Image Analysis Procedure

Step One: Description
Describe what you see in as much detail as possible. List information about the images, colors, lines, placement of objects, and other details.

Step Two: Identification
Record basic information about the piece. What do you know about it? Who created it? When? Does the piece have a title or any text? If so, what does it say? In what format or medium was it originally distributed (for example, as a poster, a book, a film, or an advertisement in a newspaper)?

Step Three: Interpretation
Analyze the image’s message. Based on what you know about this image, what message do you think the creator of this piece intended to express? Who do you think was the intended audience? What do you think the creator of the piece wanted the audience to do or feel once they have seen this image?

Step Four: Evaluation
Is this image effective? Does it successfully communicate its intended message? Is it fair? Does it use lies or misleading information to express its message? If so, how? In your opinion, does this image express a positive or a negative message? Explain.