness or darkness of a colour. In painting, a colour plus gray.

Typeface

A particular design of type. Characters in typefaces include letters, numbers, punctuation marks, and symbols. Some of the most common typefaces include Arial, Times New Roman, and Verdana. The term is often confused with font, which is a specific style and size of a typeface.

Visuals (see roughs)

A rough preliminary sketch to show layout. This can also refer to finished drawings usually to accompany a presentation ie as slides in a power point presentation

Watercolour

Paints composed of pigments ground to an extremely fine texture in an aqueous solution of gum Arabic or gum tragacanth. The absence of white fillers, such as those in gouache, creates a medium with luminous transparency.