

**PRINTMAKING TERMINOLOGY IN CUPCAKE MOULD
TO PRODUCT ARTWORK**



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3. Acknowledgements

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5.2 Enhanced Executive Summary

Printmaking which always shows the conversational definition, meaning and practices as the remaking more than one production. Through varieties of media, it has develops to create multiple images. It related with things that have block as mark or images of surface. The aim of this research is to produce artwork based from the possible interpretation of *printmaking definition and hopefully it can move away from flat two-dimensional prints to three-dimensional prints*. The images produced by using cupcake mould in food industry as block to convey the idea as dynamic medium in visual art where printmaking can be described by three-dimensional visual language, medium and also techniques. The method of this study will encompass an observation focuses on the development of printmaking in Malaysia which the term has adopted and practice by printmakers. By understanding the meaning, the printmaking terminology will provide alternative way to develop, explores, search and learn another means of expression in making the artwork. As a printmaker, to create an artwork as a *language for communication, will be widely understood and at the same time does not sacrifice artistic merits of printmaking as a medium truly unique, in creating new experience and possibilities*.

5.3 Introduction

Before the twentieth century, most printing was for the purpose of commercial reproduction rather than making original art. The history of printmaking evolves around the history of innovation in communication. Before the age of mass literacy, pictorial images played a particularly significant role in conveying ideas and traditions.

Printmaking can be describes in a variety of media developed to create multiple images. The images can be produced by using plate as a matrix and an intermediary to convey the idea. As a dynamic medium in visual art, printmaking can be described in three ways, which is the visual language, medium, and techniques. Printmaking *method range is from simple to complex. There are many different types of techniques to produced printmaking artwork.* An artist chooses the medium based on the effect that they looking to achieve.

Traditionally, these methods are dividing into four basic categories, which is relief, intaglio, planographic, and screen printing. In the new modern printing technology, there are other types of printmaking besides the conventional techniques, known as digital print, photographic mediums and combination both digital and conventional process. Many of these print techniques can also combine, especially within the same family.

The basic idea behind the printmaking processes is the ability to make more than one of specific image in a limited edition. The nature of printmaking requires that the entire edition be print simultaneously because the artist must print one colour at a time on each piece of paper. Print were relatively inexpensive and many people can afford them

Despite the importance, however, print is also one of the neglected artistic mediums, it always appears and known as a minor accessory in the making of art form. Printmaking was largely seen as a minor art form, interest in it restricted to special dealers and collectors.

Normally, when we talk about printmaking, it usually exhibit in the gallery with limited size and same style of presentation. Besides, only the certain group of people will come to see and appreciate this kind of art.