

## Alternate Assignment 1.1 Image Analysis

The following chart is designed to help you analyze the image for the “**What?**” section of the “What? So What? Now What?” chart that you will complete next. Do your best to fill in all sections of the chart with as much detail as possible. **NOTE:** This chart is quite different from the one in the previous assignment, so read carefully.

<b>Subject</b>	<i>The image seems to be about . . . and the main idea seems to be . . .</i>
<b>Colour and Contrast</b>	<i>The colour and contrast that have been used in the image are. . . to show . . .</i>
<b>Lines—vertical, horizontal, diagonal as well as typography (font), and shapes</b>	<i>The types of lines, shapes, and typography (fonts) that have been used are . . . and they help convey . . .</i>
<b>Composition</b>	<i>Here’s what’s noteworthy about how the image is organized . . . and here’s what the Rule of Thirds reveals . . .</i>

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Complete the “**What?**” section of this chart with the most important details and ideas from your previous chart. Then complete the “**So What?**” and “**Now What?**” section of this chart.

<b>What?</b> <ul style="list-style-type: none"><li>• details</li><li>• techniques</li><li>• effects</li><li>• main ideas</li></ul>	Consider the <b>text</b> . What <u>message</u> does the <b>image</b> communicate? What <b>details</b> AND <b>techniques</b> help convey that message? Explain your ideas thoroughly. (Use the information from your previous chart to help you complete this section.)
<b>So What?</b> <ul style="list-style-type: none"><li>• personal connection</li><li>• connect to other texts</li><li>• connect to other people</li></ul>	Explore relevance of the text to <b>you and others</b> . What is the effect of this image on <b>you</b> as the viewer, and/or how might it affect <b>other</b> viewers? What are some <b>other logos</b> (find 1-2) that utilize similar techniques, OR what are some other logos that have a completely different look and feel? Explain why. Paste an image of the logos here, or include a link to the images.
<b>Now What?</b> <ul style="list-style-type: none"><li>• <u>who's affected?</u></li><li>• message or statement</li></ul>	Explore relevance of the text to <b>society</b> or to the <b>world</b> . Describe what segment of <b>society</b> (audience) would be most attracted to this image and why. How could this logo's <b>message</b> be stated in a sentence?