**Analysis Guidance For External**

**(use whichever you find most useful)**

* What to analyse - Analysis Structure (CAST-M): Connotations of pictures/words/design or formatting elements; Attitude (perspective) of creator/characters; Shifts in perspective/tone/mood; Title – what does it mean?; Message (theme)
* Tools – PMI; 5 whys; Think, Pair, Share; Mindmap; 6 hats (facts, benefits, cautions, feelings, creativity, process); Question stems (What would happen if feature was excluded?, What is the main idea of having the feature?, what are the strengths and weaknesses of the feature’s use? How does the feature effect you/audience?, How does the feature relate to you/the audience?, what conclusions can you draw about the feature?, Why is it important that the feature was included/is used as it is?, In what ways does the feature add to your understanding?, how would the meaning change or be different if the feature was not there?)