

## LOOKING CAREFULLY

Responding to Art, Design and Visual Culture

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### Question: What do we see?

#### *ART FORM/MEDIUM/TECHNIQUE*

Drawing	Sculpture	Installation
Print Photograph	Advertisement	Mural/Wall art
Painting	Architecture	Fiber/Textiles
Digital	Product Design	Ceramics
<i>SUBJECT MATTER</i>		
City scene	People in action	Animals
Country scene	Natural objects	Indoors
Human forms	Human-made objects	Non-representational

### Question: How are the parts organized?

#### *FORMAL CONSIDERATIONS*

Ornate	Flat	Organic
Plain	Deep	Geometric
Complex	Rough	Warm color
Simple	Smooth	Cool color
Bright	Thick	Tension
Dull	Thin	Repetition
Different	Dark	Contrast
Similar	Light	Asymmetrical
Rhythmic	Straight	Symmetrical
Static	Curved	Pattern
Open	Irregular	Shallow space
Closed	Regular	Etc...

### Question: What moods or feelings are suggested?

#### *EXPRESSIVE*

#### *CONTENT*

Safe	Caring	Weak
Sinister	Distant	Dreamy
Bold	Cheerful	Somber
Shy	Sad	Funny
Eager	Calm	Serious
Hesitant	Nervous	Intense
Lazy	Proud	Shallow
Mysterious	Humble	Tense
Obvious	Friendly	Relaxed
Heroic	Aloof	Etc...
Timid	Powerful	

**Question: What do we know about its origins?***CONTEXTUAL INFORMATION FROM THE TIME IT WAS MADE*

When was it made? What was going on at the time (social issues, events, etc.)?

Who made it?

Who was the audience?

What was the significance of subject matter? Materials? Techniques?

What did various symbols mean at the time?

**Question: What do we know about it in its current context?***CONTEXTUAL INFORMATION REGARDING ITS CURRENT PRESENTATION*

Who is presenting it? How is it presented?

Who is the contemporary audience?

What is going on at this time (social issues, events, etc.)?

What is the contemporary significance of subject matter? Materials?

Techniques?

What do various symbols mean in contemporary times?

**Question: What is this ABOUT? What themes/ideas does it suggest? What function does it serve?***MAKING CONNECTIONS AMONG OBSERVATIONS AND INFORMATION*

This is about technology, change, or progress.

This is about showing things as they really look in the world.

This is about the need for order and organization.

This is about dreams, fantasies or other flights of human imagination.

This is about standards and ideals of beauty.

This is about unique qualities of color, line, shape or texture.

This is about loving and caring relationships.

This is about daily life, work or play.

This is about good, happy or joyful times.

This is about the way different people live.

This is about sad, sober, or unpleasant situations.

This is about nature and the environment.

This is about conflict, aggression, or disagreement.

This makes no obvious statement about human issues or concerns.

This comments upon social issues.

This is about how people sometimes seem alone.

This gives clues to different roles that people play in life.

This is about the way the world ought to look or the way people ought to live.

This functions to provide for a basic human need.

This functions to tell a story or record an event.

This functions to communicate strong feelings or emotions.

This functions for use in religious or spiritual ceremony, ritual, or meditation.

This functions to impress people about status, rank, wealth or position.

This functions to remind people of a famous person or loved one.

This functions to persuade others to change their minds or behavior.