# Media Arts glossary

2D/two-dimensional

Media arts works that exist on a flat surface, that have height and width, such as print layouts and photographs.

3D/three-dimensional

Media arts works that have depth as well as height and width, such as installations or interactive games.

4D/four-dimensional

Media arts works that have depth, height, width and added temporal and spatial dimensions. For example, media arts works that incorporate time, such as time-based installations, or media arts works that include moving images.

## A

aesthetic knowledge

An understanding of how the visual conventions (art elements and art principles), materials and techniques of an artwork work together to influence the mood or emotion of the artwork. Aesthetic knowledge can contribute to creating visual appeal in an artwork to evoke an emotional response from an audience or a viewer. Aesthetic knowledge can also be related to the style and genre of an artwork and the art form.

analog

Relates to artworks that are created and manipulated by hand with tangible materials (e.g. paint, paper or markers), as opposed to digital artworks, forms or processes created using digital tools.

app

Software originally designed to run on mobile devices and to be targeted in its purpose; an app (abbreviation of application) can now be considerably broader in its purpose.

artist

Artists include media artists, visual artists, craftspeople and designers. Artists work individually and collaboratively using diverse arts practices to create artworks.

arts discipline

Specific area of arts practice such as dance, drama, media arts, music, visual arts and visual communication design. Within each discipline, a diverse range of styles, genres and forms are practised.

arts experience

An experience that engages the senses (e.g. artworks experienced in daily life, popular culture, formal or informal performances, exhibitions and/or designed environments).

arts space

A place where artists display or perform artworks. This can be formal such as a gallery, theatre or exhibition hall, or informal such as a public space.

artwork

An artwork is an outcome of an artist’s practice. An artwork may be a completed product or a work in progress. Artworks can be experienced in person and/or digitally, for example by visiting galleries, exhibition spaces or public places, or by accessing artworks in online gallery spaces or in printed media such as arts journals.

audience(s)

Individuals or groups of people who engage with, read and consume media products. Factors such as technology, media literacy and the context of creation and consumption can all alter the way audiences receive, engage and respond to media products.

All media products are made for target audiences, defined by their cultural, social and historical context, demographics such as age and gender, and individual traits such as values.

## B

belief

Something that is accepted, considered to be true, or held as an opinion.

## C

character

A social construct and representation of an individual in a media narrative. A character is a media code.

claymation

A form of stop-motion animation where characters are made from malleable materials on a static background. The characters are changed or moved for each frame.

codes

Technical, written and symbolic codes have a physical presence in media forms and products and are used to create, construct and suggest meaning.

Media codes include camera, lighting, mise en scene, editing, sound, acting, layout, typography, text and images. Codes physically construct the media form and product.

composition

The placement or arrangement of elements, components or conventions in artworks.

concept

A thought, idea or notion related to a theoretical construct. A concept can be more complex than a general idea. A concept is generally the primary idea or influence behind an artwork and can contribute to the overall theme of a series of artworks or an exhibition.

conventions

The rules and common practices for constructing and organising media forms and products. Conventions include story structure, story principles, genre conventions, character, cause and effect, and point of view.

context

The context of a media arts work can be the location and time in which it is made, presented or viewed. Context can also be the economic, philosophical, historical, social or cultural influences on the practices of the designer, and their communication of ideas, values and beliefs. The context of an artwork is the frame of reference that allows the meaning of an artwork to be interpreted.

copyright

Legal rights in creative work (e.g. text, images, music, computer programs, sound recordings, film). The creator or copyright owner has the right to prevent others copying the work without permission.

Country

The physical environment that a particular Aboriginal and Torres Strait Islander Peoples’ group has a relationship with. Referring to this territory as ‘Country’, rather than land, indicates a reciprocal and deep relationship and one where Country both owns and is owned by the People. The concept of Country includes lands, waters and sky.

critical and creative thinking

Critical and creative thinking involves the application of skills, behaviours and dispositions such as reasoning, logic, imagination and innovation. This capability can be consciously developed through the application of metacognitive skills.

cultural appropriation

The unacknowledged and inappropriate adoption of the customs, practices or ideas of a cultural group or individual.

cultural expressions

Cultural content resulting from the creativity of societies, groups and individuals. They include cultural stories; body, cave and sand paintings; symbols; song; dance; artworks; and material culture.

cultural knowledge

Knowledge held by a person with cultural authority.

culture

A body of beliefs, attitudes, language(s), skills, knowledge, laws, customs and tools by which communities structure and organise their lives and interactions.

curate

The process of selecting and organising material, such as artworks and aspects of artists’ practice, that communicates the artists’ processes, ideas, intentions and/or perspectives. Curating can be part of the process for preparing for informal or formal exhibiting of artworks for an audience.

## D

digital tools

Digital hardware, software, platforms and resources used to develop and communicate learning, ideas and information.

dramatic play

A child-structured form of pretence, where children create fictional situations, adopt roles, establish spaces and symbolically transform objects.

## E

elements of media arts

Also known as technical and symbolic elements, these work together to create meaning in different contexts and media forms.

embodied practices

Describes aesthetic, sensory, cognitive and physical engagement through stillness, movement, exploration of space or working with materials, used to generate, develop or communicate ideas or meaning. An artist who uses embodied practices to create artworks will consider that the engagement of all the senses and art making contributes to wellbeing.

exhibit/exhibition

A formal or informal display of media arts works and/or media arts practice for audiences, including sharing work with peers, a curated exhibition in a formal space and/or on online platforms.

## F

form

Form can be specific to media arts practices particularly in analog and digital photography and includes two-dimensional form, three-dimensional form and four-dimensional form. It refers to the physical nature of the media arts work.

Form is also an art principle where three-dimensional shape is created by texture, tone or use of materials.

*See also:* 2D/two-dimensional; 3D/three-dimensional; 4D/four-dimensional

formal setting

Presentation or display of media arts works in a specifically designed exhibition space such as a cinema, performance space, gallery, museum or webpage. Artworks that are screened/exhibited/displayed in a formal setting or space have been curated considering the audience and their engagement and interpretation of the artworks.

## G

genre

A category of media arts works characterised by similarities in form, style or purpose, or subject matter, content, technique, conventions or ideologies.

genre conventions

The rules that define genres based on the cultural assumptions about the impact of media products. Genre conventions are formed by the type of audiences who consume media products and the practices of the media industries who produce them.

## H

hybrid art forms/artworks

An art form where 2 or more art forms are combined into one artwork or the artist creates artworks using a combination of forms. Examples of hybrid art forms include print and screen productions, and immersive gaming experiences. With the combination of art forms, a new art form is made or the art forms used are modified.

*See also:* multi-arts/multimedia

## I

idea

A thought, notion or impression. An artwork can represent a number of ideas, which can be interpreted differently by audiences and viewers based on their experience, background, values and beliefs. Linked ideas can be termed as a theme (e.g. globalisation, horror, or city or country life).

Indigenous Cultural and Intellectual Property (ICIP)

The rights of Aboriginal and Torres Strait Islander Peoples to own and control their cultural heritage. It refers to all aspects of cultural heritage, including the tangible (e.g. cultural objects) and intangible (e.g. knowledge).

informal setting

Presentation of artworks in an environment that may not be considered a formal exhibition space, gallery or museum. Informal settings can include community events, classrooms or other areas in the school environment, such as corridors or the school yard.

Informal settings can be also virtual, such as the display of artworks on mobile devices, computers or street projections.

interactive content

Output that involves the user being able to change the behaviour, view or result by providing some input. Interactive content can include visualisations with sliders and games or virtual environments that require interaction from the user.

interactive elements

Interactive elements are designed for both the physical world and online, ensuring the objectives of users are met when engaging with a product, system or service. The design of interactive experiences considers the aesthetic qualities and usability of customer touchpoints, wayfinding systems and interfaces encountered in physical spaces or on digital devices including apps, online platforms and social networking services. These can include the display, layout and relationship of icons, symbols, images and type, as well as additional elements such as sound and animation.

interdisciplinary

The creation and production of artworks using more than one arts discipline. Across the Arts curriculum students can make artworks using the knowledge of the practices of various arts disciplines, for example the creation of performance works using the knowledge and skills of music, drama and visual arts.

*See also:* transdisciplinary

institutions

Media institutions include broadcasting companies, print and digital newspaper and magazine publishers, film, screen and television and music production companies and other production or publishing companies that create, produce and distribute media products and media arts works.

## M

materials

Resources used to create media arts works, including stimulus material, digital tools (e.g. 3D modelling tools, computer software, screens and tablets), recycled and traditional materials (e.g. cameras and editing software).

media arts concepts

There are 7 media arts concepts: media technologies, representations, audiences, institutions, media languages, viewpoints and contexts. Together, the media arts concepts provide a framework for students to engage with and create media arts works in existing or emerging forms and to consider media arts practices.

media arts forms

The technological means and channels by which the media is created, produced, distributed, consumed and read. Media arts forms can include:

* moving image: film, television, video, animation
* still image: narrative photography
* audio: radio, podcast
* print: magazine, zine, comic, graphic novel, newspaper, poster
* digital: online video and audio, streaming video and audio, podcast, magazine, comic, graphic novel, newspaper, video game, blog, website, app
* convergent or hybridised media: the combination or joining of 2 or more media arts forms, such as photography and animation, print productions and a digital game, or augmented and virtual reality products.

media languages

Media languages include the still or moving images, sounds and texts used to tell a story. Media languages include the use of codes and conventions to create meaning in a media product.

media arts practices

How media artists explore, analyse, participate and view media culture. How they express, conceptualise and communicate through their media arts works using creative and critical use of media language and technologies.

media production process

There are 5 stages to the media production process to create media arts works: development, pre-production, production, post-production and distribution.

media technologies

The digital and analog tools that students use to create and respond in media arts practice.

mise en scene

The objects within a frame in a media product and how they are arranged.

multi-arts/multimedia

A combination of different art forms in one artwork; a work or practice that expands beyond one art form.

In contemporary media arts practice, multimedia artworks are made from a combination of electronic media such as video, film, audio and computer hardware and software.

Multimedia practices include the development, creation and production of content for digital products and services, providing electronic access to information services and broadcasting radio and television programs on the internet.

*See also:* hybrid art forms/artworks

## N

narrative

In Media Arts, narrative is used to describe fictional and non-fictional stories in all media forms.

narrative conventions

Narrative conventions create meaning in a media form or product. Common narrative conventions include character, character arcs and three-act structures.

## P

physical space

An environment to exhibit, present or display artworks. Physical spaces can include galleries, environments where traditional media arts works (e.g. photographs and prints) and sound-based, moving-image and screen-based artworks are presented.

Place

‘Place’ is significant for Aboriginal and Torres Strait Islander Peoples.

For Torres Strait Islander Peoples, ‘Place’ is a space mapped out that Torres Strait Islander individuals or groups occupy and regard as their own and that has varying degrees of spirituality. It includes lands, waters and sky.

For Aboriginal Peoples, ‘Place’ refers to the special places that exist within Country, the purposes of which vary significantly. They can include places of ceremony and initiation, birth and the provision of healing and health care; places of learning; and places for Sorry Business. These places vary greatly over the various landscapes and seascapes across the continent. There are some parts of Country that have landmarks that directly relate to the ancestor spirits and the creation of existence. These are especially important as culturally significant places and need to be cared for. There are also other places on Country that are important for ceremony, as mentioned above, which are also considered especially important for Aboriginal communities.

practices

The application of arts skills and knowledge to create, represent, communicate, make, produce and respond in a specific arts discipline, form, tradition, style and/or genre. In any arts discipline, the practices of making and responding are interdependent and interactive. For example, the practices of interpreting, analysing, comparing and contrasting, reflecting, evaluating and appreciating can inform the art-making process.

processes

The methods and steps used to make artworks using materials, tools and technologies.

protocols

Rules, practices and customs of a group. Respectful ways of interacting with and experiencing the arts, including protocols for protecting Indigenous Cultural and Intellectual Property (ICIP) rights.

purposeful and creative play

A context for learning through which children organise and make sense of their social worlds, as they engage actively with people, objects and representations.

## R

refine

To bring together media concepts in a media arts work, particularly through the use of technical skill and processes using materials and techniques.

region/regional

An area of the world sharing common characteristics, for example a geographical region such as the Mallee region in Victoria or a regional intergovernmental organisation such as the Association of Southeast Asian Nations (ASEAN).

representation

The construction of people, places, concepts, themes and events through stories in media narratives.

resolve

A final step in the creation or production of a media arts work where the artist considers how to finalise the expression and representation of ideas using the media concepts and the media production process.

## S

sequence

A series of still and/or moving images with or without sound that are intentionally put into an order.

social practices

The use of art forms and symbolism in the habits and beliefs of a community or society such as celebrations, festivals, events and rituals.

stimulus material

Anything that acts as inspiration for generating or developing ideas for artworks, including the world of the student, images, experiences, observations, provocations, sounds and texts.

story (media concept)

A series of events that is structured by a plot and the conventions of the media form.

story principles

Selecting and organising the elements of structure, intent, characters, settings and points of view within the conventions of a genre.

style

The distinctive characteristics of an arts form, artwork or arts practice that allow them to be grouped into related categories, by culture, time, place or other contexts.

symbolic codes

Symbolic codes are a subset of media codes. Symbolic codes can include the language, dress and actions of characters or visual symbols such as colour, light and framing.

## T

technical codes

Technical codes are a subset of media codes. Technical codes can include camera angles, lighting conditions, sound, setting and editing.

techniques

The knowledge and skills used in making an artwork in a specific art form using tools, technologies, media and materials.

technologies

In media arts, digital (e.g. hardware and software) and analog (e.g cameras, paper stock and film) technologies are used by media artists to create and produce media arts works. Technologies are also used to present media arts works using screens, projections and audio technologies.

theme

The principal idea or connection of ideas and concepts in a media arts work, product, series of artworks or exhibition.

Traditional Owners

The people recognised as having an unbroken connection to a particular Aboriginal or Torres Strait Islander Country or Place. They are often important knowledge keepers and responsible for caring for Country or Place and the people who live there.

transdisciplinary

The creation and production of artworks using more than one arts discipline. Across the Arts curriculum students can make artworks using the knowledge of the practices of various arts disciplines, for example, the creation of performance works using the knowledge and skills of music, drama and visual arts.

Transdisciplinary artworks differ from interdisciplinary art forms and artworks as, similarly to multi-art forms and artworks, the use of transdisciplinary practices can evolve new art forms and practices.

*See also:* interdisciplinary; multi-arts/multimedia

## V

values

Ideas and beliefs specific to individuals and groups.

viewers

Individuals or groups of people who look at artworks in a range of settings (formal, informal, virtual or interactive). Social and cultural factors, and the context of where an artwork is presented can all alter the way viewers interpret and respond to artworks.

viewpoints

Viewpoints are an inquiry tool to consider ideas, concepts, practices and processes used to create artworks. Viewpoints allow students to investigate artworks and art practices from multiple perspectives.

virtual

Representation on a screen or ephemeral environment in contrast to physical existence. Virtual artworks are often sound-based, moving-image and time-based works.

Virtual settings and exhibitions of artworks are the presentation or display of artworks online or on a screen creating a similar experience for the viewer or audience as if they were experiencing the work in a physical space. Virtual spaces/settings/exhibitions include sequenced presentations of artworks, websites, virtual galleries, video works and projections.

virtual reality

Technology that allows a person to interact with a computer-simulated environment based on a real or imagined place.