



University of the West Indies / CARIMAC / Sem2 '15 - TUE & WED / COMM1268 Basics of Visual Communication

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Office Hours Monday 9am - 12pm Mona: CARIMAC Annex, & Thursday 8am – 11am WJC: CARIMAC Office, by appt

6 Perspectives - Personal

Upon first viewing any image, everyone draws a quick, gut-level conclusion about the picture based entirely on a personal response. Words and phrases such as “good”, “bad”, “I like it” or “i don't like it” indicate that a person initially analyzes an image on a superficial, cursory level. Personal perspectives are important because they reveal much about the person making the comments. However, such options have limited use simply because they are personal. These comments cannot be generalized beyond the individual, nor do they reveal much in the way of how a culture would view the image. A memorable image always sparks strong personal reaction, either negative or positive, and also reveals much about the culture from which it was made. A viewer who rests a conclusion about an image on personal perspective denies the chance of perceiving the image in a more meaningful way.

- Paul Martin Lester

Choose one of the two images on the next page and write a short essay of no less than 300 words and no more than 400 words analysing the image, utilizing only the person perspective. This assignment is due at next week's tutorial where the photographer will be present to answer questions (so please come with questions).



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Kahani by Varun Baker



Journey by Varun Baker