



A Guide to evaluating a Photograph: Content, Form, Process and Mood

Content – looking at the subject of the photograph

- ➔ What is it? What is it about? What is happening?
- ➔ Where and when was it taken?
- ➔ What do you think that the relationship between the photographer and subject/s is?
- ➔ What does the photograph represent?
- ➔ What has the photographer called the photograph?
- ➔ Does the title change the way we see the photograph?
- ➔ Is it a realistic depiction?
- ➔ Have any parts been exaggerated or distorted? If so, why?
- ➔ What is the theme of the photograph?
- ➔ What message does the photograph communicate?

Form – looking at the formal elements

- ➔ **Colour** –Is the photograph colour or black and white? How does this affect the mood?
- ➔ **Tone** –Is the photograph high or low contrast? How and why?
- ➔ **Line** –What sorts of lines are there in the photograph? How have they been positioned in relation to the rest of the composition? What effect does this have?
- ➔ **Shape** –What sorts of shapes are there in the image? Do they remind you of anything? Do you think the photographer meant this? What kind of marks does the photographer use?
- ➔ **Pattern/Texture** –What kinds of patterns and/or textures are there in the photograph?

Process – how the photograph has been taken, developed/manipulated and printed

- ➔ Was the photograph taken inside or outside?
- ➔ What time of day?
- ➔ How was it lit? How many light sources can you make out? What is the evidence for this?
- ➔ What materials and tools have been used?
- ➔ Has the photograph been manipulated or distorted in any way? How and why?

Mood – looking at the communication of moods and feeling

- ➔ How does the photograph make you feel?
- ➔ Why do you think you feel like this?
- ➔ Does the colour, texture, form or theme of the photograph affect your mood? How and why?