

Analysis	
What has the artist chosen to depict?	This is the content
Why have they conveyed it in this particular manner?	Does it add to the mood
How have they done it?	What application, techniques and media?
What is the subject matter?	Landscape, portrait or still-life?
What is the historical context? Is the artwork linked to or inspired by an Art Movement?	You may find that the formal elements were used in similar ways, by similar artists, connected to a movement
What was happening in the country of origin, at that time? (Check the date of the work)	This can determine why it was completed in this manner
Does the subject-matter contain iconography, mythology or allegory?	This will take time to research, but <i>will</i> exist

Describe

Line. Is it jagged, curved, vertical etc... How are the lines of objects and lines of composition distinguished? What are the shape and volume of the lines? Do any delineate sections? Are any implied? Are contours used to illustrate a shape? Are the lines harsh or flowing? Have they changed over the course of the line? Do they exaggerate movement? Is the weight of the line heavy or light? Why?

Tone. Is there a range of tone, distinguished tones or lack of? Are they used to create depth or distance? Does tone exist to create the illusion of form? Where have highlights and shadows been used most prominently? What is the contrast between tones? How has shading been used?

Texture. The actual texture or visual (implied) texture of the surface? Is the texture exaggerated by the use of application? Has the use of mixed-media exaggerated or created the texture?

Shape. Relationships between shapes, are they large, small or overlapping? Are they geometric or irregular? How is the shape positioned? What is happening in the negative space?

Form. Anything specific about the form? Is it proportionally correct? How have tone and/ or perspective been used to create the illusion of form? Are the forms realistic or abstract?

Pattern. Can you identify any patterns? Have they been created by repeated shapes, tones or colours?

Colour. What colours have been used? Are there specific reasons why? Colour palette etc... Are they harmonious, complementary, vivid, warm, cool, monochromatic, saturated, intense or limited?

Form

- Form is like shape except it is three-dimensional
- This is the three-dimensional effect within a photograph or painting
- It is exaggerated by the choice of lighting from the side
- In the studio, you would use ‘side-lighting’
- Is it symmetrical?

Shape

- Is the shape noticeable? Why has that been chosen by the artist/ photographer?
- Is there a relationship between the shapes?
- Where is the light source? Does that have an impact on the shape?
- Where is the light source in relation to the subject or object? Is it behind, in front of or off to the side? What impact does this have on a photograph or painting?
- Does the shape stand out from its surroundings?
- Remember ‘shape’ is only an outline, so differs from ‘form’

Shape	
Circles	No beginning, no end. Well-roundedness, complete, free movement, graceful, feminine, warm, comforting, sensual, love. Suggest energy and power, infinite, unity and harmony. Protection- keeping objects out
Square	Stability, honesty, represent order, conformity, peacefulness, solidity, security and equality.
Triangle	Stable or unstable, depending if resting on base or point. Energy, power, action, aggression, conflict, balance and symbolic of law, science and religion. They represent masculinity, progression, direction and purpose.
Spiral	Creativity, growth and evolution. Convey fertility, both, death, expansion and transformation. Cycles of time, life and seasons. Often mystical.
Cross	Spirituality and healing. Divine energies, self, nature, wisdom and higher power or being.
Curved	Offer rhythm, movement, happiness, pleasure and generosity. Seen as feminine

Line

- Describe** – is it jagged or curved, vertical etc.....?
- Composition** – how are the lines of objects and lines of composition distinguished?
- Volume** – are the shape and size of the lines specific? What do they mean?
- Delineate** – do they outline or border something? Are they a boundary?
- Implied** – sometimes they are not noticeable at once. A person’s hands held at an angle
- Contours** – are they used to illustrate a shape? A form?
- Significance** – are they harsh or flowing?
- Changes** – does the line change over the course of its path? Does it become a different type of line? Why would that be?
- Movement**- do they exaggerate a movement? Is it intentional?
- Converging** do the lines meet? Does this draw your eye to something in the piece?
- Leading** does the line encourage you to look somewhere in particular?

Formal Elements

Pattern

- Can you identify any pattern?
- Are they created by repeated shape, tone or colour?
- In a photograph, do they hold some significance?
- Do they use other formal elements in their creation?
- Does the pattern remind you of something you see in nature?
- Is it intricate and detailed?

Colour

- Do the colours hold significance to the image or painting? What is the colour psychology of the colours used? What context is it in? What meanings do they hold?
- Can you identify different hues and values? Why would that be?
- Do the combinations of colours work well together? Are they complementary or harmonious?
- Is there a dominant colour?
- Is the image in monochromatic colours?
- Is there part of the image that grabs your attention? What techniques does the artist/ photographer employ to do so?

RED	PINK	PURPLE	NAVY	GREEN	BLUE	ORANGE
MEANS: passionate active EXCITING bold energy youthful physical pioneering leader confidence ambition POWER BRANDS: Kellogg's, Virgin, LEGO, Coca-Cola, Nintendo, Red Bull, P	MEANS: love calm respect WARMTH longterm feminine nurturing care assertive sensitive NURTURE possibilities UNCONDITIONAL BRANDS: three, Barbie, COSMOPOLITAN, VICTORIA'S SECRET	MEANS: DEEP creativity unconventional original stimulation individual privacy care compassion DISTINGUISHED respectable fantasy BRANDS: Dior, Cadbury, YAHOO!, Apple, M&M's, Playboy, COSMOPOLITAN, Zootopia.co.uk	MEANS: trust order LOYALTY sincere authority communication confidence PEACE control responsible success CALM BRANDS: f, Reebok, British Gas, t, GAD	MEANS: BALANCE growth restore sanctuary EQUILIBRIUM positivity NATURE generous clarity prosperity well-being safety BRANDS: bp, Holiday Inn, LACOSTE	MEANS: spirit perspective CONTENT control rescue confidence modern goals awareness OPEN ambition BRANDS: intel, e, skype, WP	MEANS: INSTINCT WARMTH gut reaction optimistic spontaneity extrovert social FREEDOM impulse motivation BRANDS: spotify, amazon, o2, bitly, B

Colour	
Red	Assertion, strength, romance, excitement, vitality, physical power, outgoing, ambitious and impulsive.
Orange	Cheerful, flamboyant, lively, assertive, dynamic, spontaneous, signifying youth and fearlessness. Can stimulate the brain and produce mental activity. A darker hue can resemble deceit and distrust, whereas, red-orange can signify dominance and aggression.
Yellow	Joy, optimism, happiness, danger, sunshine, idealism, imagination, hope, summer, gold, deceit, philosophy, dishonesty, cowardice, betrayal, jealousy, disease and warning
Green	Nature, environment, health, good luck, renewal, youth, vigour, spring, generosity, fertility, jealousy, inexperience, envy, misfortune, start signal, St. Patrick's Day and Christmas
Blue	Peace, harmony, unity, trust, truth, security, confidence, conservatism, order, sky, water, cold, technology, cleanliness, depression, loyalty, immortality, stability, masculinity and protection.
Purple	Royalty, nobility, spirituality, ceremony, mystery, transformation, wisdom and enlightenment
Brown	Earth, hearth, home, outdoors, reliability, comfort, endurance, stability, simplicity, comfort, trees, nature and autumn.
Grey	Safety, reliability, intelligence, melancholy, modesty, dignity, maturity, soundness, functionality, old age and grief
White	Reverence, virginity, nothingness, cleanliness, peace, humility, precision, innocence, youth, birth, winter, snow, goodness, marriage, cold, clinical and sterility
Black	Power, sophistication, formality, elegance, wealth, mystery, fear, evil, anonymity, unhappiness, depth, style, sad, remorse, anger, underground, technical, grief and death

Tone

- Is there a range of tone, distinguished tones or lack of them?
- Are they used to create depth or distance?
- Does tone exist to create the illusion of form?
- Where have highlights and shadows been used most prominently?
- What is the contrast between tones?
- How has shading been used?

Texture

- Is the texture **tactile** or **implied**?
- Is it exaggerated by the materials used or the application?
- Has the photographer chosen a specific location to illustrate the texture more?
- Was the lighting carefully chosen to showcase the texture?
- How could the texture stand out more, or be less noticeable?
- What techniques have the artist used? Stipple, impasto...?

Compositional rules

The Fibonacci Sequence. This is an equation that is deemed beautiful. Each preceding two numbers equal the next. You will see this pattern in many natural objects.

