

Know It 

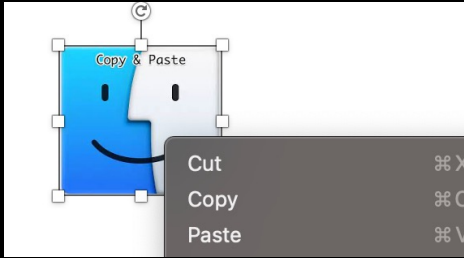
Remember It 

Understand It 

Apply It

Photography Crucial Knowledge

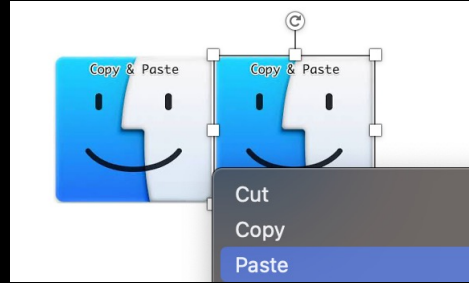
### What is Copy....?



...the copy action selects the picture or text and copies it ready to be pasted in another place

#CrucialKnowledge

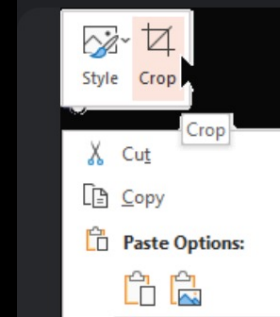
### What is Paste....?



...When you select paste, the picture or text from the clipboard is passed to the place where your cursor is - where you want to place it

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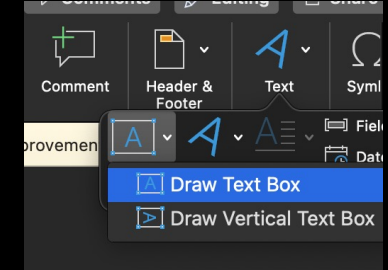
### What is Cut....?



...when you 'cut' something from a document, it disappears waiting for you to paste it somewhere else.

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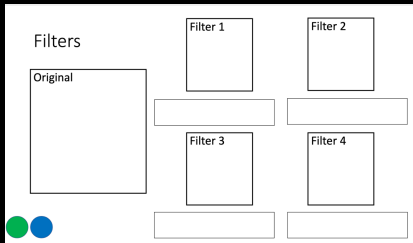
### What is a Text Box....?



...when you insert a text box to a document, you are making something that you can type in and then move around

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### What is Layout....?



...the layout is how the page or document looks. It is important to treat a slide or a document like a page and place photographs and text in an effective layout

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### What is Screenshot....?



...we use a screenshot when we want to take a photograph of what is on your screen. We might then use this in your work

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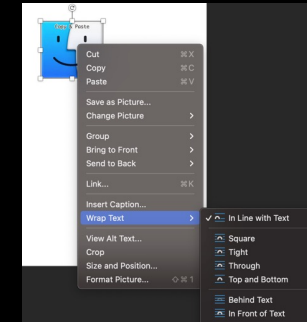
### What is Format....?



...this is used to organise and plan out our page/slide. We format the layout so it looks good.

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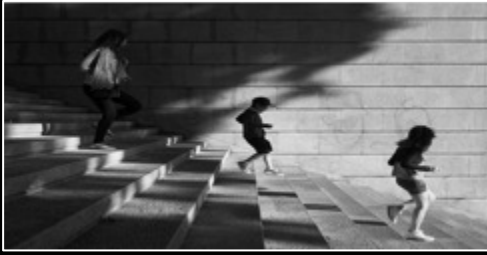
### What is Wrap Text....?



...we have to select 'wrap text' and then make it 'tight' so that we can move an image or photograph around the slide. This is part of our formatting

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### What is Composition....?



...the way in which something is put together or arranged so that the viewer's eye is drawn to the point of interest

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### What is Focus....?



...the area that appears the clearest or the sharpest in a photograph

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### What is contrast....?



...strong visual differences between light and dark, varying textures, sizes, etc

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### What is foreground/background....?



...foreground is simply the parts of the image that are closest to the camera, the background is the parts that are further away

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### What is Vantage Point....?



...the place from which a photographer takes a photograph

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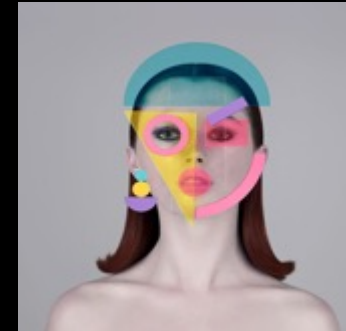
### What is Framing....?



...framing is the presentation of visual parts in an image, especially the placement of the subject in relation to other objects

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### What is Abstract....?



...art that is more about the shapes and colours and the feelings it expresses, not about the accurate photo/drawing of a subject

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### What is Cropping....?



...Cropping is cutting off a portion of your image to improve framing or put emphasis on your subject

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## What is Close Up....?



... a picture taken with the subject close to the camera (sometimes called macro photography)

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## What are Annotations....?



...written explanations or critical comments added to art or design work that record and communicate your thoughts

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## What is Analysis....?



... to recognise and understand the visual choices the artist made in creating the artwork. By observing and writing about separate parts of the art object, you will come to a better understanding of the art object as a whole

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## What is Landscape....?



...an image that shows an environment/space

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## What is a Contact Sheet....?



...A series of original photographs that are small scale

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## What is Editing....?



...The use of filters and apps to enhance an image

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## What is Manipulation....?



...manually changing and joining together a series of photos in order to reflect the artist style

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## What is Portraiture....?



...a type of photography aimed toward capturing the personality of a person or group of people by using effective lighting, backdrops, and poses

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### What is Exposure....?



... **Camera exposure** is the overall brightness or darkness of a photograph. It's the amount of light that reaches the film or **camera** when a picture is being taken. The more you expose the film or **camera** to light, the lighter your photo will be. The less light, the darker your photo will be.

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### What is Saturation....?



... **Saturation** refers to the amount of colour. The higher the **saturation** of a colour, the more intense it is. The lower the **saturation** of a colour, the closer it is to grey.

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### What is Contrast....?



...These **filters** will reduce the darkness of the shadows by allowing light into them from surrounding highlights.

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### What is Sharpness....?



... **Sharpness** comes down to how defined the details in an **image** are—especially the small details.

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### What is Brightness....?



... basic **filter** to adjust the overall lightness or darkness (**Brightness**) of your **image**

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### What is Sharpen....?



... increases the contrast between different tones: “sharpen” refers to a contrast between light and dark

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### What is Hue....?



...this feature allows you to add a ‘splash’ of colour over your image

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### What is Opacity....?



...Opacity is the extent to which something blocks light. You can change the opacity of layers, filters, and effects so that more (or less) of the underlying image shows through.

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**A01 - DEVELOP IDEAS  
THROUGH INVESTIGATIONS,  
DEMONSTRATING CRITICAL  
UNDERSTANDING OF SOURCES**

- Analyse not annotate
- Describe (an artist's work)
- Artists' intentions
- The organisation of a piece of work (composition, framing, line, colour and value, texture, form, proportion and scale)
- Subject/object
- Interpret – what is happening?
- Inspiration
- Artist in Context (contextual study)
- Content and setting
- Landscape
- Portrait
- Close up
- Abstract

**A02 - REFINE WORK BY  
EXPLORING IDEAS, SELECTING  
AND EXPERIMENTING WITH  
APPROPRIATE MEDIA, MATERIALS,  
TECHNIQUES AND PROCESSES**

- Contact sheet
- Manipulate vs Edit
- Crop
- Cut
- Refine
- Experimentation
- Composition
- Framing
- Foreground/Background
- Focus
- Contrast
- Light and dark (tone and shade)
- Abstract
- Angle and vantage point
- Macros

**A03 - RECORD IDEAS,  
OBSERVATIONS AND INSIGHTS  
RELEVANT TO INTENTIONS AS  
WORK PROGRESSES**

- Observation
- Insight
- Annotation
- Reflection and evaluation
- Personal Response
- On Location Photography

**A04 - PRESENT A PERSONAL  
AND MEANINGFUL RESPONSE  
THAT REALISES INTENTIONS  
AND DEMONSTRATES  
UNDERSTANDING OF VISUAL  
LANGUAGE**

- Layout
- Work as a 'journey'
- Personal Response
- Realisation of intentions
- Final outcome

Know It 

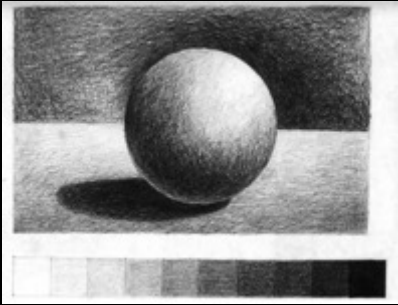
Remember It 

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Apply It

**ART CRUCIAL KNOWLEDGE**

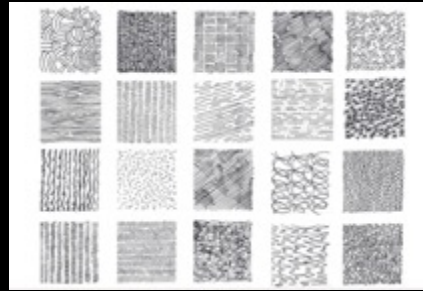
### What is Tone and Shade....?



...Lightness and darkness of a colour

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### What is Mark Making....?



...the creation of different patterns, lines, textures and shape

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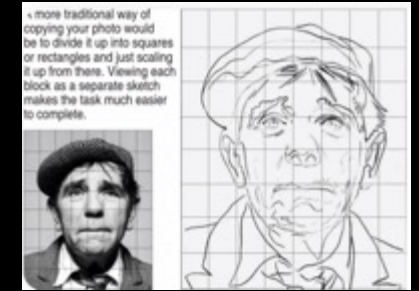
### What is Direct Observational Drawing...?



...drawing from an object in front of you

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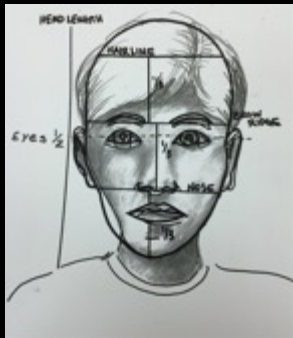
### What is Scale...?



...the size in which an image is viewed and drawn

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### What is Proportion...?



...refers to the dimensions of a composition and relationships between height, width and depth

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### What is Tonal Colour...?



...the application of a colour that shows tonal qualities

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### What is Collage...?



... The use of paper/card to add texture to a piece of art work in small pieces

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### What is Colour Theory..?



...colours are organized on a colour wheel and grouped into 3 categories: primary colours, secondary colours and tertiary colours

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### What is Layout....?



...The arrangement of a drawing on a page

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### What are Annotations....?



...written explanations or critical comments added to art or design work that record and communicate your thoughts

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### What is Analysis....?



... to recognise and understand the visual choices the artist made in creating the artwork. By observing and writing about separate parts of the art object, you will come to a better understanding of the art object as a whole

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### What is an Artist Study....?



...the breakdown of the artistic elements in an artwork to discover how it portrays meaning

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### What is construction ....?



...The assembly of a piece of art work/ a piece that has been put together

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### What is Experimentation....?



... a more explicit desire to extend the boundaries of the art in terms of materials or techniques

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### What is Refine....?



...The development of original drawings into colour experimentation work

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### What is Interpretation...?



...The way in which a project/theme word is interpreted and developed into a body of art work

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