

IAT 102 Graphic Design

Reading Guide

Sturken, Cartwright, "Practices of Looking", pp. 10-43

Read the text Sturken, Cartwright, "Practices of Looking", pp. 10-43 carefully, and answer the questions to each paragraph. You will be allowed to bring your notes to the lecture, next time.

p. 10 Images Power and Politics

State an example of the difference between the representation of an object, and the object itself.

p. 16 Myth of photographic truth

Is photography an objective record of events? Why? Why not? Give an example.

p. 19 paragraph "In addition, this image..."

- Define denotative, connotative

p. 21 Images and ideology

- Name examples of values that are shown by media as reinforced ideological constructions
- Name a movie, or a TV-show that reinforces such a value (answer is not in the text)?

p. 25 how we negotiate the meaning of images

- In the Benetton example: what is connotation, and what denotation?

p.28 paragraph "Semiotics"

- What are the two components of a sign, according to Barthes?

p. 31 Value of images

- What is the financial value of the painting Irises by Van Gogh?

p. 36 Image Icons

- Do Icons represent universal values? If yes, why? If no: why not? Can you give an example?