

**PHOTOGRAPHY
COMPOSITION USING THE
ELEMENTS AND PRINCIPLES
OF DESIGN**

ELEMENTS

The basic building blocks of a visual design:

- ▣ Line
- ▣ Shape
- ▣ Form
- ▣ Space
- ▣ Value
- ▣ Texture
- ▣ Color

LINE

- ▣ Directs the eye – horizontal, vertical, diagonal, curvy, zig-zag, etc.
- ▣ Can be actual obvious lines or the borders or edges of shapes



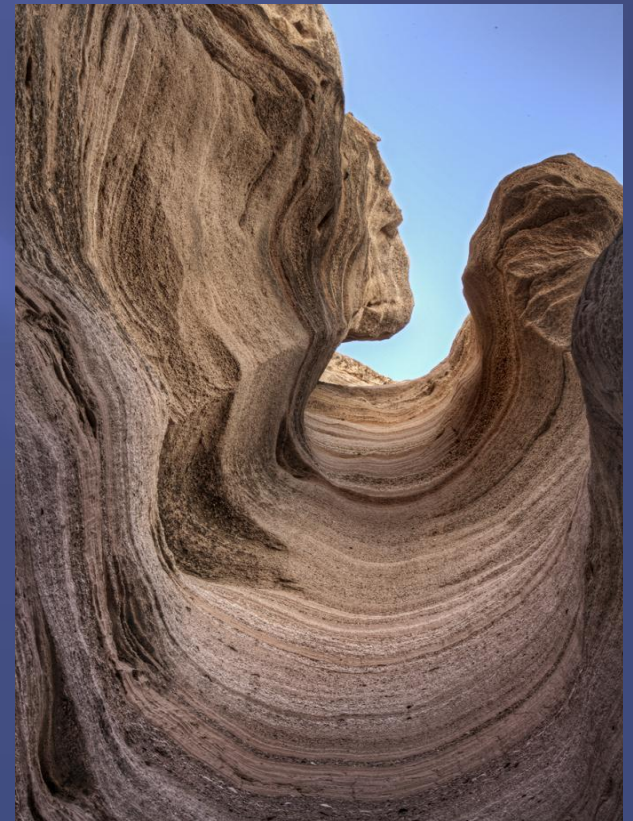
SHAPE / FORM

- ▣ A contained area
- ▣ Shapes are 2-Dimensional
- ▣ Forms are 3-Dimensional



SHAPE / FORM

- ▣ Can be GEOMETRIC (artificial) or can be ORGANIC (natural)
- ▣ Used to create a sense of space and substance



SPACE

- ▣ Positive space – the area the objects/subject takes up
- ▣ Negative space – the area around, under, through and between



SPACE

- ▣ Foreground (closest), middle ground, and background (farthest)
- ▣ Can be open, crowded, near, far, etc.
- ▣ Gives the photo depth



VALUE

- ▣ Black & white and all shades of gray in between
- ▣ In colour photos, value refers to dark and light
- ▣ Can add drama and impact to composition



TEXTURE

- ▣ Surface quality (rough, smooth, pointy, etc.)
- ▣ How an object feels, or how it looks like it feels
- ▣ Adds interest! Appeals to sense of sight & touch



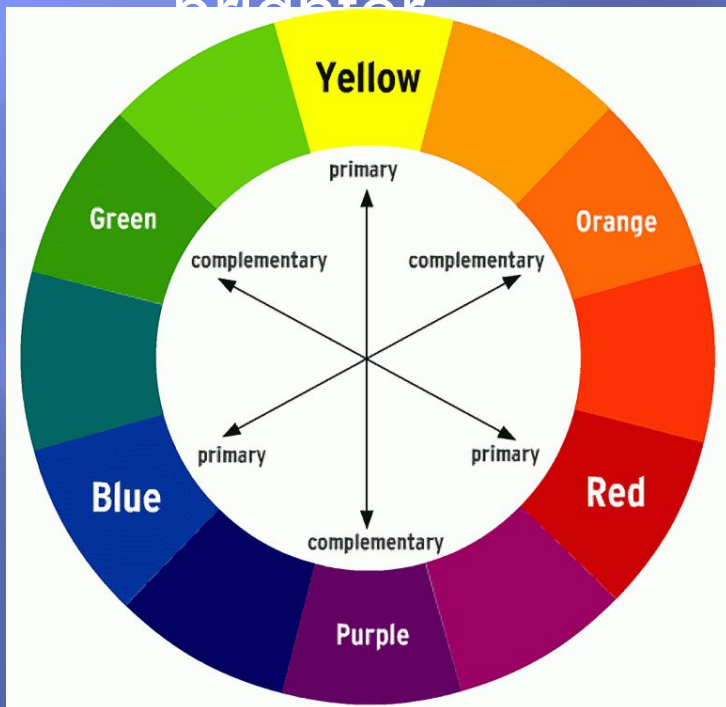
COLOUR

- ▣ Can be WARM (red, orange, yellow) or COOL (blue, green, violet)
- ▣ Helps to give emotional impact



COLOUR

- Red, yellow, and blue are PRIMARY colours
- COMPLIMENTARY colours are opposite on the colour wheel (red-green, yellow-violet, blue-orange) and make each other appear brighter



PRINCIPLES

How the ELEMENTS of design are used to create artistic, interesting, and visually appealing photographs:

- ▣ Emphasis
- ▣ Balance
- ▣ Unity/Harmony
- ▣ Contrast
- ▣ Movement
- ▣ Pattern/Repetition

EMPHASIS

- ▣ Also known as the FOCAL POINT
- ▣ What part of the photograph does the viewer's eye go to first?
- ▣ What is the most important?



BALANCE

- ▣ A sense of stability and equal weight in a photo
- ▣ Can be SYMETRICAL (both sides are the same) or ASYMETRICAL (each side is different)



UNITY / HARMONY

- ▣ When all parts of a photograph work together as a whole and nothing overpowers



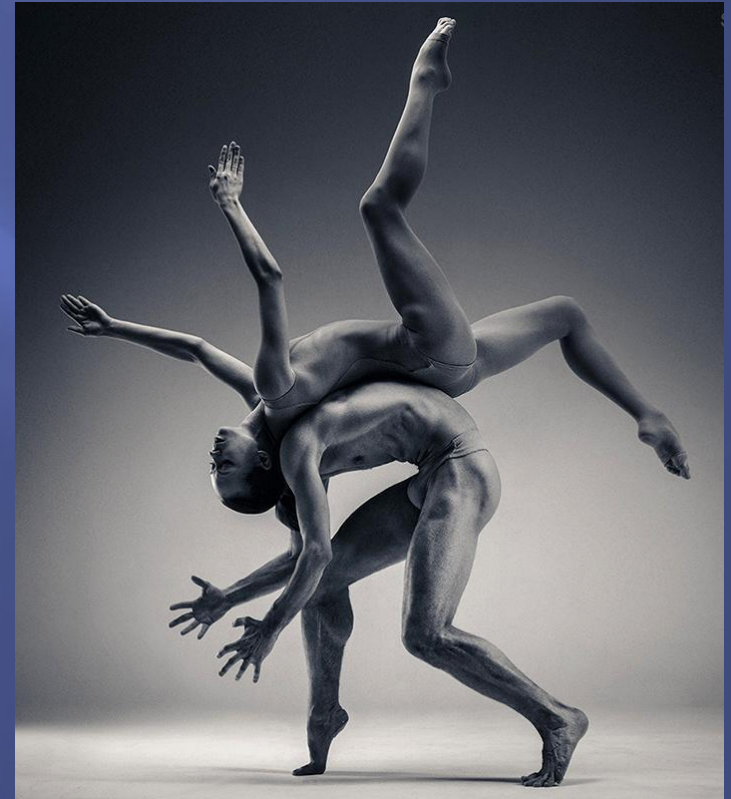
CONTRAST

- ▣ The opposites and differences in a photograph
- ▣ You can achieve variety by using different shapes, textures, colors, etc.



MOVEMENT

- ▣ Adds excitement by showing action and/or directing the viewer's eye around the photo



PATTERN / REPETITION

- ▣ An element that occurs over and over again
- ▣ The element might repeat in a consistent pattern, or a variety of ways

