**Visual analysis**

* “Read” the image from left to right if it’s a static image. What’s going on in the image? What’s the content? Is there movement in the image (diagonals almost always imply movement, horizontals almost always imply solidity)?
* How is the image composed? What is in the background, and what is in the foreground? Think about whether the background complements, competes with, or highlights the foreground.
* What’s the focal point? How can you tell? Think about lines, shadows, and how objects are arranged to force us to look at one spot first.
* Is there harmony between the elements or do they clash? Asymmetrical images tend to highlight specific spots, while symmetrical images are mostly about overall effect.
* How is color used? This is a whole area all by itself, but think in terms of warm and cool colors, and how they make you feel.
* Is there any text accompanying it? Is it factual or meant to persuade? Does it change how you see the image (in other words, if there were no text, how would you ‘read’ the image)?

**Moving image analysis**

* Film and video move. They’re composed of shots (individual frames or images) and scenes (how shots are put together to tell a mini-story with a beginning, middle, and end).
* What’s the overall structure of the piece? What’s in the beginning, the middle, the end?
* Examine *mise-en-scene* (a French word for “what’s in the image”: Who’s in the frame? What are the colors? What objects are there? How is the light behaving?
* Movement: Is the camera moving and if so how? Are the cuts between shots quick or slow? How do those two things make you feel?
* Beginning-middle-end: A scene starts, builds, and ends just like a regular story or the video/film as a whole. What makes up the scene’s beginning-middle-end structure?
* Is there music? How does it affect how you feel about the scene?