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A prompt for thinking about artwork

Content, Process, Form and Mood: CPFM is a mnemonic to support image/artefact reading and speaking questions created by Rod Taylor

C P F M **Content, Process, Form and Mood:**
a mnemonic to support image/artefact reading and speaking questions:

C	Content	Analyse and describe the Content. Much more than the subject matter of a work of art or historical/cultural artefact. 1. What the artefact represents or symbolises; 2. What story or event is portrayed (narrative content), and 3. What idea the creator is attempting to pursue.
P	Process	Analyse and describe the Process. The way in which media and materials have been used to create a particular piece of work. This could refer to a single process or a sequence of processes that have been combined to create the final outcome or work of art.
F	Form	Analyse and describe the use of the 'formal' elements, i.e. the building blocks for the artform, e.g in art and design:- line, tone, colour, pattern, texture, shape, form and space.
M	Mood/ emotion	Analyse and describe the Mood. This refers to the way in which the artist has handled form and subject matter to create an emotionally affective piece of work. How the piece of work makes the person experiencing the artform feel, and the viewer being able to find evidence in the piece of work to support this feeling.

Content, Process, Form and Mood can be used in any order, or one or more at a time as a prompt to visual thinking and identification while looking at an image or creative outcome. This mnemonic tool promotes enquiry, analysis, reasoning, synthesis, reflection, emotional intelligence, evaluation, meta-cognition and creative thinking. Teachers can lead and manage this process as a Q&A, classroom discussion or writing activity to phrase and/or answer questions set in response to critics, by the teacher or students.

A guide to Critical Studies and how to look at, think and talk about objects, images and works of art, craft and design.
Rod Taylor (Educating for Art -Critical Response and Development, SCDC Publications 1986)

Art

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