**ANALYZING IMAGES**

1. Describe the image in detail. What do you see?
   1. Describe the characters: Are there any exaggerations? What personality traits or feelings are evident, and how does the artist portray these? What are the characters doing, and what does this behavior say about them? What are the reactions of other characters to the central character?
   2. Describe the setting: does the setting create mood? and objects. Quote any words in the image and explain how they relate to the images (Are they said by a character? Do they appear on a sign?).
   3. Describe any other objects in the image.
2. Identify the Subject of the image.
3. Use your background knowledge to identify the Occasion and Audience of this image.
4. What techniques are being used?
   1. Allusion: does the image refer to an event or person in history or literature? What do you know about that person or event?
   2. Symbolism: do some of the concrete items represent abstract ideas? What colors are used, and what might these colors symbolize? Is there a contrast of lightness and darkness? What might this mean?
   3. Hyperbole: are some of the items exaggerated? For what purpose?
   4. Organization: is there a juxtaposition of two very different items? Is some of the imagery repeated? For what purpose?
   5. Irony: Is something in the depicted situation ironic? (Verbal, Dramatic or Situational)
   6. Other technique? (Pun, metaphor, etc.)
5. What is the overall tone of the image toward its subject?
6. Review your answers for #1-5 and then assert the Purpose (Claim/Theme/Main Idea) of the image.
7. Review your answers for #1-5 again and then identify the major rhetorical appeals used. This may repeat information you have already written.
   1. Logos
   2. Ethos
   3. Pathos.

Note: this handout is an adaptation of one by “Eva Arce” from her “Visual Literacy” course.