

## Looking Report

Name \_\_\_\_\_

*Improve your own work by critiquing the work of other visual communicators*

### Objectives

- To practice evaluating photographs in terms of composition, lighting and message.
- To generate ideas for future photographic assignments.

### Vocabulary/Concepts Reinforced

- Writing skills
- Problem solving skills
- Lighting
- Composition

### Equipment/Supplies

- Books/magazines/other sources for photographs
- Notebook paper
- Xerox machine

### Introduction

It is important for a student to be able to discuss not only his own work, but the work of other photographers or graphic artists. The best way to improve your own vision and eye for design and composition is to look at other work. The Looking Report provides the student with the opportunity to select a photograph that he likes out of magazines, books or other sources, and then offer a critique of that image. The photograph should be xeroxed and accompany the critique. The critique should answer the following questions **IN COMPLETE SENTENCES**, in the space provided (or attach another sheet if necessary). Each question is worth eight (8) points.

#### the lighting used:

Is the lighting artificial or natural? How can you tell?

What direction(s) is the light coming from? How do you know?

What is the quality of the light?

**the composition in the photograph:**

What is the main subject of the photograph? How can you tell?

Identify *HOW* certain elements in the photograph utilize the composition guidelines or design elements.

*HOW* is the composition simple or cluttered?

*HOW* did the photographer place emphasis on the subject?

**the technical quality of the image:**

*HOW* is the tonal range suitable or unsuitable for the image? Or in the case of a color image, how does the color help or hurt the image?

**what is the photographer trying to communicate in the photograph:**

What is the purpose of the photograph?

Is the message communicated effectively to you? Why or why not?

**why did you select this photograph?**