

# CREATORS &

IMAGINATION, INTENTION, PRODUCTION

## PURPOSE

What is the purpose?  
Does the work accomplish the intent? How?

## POINT OF VIEW

Who is the creator?  
What is their perspective?

## AUDIENCE

Who is the target audience?  
How is the audience being reached?

## TOPIC

Is it relevant?  
What issues, questions, ideas, and values are addressed?

## ARTISTIC APPROACH

What is the style, medium, and aesthetic perspective?

OBSERVATION, COMPREHENSION, ANALYSIS

# CONSUMERS

CREATE • PRODUCE • RESPOND • CONNECT

