Analyzing a Visual Message
Before Using the Six Perspectives:
• Make an inventory list of everything you see
• Notice the compositional elements and lighting
• Study the visual cues
• Where do you think the picture was made?
• What do you think is the purpose of the image?
inventory list
composition
visual cues
Aldous Huxley

- Brave New World
- Inflammation of the Cornea
- The Art of Seeing
- The Visual Process
- Sensing
- Selecting
- Perceiving

"The More You Know, the More You See"

semiotic signs & codes
cognitive elements
purpose of the work
image aesthetics
personal perspective: Do you like it or not?
historical perspective: Are there lessons from the past?
technical perspective: How is it possible to see it?
ethical perspective: How are six philosophies used?
cultural perspective: What is learned from symbols?
critical perspective: What do you think of it now?
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personal perspective
historical perspective
ethical perspective
cultural perspective
critical perspective