

* How to read * * a photograph? *

1. What is your first impression?

Just by looking at a picture, what is it saying to you? What is your first impression? Look at the picture collectively, and then break down all the elements. Try to look for additional information.

2. What is the concept? What is the location and date of the image? Who are the characters? What are their emotions? All these can influence the message promoted through the image.

2.

Content evaluation

3.

Focus on the details

How do you feel about the subjects/actors of the image? How do they seem to act? How do they look? Is there any 'hidden' movement on the image? Is there a story behind it? Details as separate elements and as a whole can make a difference.

4. Can you feel the idea of the image? Can you comprehend the way the actors feel? Do you feel like a part of the photograph or just a viewer? Powerful images can make us feel that we truly participate in the concept and influence our feelings.

4.

Participant or viewer?

5.

Final Conclusions

After evaluating all the details, do you think that the image serves its purpose? Does it support the overall idea or message? How do you feel? What are your conclusions?

Ready? *

Use these steps to read photographs and images by evaluating critically their content!