

HOW TO DESCRIBE A PICTURE

You must try to analyse the following points and draw conclusions from what you see.

1. Identification

- source
- date
- subject

2. Description / Analysis

- framing
- shooting angle
- general structure
- patterns
- perspectives
- focal point
- shapes
- proportions
- colours
- connotations
(historical, social, ...)

Past	Present	Future	
			Spiritual / Intellectual
	Focal point		Balance between the two
			Material / Down-to-earth

3. Interpretation

- general feeling (reactions of the viewer)
- general meaning (intentions of the author)

If there is a text to it:

- meaning
- connotations
- connection with the picture

If it is an advert

- product
- catchphrase
- slogan
- target
- goal of the advert

4. Personal reactions