**SUBJECTIVE FRAME**

*Personal psychological experience*
- What is my first impression?
- What do I see, hear, feel …?
- What is the emotional impact?
- What do I recall, remember?
- Which emotions does the artwork express?
- Using your intuition, what do you think the artwork is about?
- Describe the artwork using your senses.
- How does the artwork stir your imagination?
- How can you personally relate to the artwork?
- What is it about?
- Why did he (or I) make it?

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**STRUCTURAL FRAME**

*Communication system of signs*
- Describe the visual language of line, shape, colour, texture, tone, focal point
- What style or period or art movement?
- Why are these symbols, signs selected?
- What are the relationships between the signs and symbols?
- What codes, signs or symbols can you see in the work?
- What form is the artwork?
- What materials and techniques have been used?
- Describe the composition (the placement of figures or objects, the arrangement of the artwork).

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**CULTURAL FRAME**

*Cultural and social meanings*
- What cultural group, race, place, identity is represented?
- What ideology is revealed in ideas, concepts, manifestos, shared beliefs?
- What social class, gender?
- Which culture (or sub-culture) does the artwork represent?
- What signs or symbols are used that are specific to that culture?
- What does it show us about that culture?
- Which particular aspects of the time and place of the culture are referred to in the artwork?
- Does it support this culture or react against it?

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**POSTMODERN FRAME**

*Ideas that challenge the mainstream*
- Is it mainstream or is it outside the mainstream?
- What new technology, non-traditional media or techniques does the artist use?
- What is appropriated, quoted from another source? If so, how is the new artwork different to the original / historical artwork?
- What contemporary culture is used as subject matter?
- Does the artwork portray ideas about: gender, race, politics, religion, society or art itself? If so, explain how.
- Is there any humour, satire or parody in the artwork?

**Satire:** the use of wit, irony, sarcasm or ridicule to expose or denounce vice or foolishness.

**Parody:** to imitate in such a way as to ridicule.