Light

Questions to consider:

Is it backlit?
Is it lit from the side?
Is it lit from the front?
Are there multiple sources of light?
What time of day is it?
Is it cloudy or sunny?
Is it inside or outside?
Is it reflected light?
Is it natural or artificial light?
What color is the light?

Tips for time of day:

http://www.creativephotobook.co.uk/pg05001.html

Investigate some of these inspirational photographers, particularly look at the way they deal with light in their photography:

Adam Fuss
Alfred Stieglitz
Ansel Adams
Eugene Atget
Francesca Woodman
Harry Callahan
Hiroshi Sugimoto
Joseph Sudek
Keith Carter
Paul Strand
Sally Mann

Tina Modotti