Date:

## 1. VISUAL EXPERIENCE

Make a drawing on the image by identifying with circles + text labels the different areas we ask you to consider here below. To do this, you can either use a software like Photoshop or Paint or Snipping Tool where you can draw and write directly on the image and save it later. Or, if your prefer to work by hand, you can make a quick print of the image on normal paper (a fast print by using a typical office printer will do for now) and then write and draw by hand. Then, you can make a photo with your mobile phone or a scan with your office scanner, and then paste that image where asked on this document.

Identify with a circle and text label the following elements in the image:

1) VISUAL DISTRACTIONS: Circle any visual distraction that in your opinion detracts from the focal points of the image, things that you consider are diluting or diminishing the expressive value of the image, things that you would like to see go away from the image. For each visual distraction marked with a circle, use the label VD1, VD2, VD3 to identify it... Use the RED colour to draw the circles and labels for Visual Distractions.
2) FOCAL POINTS: If you see one or several Focal Points in the image, circle them and use the label FP1, FP2,... Start by identifying the most important focal point with number 1, then go in order of importance ( $2,3, \ldots$ ). Use the BLUE colour to draw the circles and labels for the Focal Points.
3) VISUAL PATHS: Draw lines that in your opinion reflect the paths the eyes of the observer will follow when scrutinizing the image. These lines can adopt whatever pattern, criss cross the image, be diagonal, curved, etc. Just imagine you are looking at your image for the first time and try to replicate with a continuous line the path your eyes are following to observe the whole image. Use a X symbol at the beginning of the visual path to indicate the starting point (where the eye starts the visual journey) Use the GREEN colour to draw the Visual Paths.

## 2. VISUAL RELATIONSHIPS

### 2.1 Similarity

Do you see any relationship of similarity taking place in this image? Yes $\qquad$ No $\square$ If yes, in what consists that similarity and between which elements of the image?

Does this relationship enhance or diminish the associated emotions and/or message you stated in PA2?
Enhances $\square$ Diminishes $\square$ No incidence $\square$

### 2.2 Dissonance

Do you see any relationships of dissonance taking place in this image?
Yes $\square$ No $\qquad$ If yes, in what consists that dissonance or opposition and between which elements of the image?

Does this relationship enhance or diminish the associated emotions and/or message you stated in PA2? Enhances $\square$ Diminishes $\square$ No incidence $\square$

### 2.3 Gestalt laws

Do you see any Gestalt Law acting in this image? Yes $\square$ No $\square$ If yes, which one(s)?

Does this relationship enhance or diminish the associated emotions and/or message you stated in PA2?
Enhances $\qquad$ Diminishes $\square$ No incidence $\square$

## 3. VISUAL DYNAMICS

How would you define this image in terms of its visual dynamics?

Static $\square$ Calm $\square$ Dynamic $\square$

Strongly dynamic $\square$

Which kind of movement(s) do you see represented in this image?
$\square$ Movement associated to the visual experience
$\square$ Implied movement in spaceImplied movement in time
$\square$ Movement due to visual vectors
Can you identify visual rhythm in this image? Yes
 No


If yes, in which areas?

Can you identify visual vectors associated to this image? Yes $\square$ No $\square$

If yes, draw arrows representing the visual vectors, starting at their source (from where they start generating movement) and pointing in the direction they push the eye of the observer.

## 4. VISUAL BALANCE

### 4.1 Overall Balance

How would you define this image in terms of overall visual balance? (Remember, prior to post-processing) Symmetrically balanced $\square \quad$ Asymmetrically balanced $\square \quad$ Unbalanced $\square$

Does this overall balance enhance or diminish the associated emotions and/or message you stated in PA2? Enhances $\square$ Diminishes $\square$ No incidence $\square$

### 4.2 Colour Balance

Attending to colour balance, how would you define this image? (Remember, prior to post-processing)
Colour balanced $\square$ Colour unbalanced $\square$ No colour relationships $\square$

Does this colour balance enhance or diminish the associated emotions and/or message you stated in PA2?
Enhances $\square$ Diminishes $\square$ No incidence $\square$

### 4.3 Tonal Balance

Attending to tonal balance, how would you define this image? (Remember, prior to post-processing)
Tonally balanced $\square$ Tonally unbalanced $\square$
Does this tonal balance enhance or diminish the associated emotions and/or message you stated in PA2?
Enhances $\square$ Diminishes $\square$ No incidence $\square$

## 5. VISUAL SCALE

Are there clear visual references to scale and relative size in this image? Yes $\square$ No $\square$

Does this sense of scale (or lack of) enhance or diminish the associated emotions and/or message you stated in PA2?

Enhances $\square$ Diminishes $\square$ No incidence $\square$
Is the sense of scale evident at first sight, or does it dawn on the observer after a while (delay)? Immediately visible $\square$ Delayed realization $\square$ No sense of scale whatsoever $\square$

## 6. COMPOSITIONAL DECISIONS

Analyse the different compositional decisions you made in the field, consciously or intuitively, and define how strong is their contribution to the final image.
Which effects do they create in terms of associated ideas and emotional connotations?
6.1 Vantage point (where to stand)

How relevant / important was the choice of the camera position for this image?
Not relevant $\square$ Slightly relevant $\square$ Important $\square$ Essential $\square$

Which are the implications of this choice for the message and/or emotional connotations of the image?

In retrospective, would a different camera position have improved the overall message and/or emotional connotations of this image?

### 6.2 Frame and focal lenght (what to include)

How relevant / important was the choice of framing and focal length for this image?
$\square$ Slightly relevant $\square$ Important $\square$ Essential $\qquad$

Which are the implications of this choice for the message and/or emotional connotations of the image?

In retrospective, would a different framing or focal length have improved the overall message and/or emotional connotations of this image?

### 6.3 Timing (when to shoot)

How relevant / important was the choice of the moment when the exposure was made for this image?
Not relevant $\square \quad$ Slightly relevant $\square \quad$ Important $\square \quad$ Essential $\square$
Which are the implications of this choice for the message and/or emotional connotations of the image?

In retrospective, would making the image in a different moment have improved the overall message and/ or emotional connotations of this image?

### 6.4 Focal point and Aperture (what is sharp and out of focus)

How relevant / important was the choice of the focus point and depth of field for this image?
Not relevant $\square$
Slightly relevant
Important
Essential $\square$
Which are the implications of this choice for the message and/or emotional connotations of the image?

In retrospective, would a different focus or depth of field have improved the overall message and/or emotional connotations of this image?

### 6.5 Length of exposure (how much time is encapsulated)

How relevant / important was the choice of the length of exposure for this image?
Not relevant $\square$ Slightly relevant $\square$ Important $\square$ Essential $\square$ Which are the implications of this choice for the message and/or emotional connotations of the image?

In retrospective, would a different length of exposure have improved the overall message and/or emotional connotations of this image?

### 6.6 Use of filters (how you enhance or modify what the camera sees)

How relevant / important was the choice and use of filters for this image? (polarizer, neutral density, graduated, etc)

Not used $\square$ Slightly relevant $\square$ Important $\square$ Essential $\square$

Which are the implications of this choice for the message and/or emotional connotations of the image?

In retrospective, would a different use of filters (or no use at all) have improved the overall message and/ or emotional connotations of this image?

