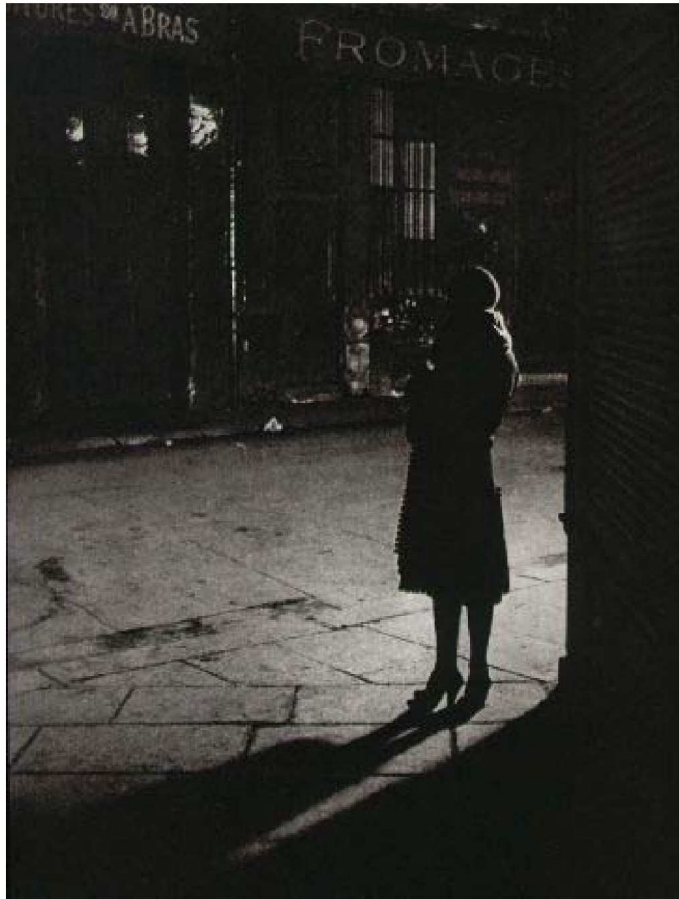


# Using the Elements and Principles of Design in Photography

Computer Arts

# Think About Composition!

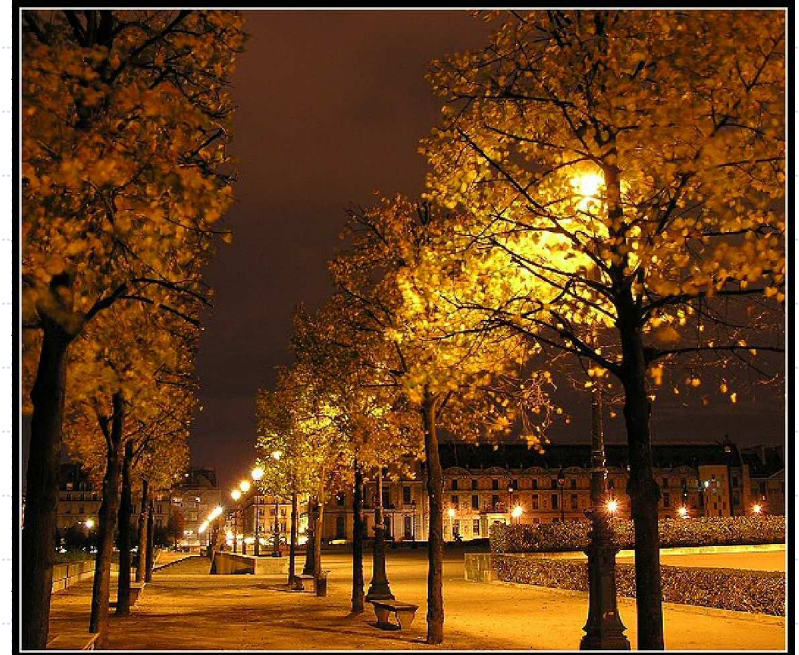


- ❖ Composition refers to the arrangement and relationship to the different parts that make up the whole image
- ❖ Elements of Art: composition's individual parts
- ❖ Principles of Design: composition's organizing ideas

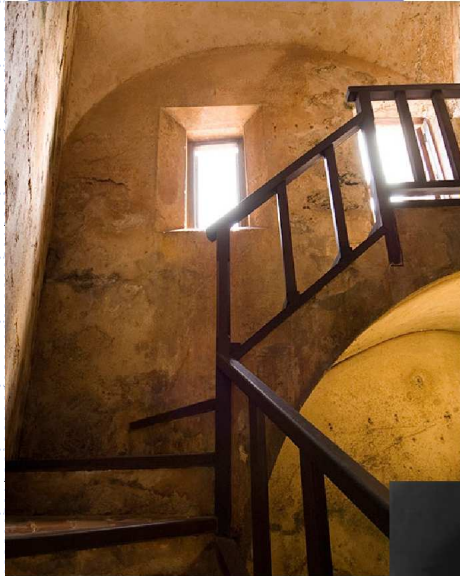
Brassai

# Line

- ◆ The most fundamental of the art elements
- ◆ A moving point in space
- ◆ Can be real—a yellow line on a road—or implied—geese flying in a “V”



# Shape and Form



John Reddy



Edward Weston

- ◆ A shape is created when a line meets itself—2-dimensional or flat
- ◆ A form is similar to shape, but it has volume and is 3-dimensional
- ◆ Shapes and forms can be either geometric or organic

# Color

- ◆ Hue: The name of a color
- ◆ Saturation: The intensity or purity of a color
- ◆ Value: The lightness or darkness of a color
- ◆ In photography value is created by the amount of light and the range of tones, or light and dark areas, in a scene



# Value



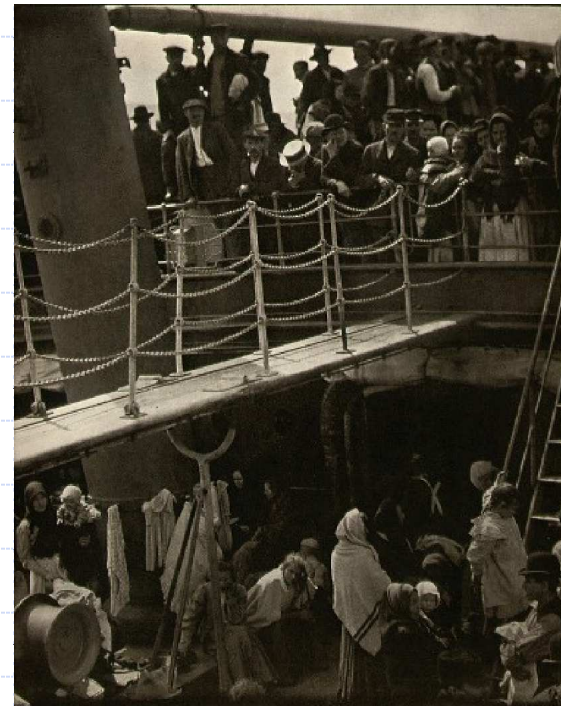
Imogen Cunningham

- ◆ The quality of light and dark, both in terms of color and shades of gray in a composition
- ◆ Light and dark values give you visual clues about the shapes and forms of objects

# Space

- ◆ Space is the two-dimensional arrangement of objects in a photograph
- ◆ Space also refers to the three-dimensional illusion of depth in the image

Ansel Adams



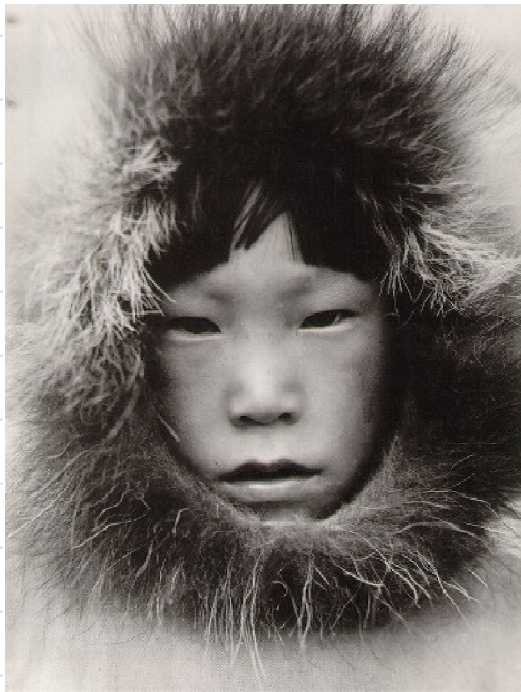
Alfred Stieglitz

# Texture



Paul Strand

- ◆ Appealing to the sense of touch
- ◆ In photography, a sense of texture can help to make a photograph look more realistic or to enhance a 3-dimensional feel

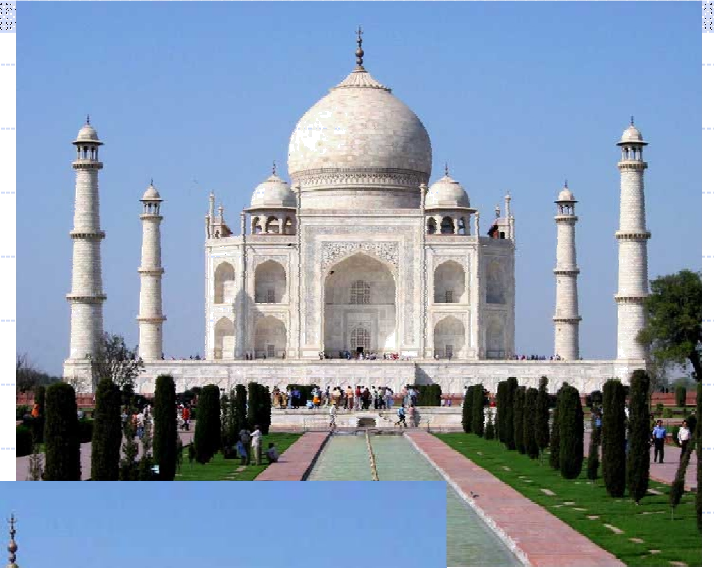


Margaret Bourke-White



# Balance

- ◆ The appearance of equal visual weight within a composition
- ◆ Symmetrical—Mirror-image composition, similar on either side
- ◆ Asymmetrical—still looks balanced by objects are not centered in the frame (Rule of Thirds)
- ◆ Radial—Circular style composition, all objects radiate from a central point



# Proportion

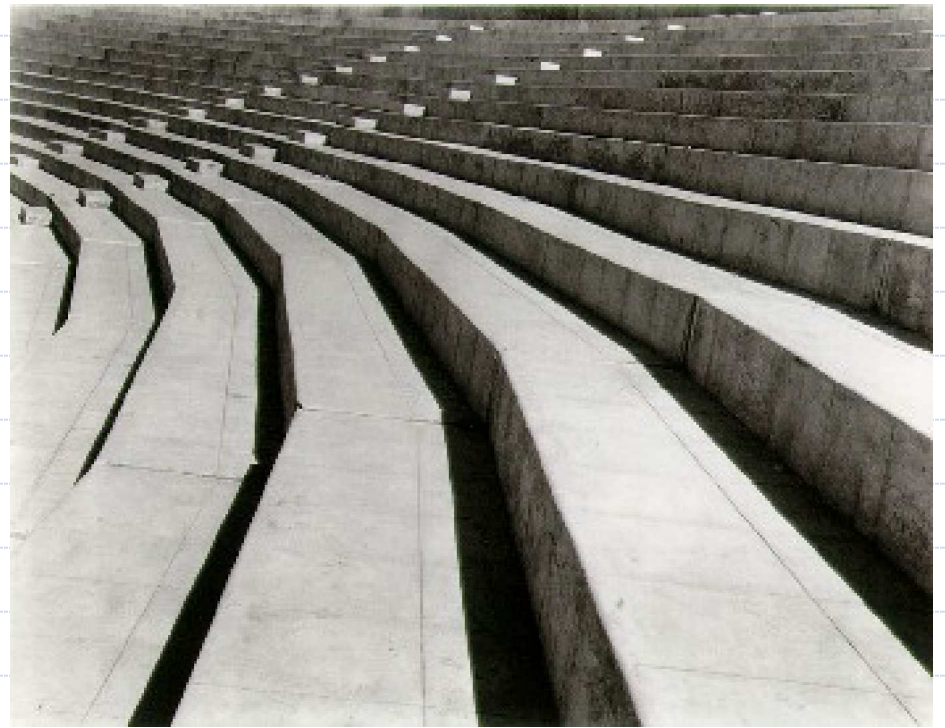


- ◆ The relationship between the sizes of objects or components in an image
- ◆ Helps to indicate an object's size, distance, and location

Dorothea Lange

# Repetition

- ◆ Repetition of elements helps to create a sense of rhythm or movement in a photograph



Tina Modotti

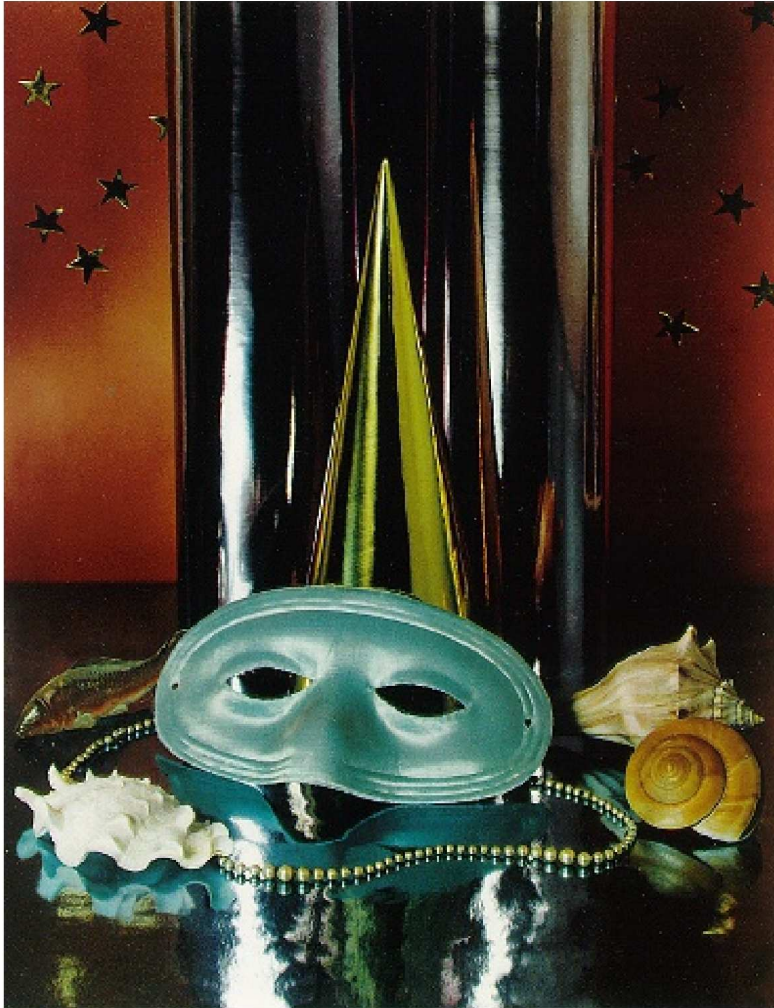
# Contrast



- ◆ Creates a focal point by using differences in the elements

Harry Callahan

# Variety



- ◆ Variety is all the different elements in the photograph
- ◆ Variety helps to add interest to the work and keeps the viewer's eyes moving around the piece

Paul Outerbridge

# Movement and Rhythm

- ◆ In a photograph, movement is real or implied motion (think action photography)
- ◆ Movement can also refer to how a viewer's eye travels through a picture
- ◆ Rhythm can be created by the organized repetition of art elements or objects



Clarence John Laughlin

# Emphasis

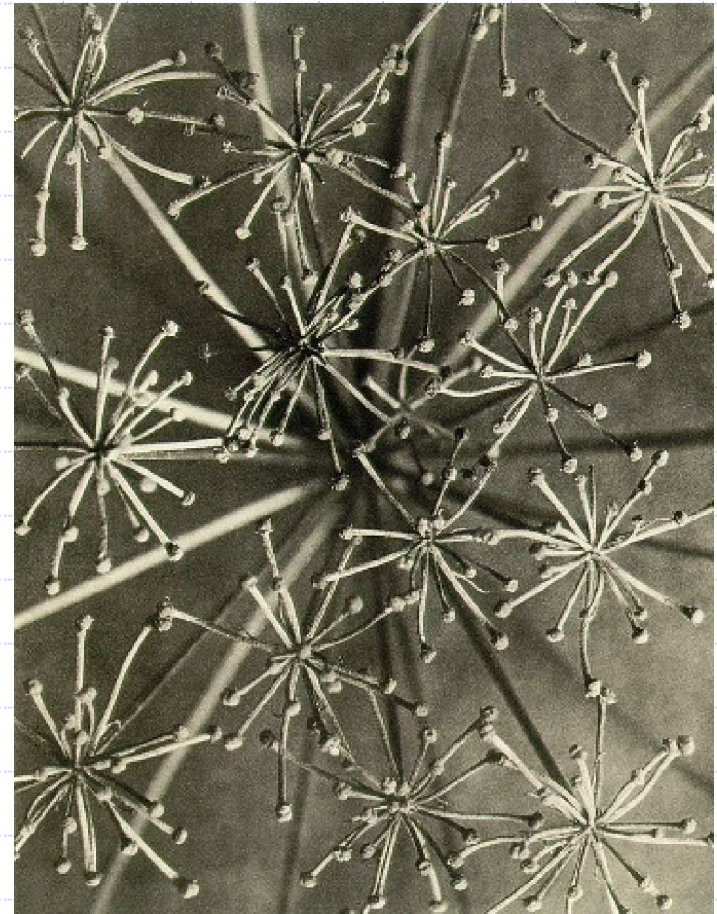


- ◆ Emphasis refers to the focal point of the work
- ◆ One of the most important decisions!

Jerry Uelsmann

# Unity

- ◆ Unity occurs when all of the individual parts of the photograph come together and support each other to make one unified image
- ◆ Your goal when creating work!



Karl Blossfeldt