### TECHNICAL

**Lighting**: Type of lighting e.g. natural/daylight, tungsten, flash, fluorescent, shade... Level of control e.g. positioned/located, reflected, manipulated, intensity, distance... Relevant key words: tonal range, contrast, saturated, over/under exposed, glare...

**Aperture**: Lens (lens size, macro, telephoto, wide angle, settings: f-stops...) Focal point, depth of field (DoF) - deep, short, sharp, focused, blurred, vignette...

**Shutter Speed**: Exposure time, over/under exposed, motion blur, panning...

**ISO**: Film speed, light sensitivity, (higher sensitivity = grainier image), tonal range, grain - coarse/fine, texture, contrast...

**White Balance**: Colour cast/temperature, colour accuracy, warm/cold...

### VISUAL

**The Visual Elements**: ‘The information (ingredients) that we see:

- Colour
- Tone (light & dark)
- Texture (surface)
- Shape (2D, flat)
- Form (3D)
- Pattern (repetition)
- Line
- Space (3D concept)

**Composition**: Layout, arrangement, organisation (of Visual Elements), selection, cropping, containment/confine (within frame)

Leading the eye, Viewpoint, Balance, Harmony, Contrast, Tension, Foreground, middle ground, background, Rule of Thirds, Golden Section/Ratio, Depth of surface illusion...

### CONTEXTUAL

Surrounding circumstances/information/knowledge that:

- Sets/fixes your understanding, brings deeper meaning, adding ‘value’ (context).
- Additional knowledge that can be applied/connected to the work
  
You might consider (although these cross-over into each other):

- Historical contexts: Place in time, local/national/global happenings/events...
- Personal Contexts: Experiences/beliefs/intentions/interpretations (of the artist, or your self)...
- Visual/Conceptual Contexts: Connections with Art Movements, ideas, styles, inspirations – before and after
- Cultural/social/political contexts
- Wider connections – thematic/narrative/conceptual

### CONCEPTUAL

Idea, meaning, reasoning, thought, notion, concept, theoretical construct...not just behind the work, but might be the ‘essence’ of the work/the work itself

Conceptual art, sometimes called Conceptualism, is art in which the concept(s) or idea(s) involved in the work take precedence over traditional aesthetic and material concerns.