

Subjective frame

Personal psychological experience

- What is my first impression?
- What do I see, hear, ...?
- What is the emotional impact?
- What do I feel, recall, remember?
- What am I reminded of?
- What intuition or imaginings do I have about the artwork?
- Do I like it?
- What has it got to do with me or my experiences?
- What emotions does the artist want to express?
- Why did he (or I) make it?
- What is it about?

Cultural frame

Cultural and social meanings

- What cultural group, race, place, identity is represented?
- What ideology is revealed in ideas, concepts, manifestoes, shared beliefs?
- What social class, gender?
- What political stance (dissent or support, propaganda or protest)?
- What beliefs- secular or spiritual?
- What significant events?
- What meanings?
- What signs and symbols reveal this information?
- How do these cultural and social meanings affect the art practices of this artist?

Structural frame

Communication, system of signs

- Describe the visual language of line, shape, colour, texture, tone, focal point, visual devices lighting, composition, 3D space.
- What style, or period, or art movement?
- What materials and processes are used?
- What other use do found objects have?
- What symbolic value do the above convey?
- Why were these symbols, signs selected?
- What are the relationships between the symbols, signs?
- What formal conventions are shown eg perspective, tonal modelling?
- What cultural conventions are shown eg landscape, nude?
- How do all of these explain the world at the time and now?

Postmodern frame

Ideas that challenge the mainstream

- Is it mainstream or is it outside the mainstream?
- What is appropriated, quoted from another source?
- Explain the source and what meaning is added.
- Does this produce humour, irony, parody, wit, playfulness?
- What is omitted or disregarded?
- What is re-configured and reinterpreted?
- What is challenged in social cultural values, beliefs spiritual/secular, power authorities?
- What is challenged in art practices—classifications, conventions, art movements/styles?
- What is challenged about art history, the masterpiece, art for art's sake, the role of art?