

Some questions about the production of the image

When, where and by whom was it made?

What were the social identities of the maker, the owner and the represented subject of the image?

What were the relations between the maker, the owner and the represented subject?

Are these relations addressed through the image in any way?

Some questions about the image

How does the image produce meaning through its composition and use of colour?

Does the image employ or break with genre expectations?

Does this image refer to other images or texts by employing iconic resemblance, symbols or repetitive motifs? Does it draw from or critically comment on those other images?

Which and whose cultural codes and image traditions are employed?

What and whose knowledges are being employed?

Is this image contradictory? If yes, how are the visual components involved in producing this effect?

Is there accompanying text to the image? What is the function of the text in relation to the image?

Some questions about the circulation of the image

In what forms does this image circulate?

Must it change form to circulate?

How is its circulation organised and controlled? By whom?

Some questions about audiencing

Who were the intended audience for this image? Who are recent/not-intended audiences?

Which technologies have been used to display this image? What are conventions of that viewing technology?

Where is the spectator positioned in relation to the components of the image? What relation does this produce between image and viewer?

How do axes of social identity structure different interpretations and viewer positions?

Is this image familiar to you? If yes, from where do you know it?

How does your social identity play a role in your familiarity with this image?

Some questions relating to affect and emotion

Does the image invite an interaction other than through the visual sense, for example, tactile experience? How does this effect your interpretation and relation with the image?

What emotions come up for you when engaging with this image? Can you locate any elements (compositional, representational, technological) that play a particularly important role in this regard?

How do your social identities relate to those emotions?

How do these affective relations inform the way you work with the image?