

## Frames information

The frames give meaning and are the instruments for generating different understandings of the function and relation between artist-artwork-world-audience.

<b>Frame</b>	<b>Description</b>	<b>Viewed through this frame, artists are:</b>	<b>Viewed through this frame, the audience is:</b>	<b>Responses through this frame are about...</b>
<b>Subjective</b>	examines the <i>personal and psychological experience of the artist and audience.</i>	... are emotionally driven. Their artworks are shaped by their imagination.	... people who interpret the meaning and value of art in relation to their personal ideas and associations that can be made.	how an artwork makes you feel, what it reminds you of.
<b>Cultural</b>	examines the <i>cultural and social perspective, beliefs and values of a community</i>	... are influenced by social, economic and political conditions. They contribute to these conditions as social agents with their artworks.	... all people, including art consumers, patrons, sponsors, collectors and historians. They see the value of art in its social meaning.	how the artwork relates to or represents events or issues in the world.
<b>Structural</b>	examines <i>information about the structure and formal qualities of an artwork.</i>	... know and use formal language to represent ideas. They communicate meaning in their artworks using signs and symbols.	... people who read art as symbols and signs. They see meaning coded in a formal structure of visual language.	how signs and symbols are used in artwork to refer to other things.

<p><b>Postmodern</b></p>	<p>examines <i>new ways of looking at artworks and the world</i> .</p>	<p>... challenge prevailing views about what is valued in art. They use parody, irony and satire to expose power assumptions in their artworks.</p>	<p>... people who are aware of power relationships that sustain dominant views about art in the art world.</p>	<p>how ideas from other sources have been re-interpreted or challenged.</p>
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