



Step 1: EXPLORE Gather Information Using Visual Vocabulary

Visual vocabulary are “observation tools” to unlock meaning in everyday objects, environments and art

Line	Directs the eye: Vertical = height, stature, importance, growth. Horizontal = width, plane, horizon, restful, stable. Diagonal = movement, action, direction.
Shape	Defines form and creates boundaries. Regular and irregular, geometric. Some shapes are associated with particular meanings: Circle = eternity; Triangle = stability.
Color	Suggests mood, condition, emotion, culture and history. Light and shadow influences the experience of color.
Volume / Size	Volume is the size of space contained measured in three dimensions: height, width, and depth. Size can also be measured in 2 dimensions: height and width.
Texture	Describes the “feel” of a surface.
Pattern	Creates rhythm through repetition of lines, shapes or colors.

All cultures use visual vocabulary to convey meaning.
Line, shape and size have similar meanings across cultures.
Colors and patterns occur in all cultures but often have different meanings in different cultures.