The "I-D-A-H-O method"

How to present, describe, analyse and comment upon a visual document

I-dentify =
- type of document
- source
- date
- topic or subject
- target and/or global goal or aim

D-escribe =
- divide into parts
- locate the different elements
- talk about shape and colour
...

A-nalyse = what message(s)?

H-idden context =
- relate the document to a more general subject

O-pinion =
- efficient or not and why? /
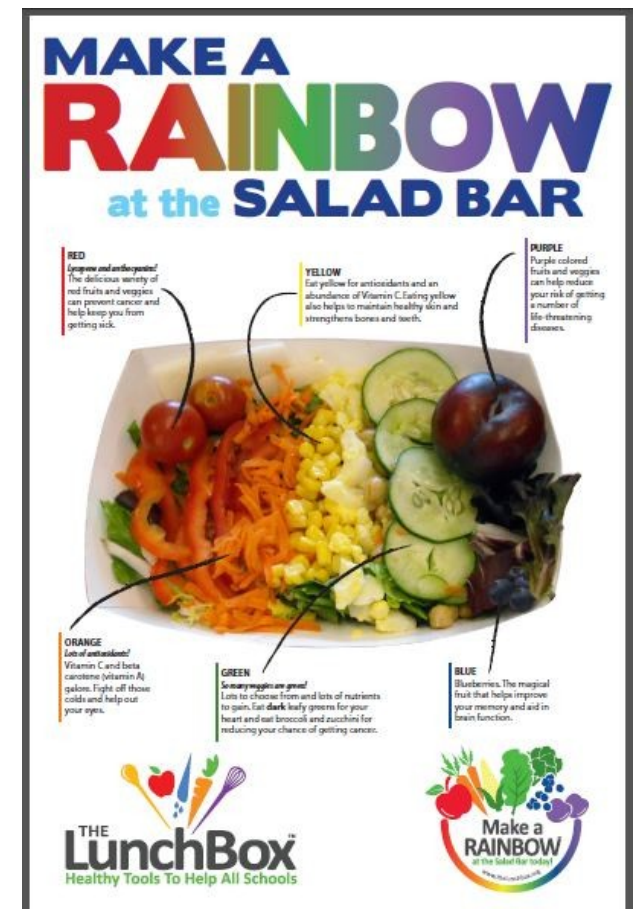
- like or dislike and why?

METHODOLOGY

This document is …
It was published …

It deals with …
It is targeted at …

It can be divided into … parts
There is... - There are...
IN... ON... AT … *(cf. method)*
…

We can link this document to a more general subject: " ……………..". Indeed, ...

As far as I am concerned, this document is (not) efficient because …
I quite like it because …

Vocabulary:
- a catch-phrase / a slogan / a logo / a picture / a caption

- a capital letter

- bright colours / vivid colours ≠ dark colours

- the left ≠ the right
- the top ≠ the bottom
- the corner / the foreground / the background / the distance
- the top left-hand corner ≠ the bottom right-hand corner