

## **IPG Core Concepts in Discussing a Photograph**

---

Initial Impression

Composition

Quality/Presentation

Subject/Center of Interest

Creativity/Technique

Lighting

Color Harmony

### **INITIAL IMPRESSION:**

What seems to be the artist's intent?

Your first reaction?

What does the photo make you feel?

### **SUBJECT / CENTER OF INTEREST:**

Identify subject(s) and story being told.

Is the entire scene the subject?

How do additional subjects support the main subject?

### **LIGHTING:**

Identify the light's characteristics.

How does the lighting affect the photograph?

### **COMPOSITION:**

Identify contents and arrangement of the photo's elements.

How do visual elements work together?

Identify hidden design features.

### **CREATIVITY / TECHNIQUE:**

Recognize what methods the photographer used.

How do these affect the photograph?

### **COLOR HARMONY:**

How does the tonal range or color palette work with the subject or theme?

### **QUALITY / PRESENTATION:**

Straight, clean and presentable?

Appropriate mat color and border or stroke?

Sharpening?

Vignettes?

These ideas work together to create a photograph. We examine them separately, however, to consider how each element works to support and integrate with the photo's other elements. The way in which the photographer applies them determines the photograph's success.