












# Glossary


## Media Arts On the cover

### Glossary

Learning area specific language	Meaning
<b>audience</b>	in Media Arts, one of the five key concepts  people who view media artworks being shared. People may be an audience as an individual or a group. Media artworks are usually designed for a particular audience (the target audience)
<b>character</b>	in Media Arts, one of the seven aspects of representation real or imaginary people, animals or creatures featured in a media artwork
<b>colour</b>	visual perception of light reflected or emitted from objects. Colour is used to describe subject matter and create mood and feeling in an artwork. There are many different colour schemes in art, for example, primary colours, secondary colours, warm colours, cool colours, complementary colours
<b>composition</b>	the placement or arrangement of elements or parts in artworks  in Media Arts, one of the six aspects of languages the ways that images, sound and text may be arranged to communicate ideas
<b>cover line</b>	attention-grabbing short titles or statements in relatively small typed text on magazine covers that refer to articles inside the publication. They are designed to attract readers of the target audience
<b>crop</b>	to make something smaller by being selective when cutting
<b>design</b>	to conceive, plan, outline and fashion the form and structure of a work. Design involves, in varying portions, a combination of creativity, concept analysis and synthesis, aesthetics, and problem resolution. All art forms use the design process when creating and shaping elements and materials as a part of the activity of art making. Learning design within the Arts involves analysing needs, understanding and selecting and testing materials and processes, and providing solutions that satisfy social, cultural, communicative and environmental needs and understandings. Teaching design through the Arts involves divergent and convergent thinking, visualisation, imagination and immersion in and beyond material and technological solutions

<b>digital imaging</b>	creation, processing, printing, storage and display of still and moving images recorded electronically by a digital device such as a camera
<b>elements of Media Arts</b>	Media Arts elements (technical and symbolic) are located within the key concept of languages. See languages
<b>font</b>	a collection of letters, text characters and symbols in the same style
<b>genre conventions</b>	in Media Arts, one of the seven aspects of representation the established and accepted patterns for constructing meaning in a particular form or style 
<b>headline</b>	the title of an article in a written publication such as a newspaper or magazine. A front cover headline uses larger size text than cover lines, and smaller than the masthead.
<b>institutions</b>	in Media Arts, one of the five key concepts  may be an organisation, group of people or an individual. Institutions make rules for how media artworks are made, shared and used
<b>intent</b>	in Media Arts, one of the seven aspects of representation <ul style="list-style-type: none"> <li>• conveying ideas about self, others and stereotypes </li> <li>• communicating ideas and stories with a purpose </li> </ul>
<b>key concepts (Media Arts)</b>	the five media arts key concepts are: (see separate definitions) (TRAIL) <ul style="list-style-type: none"> <li>• Technologies</li> <li>• Representation</li> <li>• Audience</li> <li>• Institutions (Years 3–10)</li> <li>• Languages</li> </ul>
<b>languages</b>	in Media Arts, one of the five key concepts  Media artists use languages to help communicate ideas to audiences with images, sound and/or text. in Media Arts there are six aspects of languages: (see separate definitions) <ul style="list-style-type: none"> <li>• composition</li> <li>• time (Years 3–10)</li> <li>• space (Years 3–10)</li> <li>• sound</li> <li>• movement (Years 5–10)</li> <li>• lighting (Years 5–10)</li> </ul>
<b>lighting</b>	in Media Arts, one of the six aspects of languages the way light is used in media artwork to create visual effects and enhance mood

<b>magazine genre</b>	features and characteristics of a written publication in the form and style of a magazine
<b>masthead</b>	the name of a newspaper or magazine in large typed text (the largest size text on the page), which is usually positioned at the top of the front page. Also known as a nameplate
<b>media conventions</b>	in Media Arts, one of the seven aspects of representation the established techniques for creating within different media forms 
<b>movement</b>	in Media Arts, one of the six aspects of languages the motion of people or objects in a media artwork, including images and text that audiences see moving, or the sound of something moving that an audience hears
<b>multimedia</b>	artworks that incorporate a broad range of media including graphics, text, digital media, audio or video 
<b>points of view</b>	in Media Arts, one of the seven aspects of representation the perspective of who tells the stories or constructs the ideas 
<b>props</b>	items used in drama and film by performers. objects, other than costumes, used in filming and photography
<b>representation</b>	in Media Arts, one of the five key concepts  the way stories and artworks give the audience clues about a character or setting, including positive and negative representations in Media Arts there are seven aspects of representation: <ul style="list-style-type: none"> <li>• structure</li> <li>• intent</li> <li>• character</li> <li>• settings</li> <li>• points of view (Years 5–10)</li> <li>• genre conventions (Years 5–10)</li> <li>• media conventions (Years 7–10)</li> </ul>
<b>settings</b>	in Media Arts, one of the seven aspects of representation places where stories are set, which may be real or imaginary
<b>sound</b>	in Media Arts, one of the six aspects of languages audio in a media artwork, including background noise, sound effects, music, dialogue, voice-over
<b>space</b>	in Media Arts, one of the six aspects of languages the way a scene or setting appears in terms of the distance between objects or people (as well as the amount of empty space)

<b>stereotype</b>	when a person or thing is judged to be the same as all others of its type. Stereotypes are usually formulaic and oversimplified
<b>structure</b>	in Media Arts, one of the seven aspects of representation a story may be made up of different parts; for example, a story usually has a three-part structure with a beginning, middle and end
<b>target audience</b>	the intended audience for an advertisement, film, story or product. The audience can be defined by their common interests, including age, gender, social class, culture etc.
<b>technologies</b>	in Media Arts, one of the five key concepts  tools (digital or non-digital) used to create, capture, edit and share media artworks
<b>time</b>	in Media Arts, one of the six aspects of languages the way that media artists organise the sequence of ideas; for example, when something should happen or how long something happens for