Part of your course work will be keeping an online journal in the form of a blog. You will be posting many of your lab assignments to your blog, but you are also required to evaluate at least two visual messages each week.

When blogging about a visual message such as a photograph, drawing, web site, or film scene begin by making a list of all the elements in the frame you are studying. This list refers to the denotative, literal or physical objects in the frame, not what they may mean to you symbolically or otherwise.

List of objects:

- Tan Tent
- Inflatable Green Toy Alien Blow Up
- Chord
- Grass
- Blue Tent
- Wheels
- Trees
- Yellow Tent
- Wrinkles
- Blue Sky
- Crooked Horizon

Notice the composition of the picture. What is the dominant element? Where does your eye travel to first in the frame? What elements are at the center? What elements are near the edges of the frame? Where is the light coming from? Where was this picture made? What function does the picture serve? Is there an audience for the picture? How is the illusion of depth achieved? Is there a theme or narrative to the picture?

Look at how the various visual cues in the frame either work in consort or compete with one another.

One approach to analyzing visual messages was developed by Dr. Paul Martin Lester. The method, called "The Six Perspectives" takes into account a variety of different ways...
of interpreting images. You can easily use one or all of these perspectives in your blogging.

1: Personal Perspective.

A personal perspective is a gut reaction to something you see or read. This is a highly subjective perspective.

2: Historical Perspective.

The historical perspective refers to a point of view that is based on a comparison between events across time. You can use the historical perspective to support a personal perspective, which may make it more valid.

3: Ethical Perspective.

Is there only one right way or one wrong way to view an issue? The ethical perspective considers the moral and ethical responsibilities of the author. How is the artist’s point of view influenced by the cultural, religious, economic, and social values and beliefs they hold?

4: Cultural Perspective:

How is our writing or the writing of others influenced by symbolic language we use to convey a message? All cultures use symbols to communicate meaning within groups.

5: Critical Perspective:

Beverly Zimmerman, suggests "Adopting the critical perspective allows us to move from our initial personal perspective to make more general conclusions about human nature." A critical perspective allows us to look at the larger issues associated with an issue or problem.

6: Technical Perspective.

In an information rich society we must take into account how different media convey messages differently based on the platform or media used. There are many technical considerations that go into producing an image including, focal length, depth, lighting, tone, value, etc…