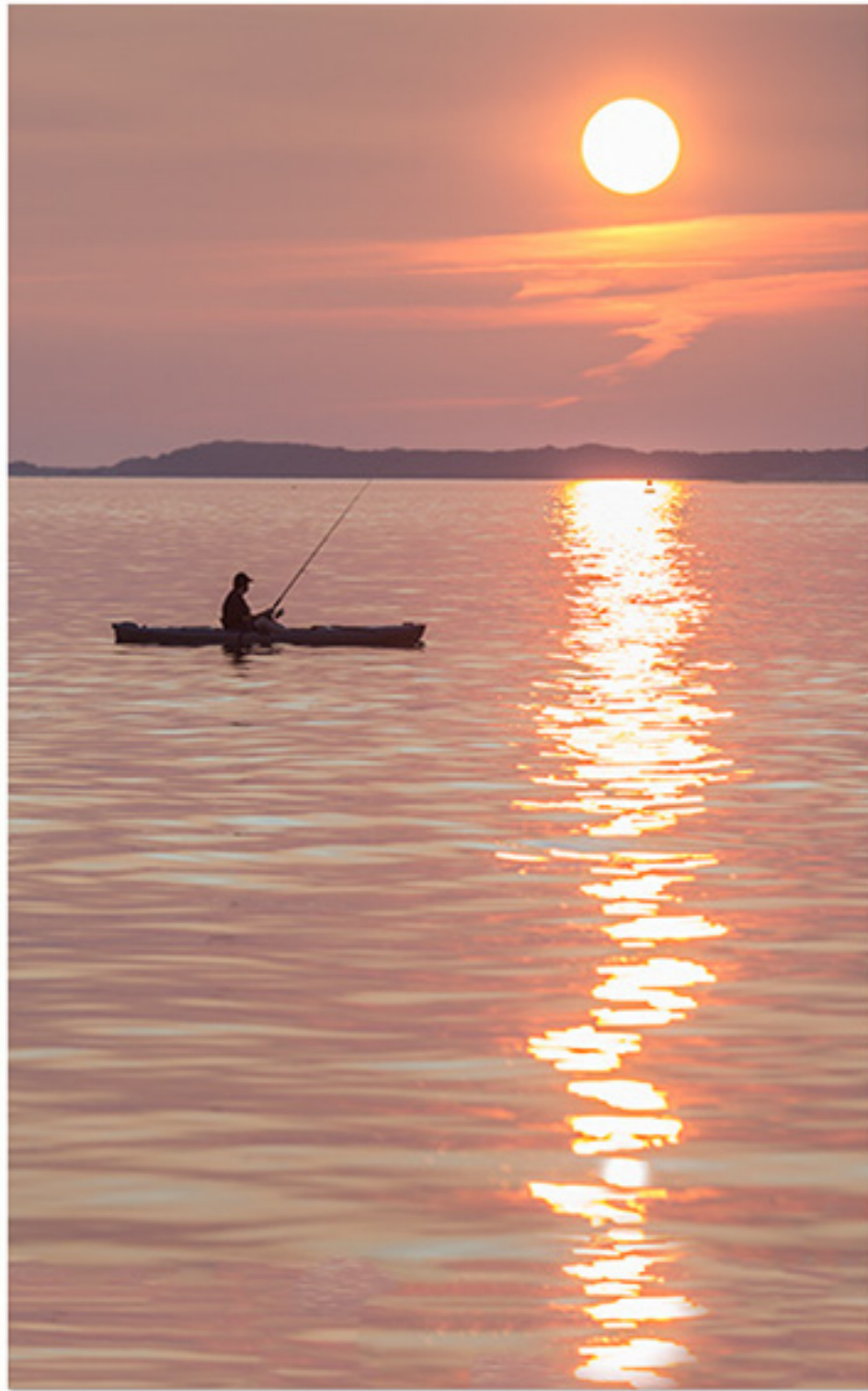




# How to Make a Photograph

## The Elements of Design



## What Makes a Successful Photo?

1. Proper Exposure
2. Focus
3. Composition
4. Communication



# Elements of Design



Focal Point

Line/Shape/Form

Pattern

Texture

Flow/Movement/Rhythm

Balance

(Rule of thirds, framing, space)

Light

Simplicity





Focal Point



Focal Point





Lines  
Shapes  
Form  
Flow



Line





Horizontal lines feel static, calm.





Diagonal lines can create a sense of energy, flow and direction



Patterns, Repetition, Rhythm





Flow, Line, Rhythm, Pattern, Texture



Does changing the direction of flow  
change the feel?





Does changing the direction of flow  
change the feel?

Balance



Rule of Thirds





Space (negative)/Balance



Balance





Balance



Balance





Balance

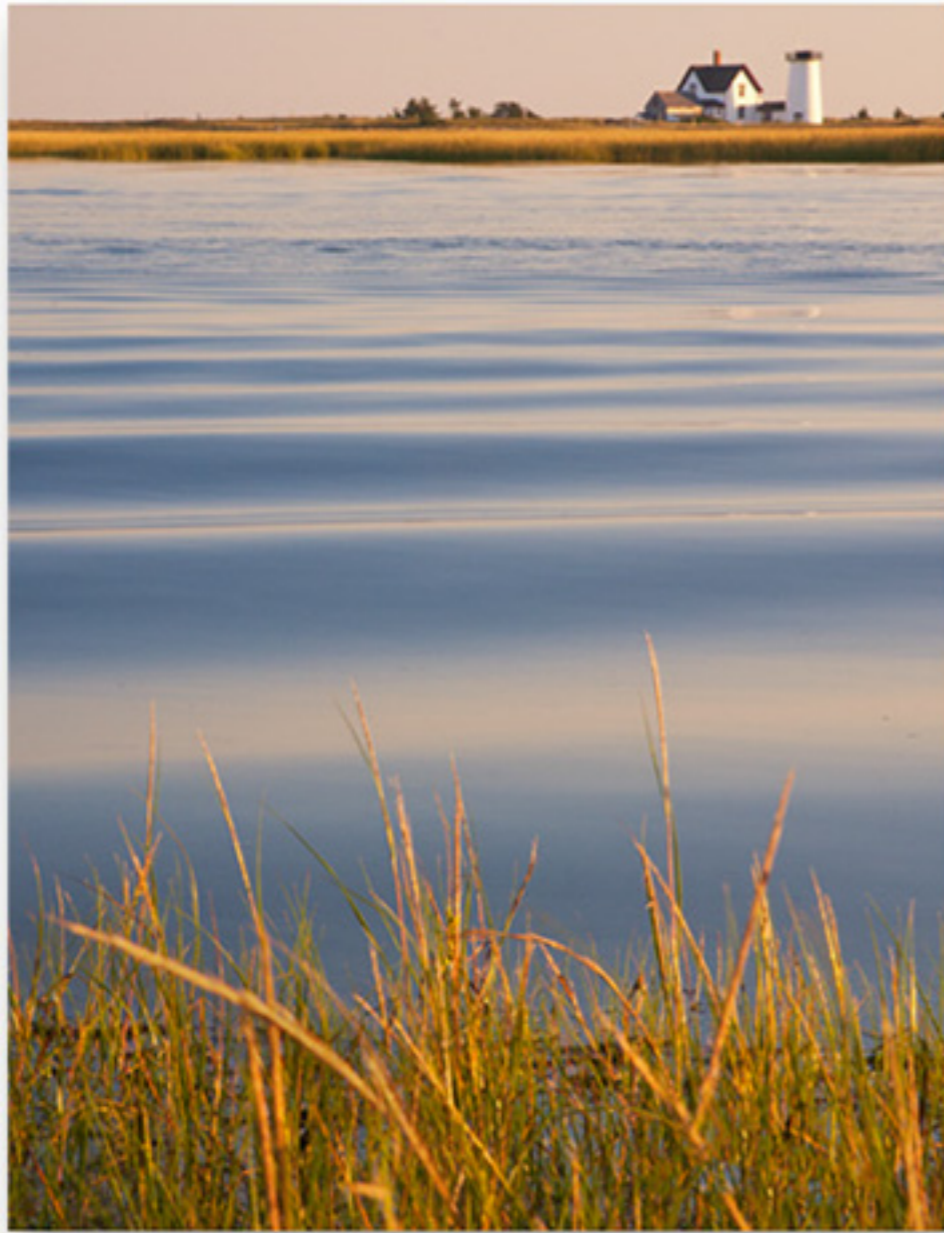


Balance



# Texture





F16



F4

Depth of field affects texture



# Texture



Shutter speed 30 seconds with neutral density filter

**Shutter speed affects texture.**

# Texture



Shutter speed 1/500th second

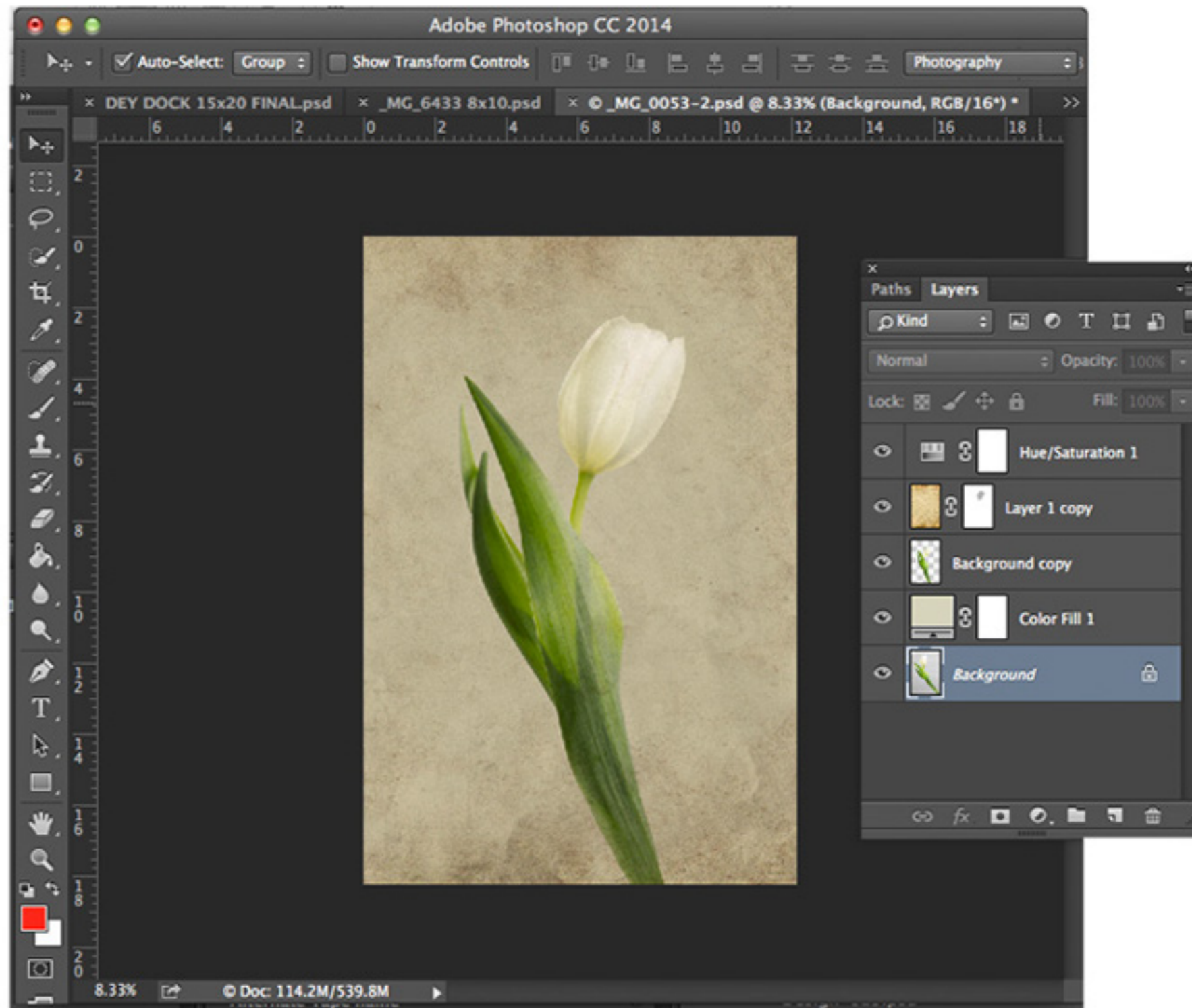
**Shutter speed affects texture.**



## Texture

Harden texture: Increase clarity with Clarity slider, sharpening, contrast adjustments, and plug-ins like Color Efex Pro (Detail Extractor).

Soften texture: Decrease clarity with Clarity slider, contrast adjustments, blur filters and plug-ins.



Add texture by compositing.





Framing:  
Use elements in the scene  
to frame the subject

*Photography is about “selection”*

*Painting is about “synthesis”*

- Photography historian

John Szarkowski

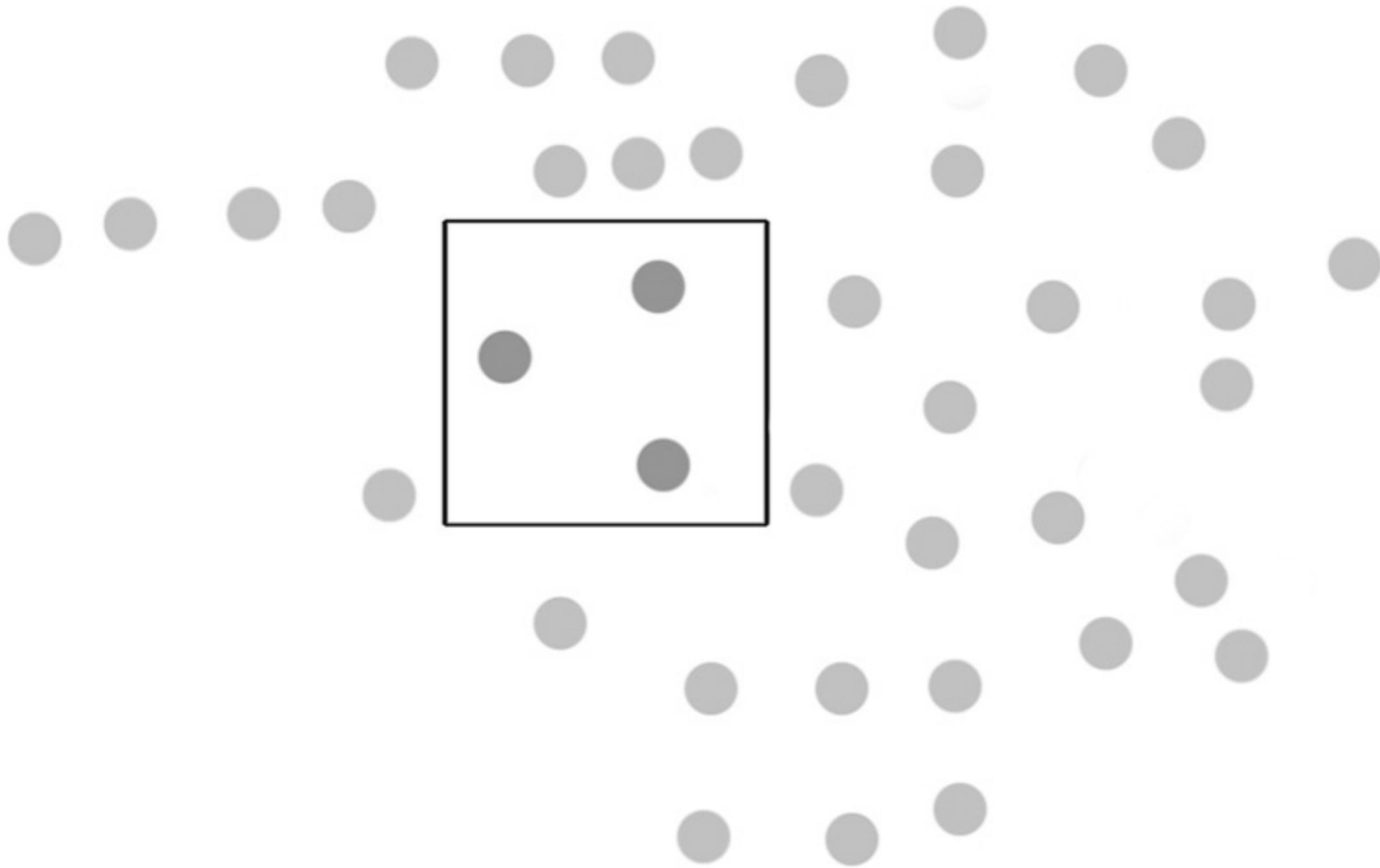
in *The Photographer's Eye*

Framing: You decide what's in and what's out

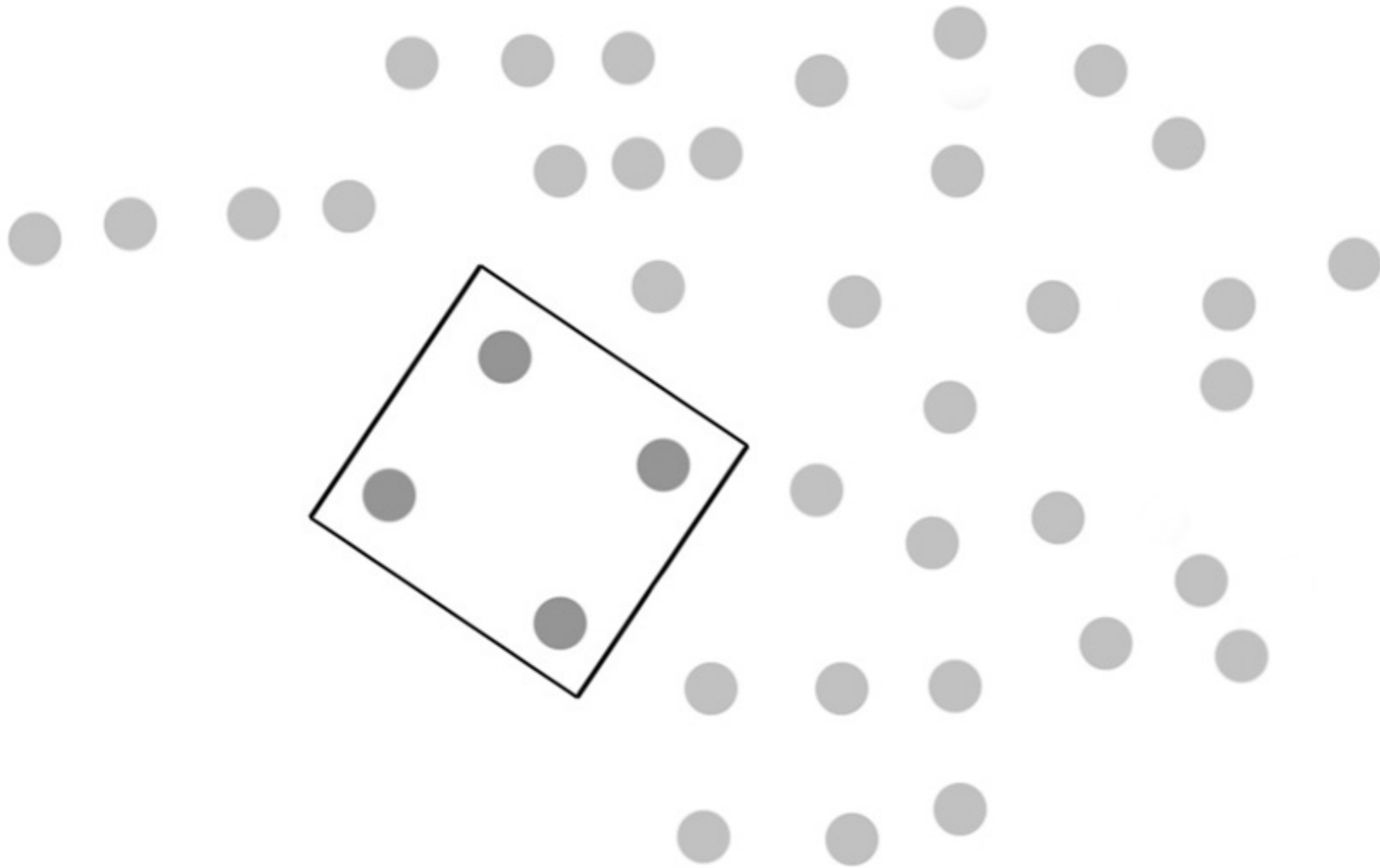




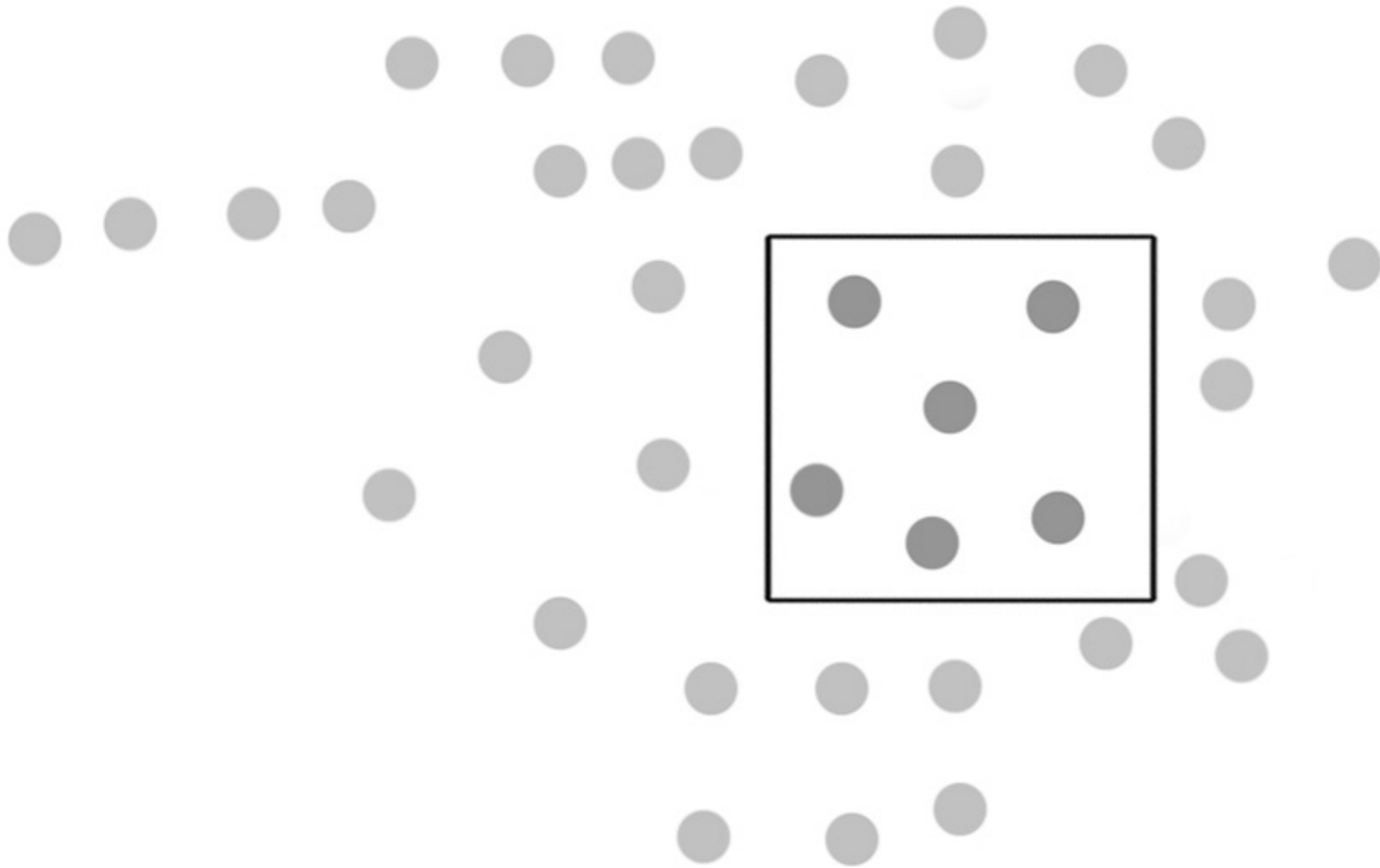
Framing: You decide what's in and what's out



Framing: You decide what's in and what's out



Framing: You decide what's in and what's out







Light creates visual interest and emotional responses

**Pay attention to the light.**

Intensity, texture, color and direction.



Directional, hard light.



Non-directional soft light





Light and color affect mood





Light and color affect mood



Contrast

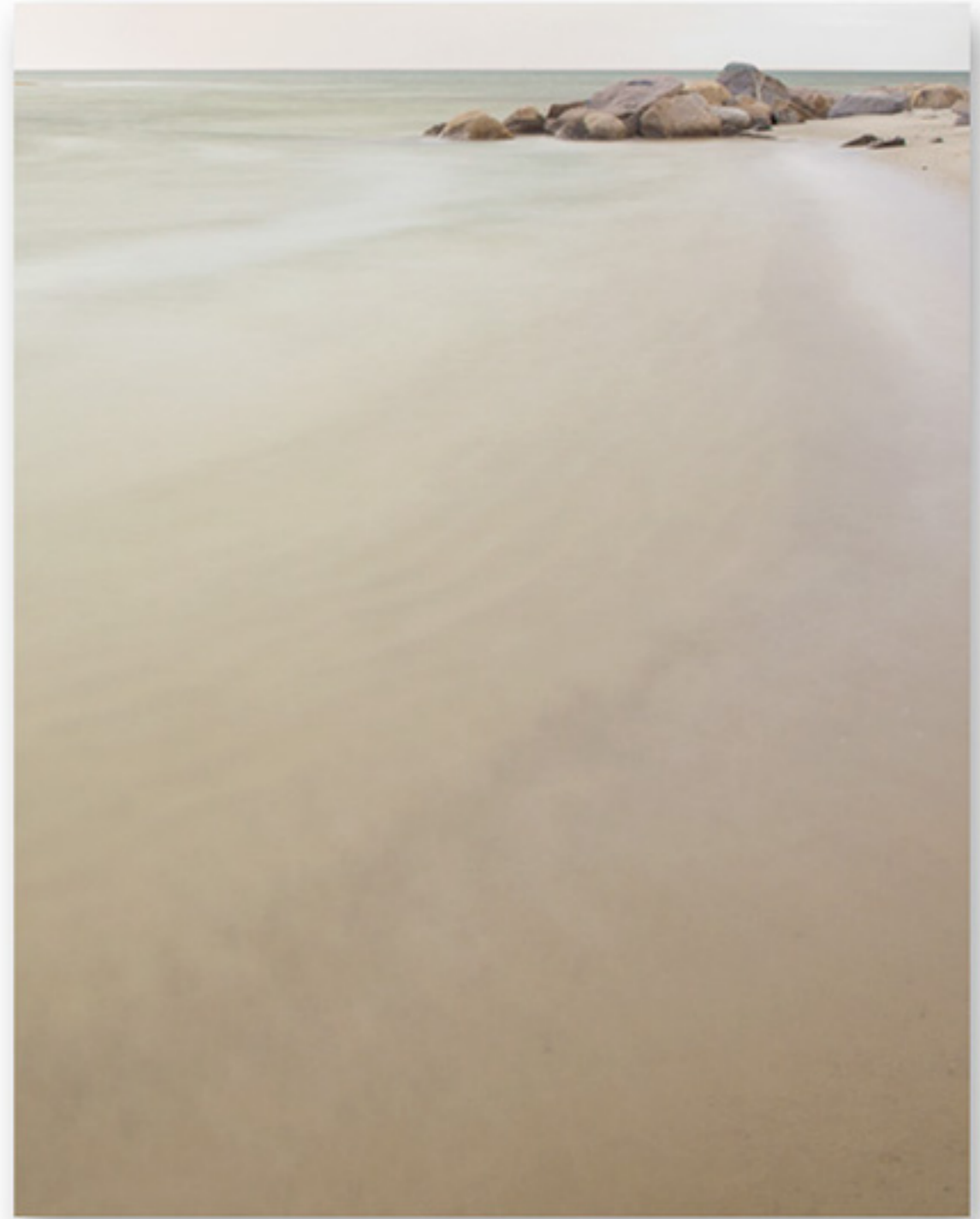


# Contrast





Contrasting Colors.  
Hard/direct light.



Harmonious Colors.  
Soft/indirect light



Keep it simple.





You can have a lot going on....





...but keep the design simple.

But remember...





*There are no rules for good photographs,  
there are only good photographs.*

Ansel Adams

Okay.

Then what makes a good photograph?