

An aerial photograph of a river delta, showing intricate patterns of sandbars and water channels. Overlaid on the center is a geometric logo consisting of a yellow and blue wireframe cube-like structure within a circular arc. The word 'Forma' is written in a large, white, serif font across the center, with a small 'TM' trademark symbol to its right.

Forma™

CREATIVE
CONNECTIONS
CATALYST:
ART EDITION



Anatomy
History
Experience
Memory
Aging
Hardship

Drawing
Pen & Ink
Photography
Sculpture
Finger Paint
Magazine Collage

Distress
Express
Be Gestural In
Artificially Age
Smooth
Extract

Men
Hair
Facial Features
Rugged People
Veterans
Wrinkles

Texture
Balance
Contrast
Form
Space
Asymmetry

Graphite
Oil Paints
Digital Photography
Colored Pencils
Illustration Markers
Papier-mâché



THE
THEME
Technology
Science
Motion
Outer Space
Adrenaline Rush
Human Potential

PR
PRICES
Drawing
Painting
Sculpture
Collage
Assemblage
Storyboards

ACT
IONS
Encase
Stylize
Invert
Launch
Magnify
Explode

SU
SUBJECTS
Clouds
Space Shuttles
Tech Devices
Astronauts
Organic Forms
Large Machines

CON
CEPTS
Balance
Focus
Contrast
Form
Space
Motion

ME
DI
ATA
Colored Pencils
Oil Paints
Cut Paper
Found Objects
Papier-mâché
Gouache

1

How can I use Subject to explore Theme
in my Process(es) using Media ?

2

How can I show the relationship between Theme
and Subject through my Process(es) ?

3

How can I show the juxtaposition of Theme or Subject and
Theme or Subject in my Process(es) ?

4

How could I Action my art to push the
exploration of Theme or Concept in my Process(es) ?

5

How could my Media Process(es) highlight the
presence of Concept in Theme ?

THEMES

Abstract or big-picture ideas that can be explored.

PROCESS

Methods that can be paired with diverse mediums to create art.

ACTIONS

Physical or conceptual ways to alter or personalize your art.

SUBJECT

Tangible content that can be used to explore a given theme.

CONCEPT

Foundations, elements and principles to explore in art.

MEDIA

The specific material you use to complete a process.

Welcome to Terra Forma™

Terra Forma: Art Edition is an interactive springboard activity that helps students or professionals develop a unique artistic concept by facilitating unconventional connections. Each set contains **15 pairs of Image Cards** (each noted by their matching patterns) as well as a single **Catalyst Card**.

To get started with Terra Forma, peruse each pair of images and choose which photograph you find more visually appealing and interesting. View each pair with an open mind and select the photograph that piques your artistic interest. After selecting 15 images from the available 30, survey the 6 categorical lists on the back of each card. Use items from each category to complete 1 or more of the 5 questions on the Catalyst Card.

Find unique and creative connections between the various lists when completing each Catalyst question. As you identify unexpected connections, let your mind explore images associated with these connections and consider how you will turn them into works of art.

Once you have found a conceptual direction that inspires ideas for a new work or series of works, ***you are ready to begin!***