



Name of photographer:

Date:

PA2 – ANALYSING THE MESSAGE

1. WHAT TRIGGERED THE PHOTOGRAPHIC PROCESS?

WHAT did you like, dislike or found interesting when confronted to this scene or subject ?

WHAT made you take your camera out of the bag?

WHAT made you feel there was something to photograph?

Answer to these questions below:

2. ELABORATE ON THE REASONS TO MAKE THE IMAGE

WHY do you think you liked what you saw? WHY did you feel there was something to photograph?

Did you react to the aesthetic & graphical character of the scene (shape, color, texture,...)? : Y N

How important in your opinion is this component in the image? Rate from 0 to 10:

Which elements of visual design was particularly striking-interesting to you (colour, shape, texture...)?

Did you react to the light or weather conditions, its rarity and/or special character? : Y N

How important in your opinion is this component in the image? Rate from 0 to 10:

Why would you consider the light or weather conditions to be special here?

Did you react to the subject matter, its rarity and/or special character? : Y N

How important in your opinion is this component in the image? Rate from 0 to 10:

Why do you consider the subject photographed special or worth to be photographed?

Did you think of an intellectual concept or idea associated with the subject matter (i.e. death, decay, hope, love, urbanisation, destruction, ecology, social aspect, political issues, etc)? : Y N

How important in your opinion is this component in the image? Rate from 0 to 10:

If applicable, can you describe the concept or ideas that you saw or see now associated to this image?

Was this concept in your mind at the moment of exposure, or did you find it later?

Did the image bring you back a memory, a personal experience of yours? : Y N

If yes, which one?

Were you inspired in another photograph or artwork to make this picture?: Y N

3. MOOD AND EMOTIONAL CONNOTATIONS OF THE IMAGE

How present - important is the emotion in this image? Rate it from 0 to 10:

How did the scene make you feel? Try to write down all emotions or feelings you think you felt at the moment of making this image: Was it fear, mystery, aggression, dynamism, calm, quietness, subtlety, softness, Zen, excitement, majesty, bleakness, timelessness, dream, surrealism, beauty, sublime, other...?

Which feelings do you want to convey to the audience? These feelings or emotions could be the same or very different from the ones you had while making the image. Only fill if different from those stated above.

Select a value in between the following pairs of extremes that suits the emotional connotations of this image: left box means left concept is predominant, middle box means in between, right box means right concept.

Cheerful	Somber	Formal	Casual
Beautiful	Ugly	Complex	Minimal
Dramatic	Ordinary	Expansive	Confined
Mysterious	Straightforward	Ordered	Chaotic
Quiet	Noisy	Airy	Suffocating
Dynamic	Static	Stable	Unstable
Energetic	Lethargic	Sad	Happy
Serious	Funny	Aggressive	Soothing
Hostile	Hospitable	Reassuring	Troubling

4. IMAGE STYLE AND REGISTER - SETTING THE TONE

Define the style and register by selecting between the following pairs of extremes that in your opinion suits your original intent the best: Left box means left concept is predominant, middle box means in between the two, right box means right concept is predominant.

How do you want your message to be conveyed?

Directly and straight-forward _____ Subliminally and with subtlety

Clear _____ Ambiguous

Bond to reality _____ Big departure from reality

Reassuring _____ Challenging

Documentary _____ Expressive

Reaching a wide audience _____ Reaching a niche audience

Realistic _____ Fantastic

True _____ Invented

Literal _____ Metaphorical

Self-explanatory _____ Dependent of a context to be understood
(captions, text, description, book, etc)

Universal (everyone can feel identified with the image) _____ Personal (only you understand it)

5. LAYERS OF COMMUNICATION IN YOUR IMAGE

Rate how intense are the contributions of the different layers of signification in your image, by giving a weight number value from 0 (non existent) to 10 (extremely present). Describe also with a few words the content of that layer of communication:

1. The literal message - The subject matter: The thing, person, event or situation represented.

What is this image *of*?

- How significant and present is this layer of communication in this image (0/10):

- Describe that literal message in a brief short sentence:

2. The symbolic & metaphoric message. The "signification" of the image. What else is representing this image?

Which are the connotations associated to it? What is this image *about*?

- How significant - present is this layer of communication in this image? (0/10):

- What does the subject matter symbolizes here? What other secondary messages can be implied? Describe that symbolic or metaphoric message in a brief short sentence:

3. The formal message - How is the visual design contributing to the message?

Is there any expressive value to the visual design? (we will elaborate on this later in the course)

- How important - present is this layer of communication in this image? (0/10):

- What does the visual design add to the message here?

Describe the formal message created by the visual design alone in a brief short sentence:

4. The contextual message - How susceptible is the message to the context?

- How sensitive is this image's meaning to the context in which it is shown or displayed? (0/10):

- Imagine a particular context of display for this image and how it could change/modify the meaning of the image (advertisement - book - exhibition on a gallery wall - newspaper or magazine - particular audience, etc)

5. The open message - Does this image leave unanswered questions to the viewer? Is there mystery?
Is there an open-ended message here, to be completed by the viewer?

- How significant - present is this layer of communication in this image? (0/10):

- Write down unanswered questions that this image could provoke in the viewer:

6. The subjective message - Is the meaning of this image very dependent on the subjective and biographical interpretation of the viewer (personal memories, knowledge, culture, life experiences, etc).

How significant in this image is the meaning that escapes your control as the author and depends solely on the viewer? (0/10):

Can you imagine a case in which someone could read this image very differently to how you read it?:

6. WRAPPING UP - FINAL MESSAGE

You have answered a lot of questions, analyzing the different layers of communication this image uses, its connotations and its denotations and also its literal, conceptual, metaphorical, visual and subjective expressive load.

Now, you are in a better situation to sum up the overall message of this image, what you want it to transmit to the audience, or, at the very least, what YOU would like it to tell to the audience.

Try to be as precise as possible, and use as few words as possible. Ideally, one single sentence.