

QUESTIONS FOR ANALYZING AN IMAGE

THE BIG PICTURE

- ✓ **What is the source of the work?**
- ✓ **What does the work show overall?** What appears to be happening?
- ✓ **Why was the work created** — for instance, to educate, to sell, to shock, to entertain?

ANALYSIS

- ✓ **Which elements of the image stand out?** What is distinctive about each one?
- ✓ **What does the composition of the image emphasize?** What is pushed to the background or the sides?
- ✓ **If words accompany the work, what do they say?** How are they sized and placed in relation to the visual elements?

INFERENCE

- ✓ **What do the elements of the work say about the creator's intentions and assumptions?** What does the creator seem to think about the subject? What does he or she seem to assume about viewers' backgrounds, needs, interests, and values?
- ✓ **How do any written or spoken words interact with the visual components?**

SYNTHESIS

- ✓ **What general appeal does the work make to viewers?** For instance, does it emphasize logical argument, emotion, or the creator's or subject's worthiness?
- ✓ **What feelings, memories, moods, or ideas does the work summon from viewers' own store of experiences?** Why, given the purpose of the work, would its creator try to establish these associations?

EVALUATION

- ✓ **Does the work seem to fulfill its creator's intentions?** Does it do what the creator wanted?
- ✓ **How does the work affect you?** Does it move you? amuse you? bore you? offend you?
- ✓ **Was the work worth creating?**