

COOPER HEWITT VOCABULARY AND DEFINITIONS

Artwork	An artist's expression of an idea, theme or design-brief that would reference to particular forms, styles or mediums.
Audience	Individuals or groups of people who experience the arts in a range of settings and contexts (formal, informal, virtual or interactive) through intellectual, emotional and social engagement.
Breadth	Wide range or extent.
Cliche	Phrases, opinions, images that are overused and demonstrate a lack of original thought.
Design Challenge	A difficulty or challenge that can be solved through design.
Design	To make something for someone who needs to solve a problem.
Designer	A person who designs; one who creates a new object, idea or plan.
Design Process	The steps you take to solve your challenge.
Design Solution	The way, idea, or answer to a design challenge/problem.
Double Meaning	An idea or statement that is open to more than 1 interpretation or perception.
Elements of art	The 'building blocks' of an artwork, the fundamental parts that shape a work of art. These include: Line, Shape, Colour, Form, Texture, Space and Value.
Elimination	The act of removing all or parts of an artwork to draw the attention of the viewer to specific details.
Familiarity	Well-known or recognizable in some form to the viewer or audience.
Focal Point	A specific part of an artwork that pulls the audience's to that spot, usually this is the centre of the artwork's idea or the main subject of the artwork. Often this is used in conjunction with the elements of colour and tone in the composition of the artwork.
Form	The shape and structure of an object.
Function	The way something works. e.g., the function of a paper clip is to fasten things together.
Hierarchy	May be a system or organization where items are classified according to importance or need.
Materials	The items you are using to represent your ideas. e.g., foil paper represents metal
Mediums	The materials that are used to create a work of art.
Narrative	Connected events that form a story or statement.
Needs	What the user must have in order to use the design successfully.
Placement	The deliberate action by the artist or curator to position ideas, themes and / or elements within an artwork or installation.
Portfolio	A set of pieces of creative work selected by the artist to display their skills, especially to a potential employer or educator.
Prototype	An original model on which something is patterned.
Provocation	An action that incites a response or reaction (good or bad) from the viewer.
Team	A group working together on a common goal or activity.
Techniques	The skills, knowledge and processes that are used to create artworks.
Solution	The way, idea, or answer to a problem. There can be more than one solution.
User	A person who operates or experiences the design.
Variety	Pieces that show differences or contrast in skills, mediums and elements.

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