

**Photography Fundamentals**

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# Photography

## Composition & light

# Elements of Photography

- Angle
- Balance
- Lines
- Contrast
- Shape
- Form
- Texture
- Color
- Size and
- Depth

# Before Photography

- Visualize photography role in design and message
- Adjust or remove features to complement purpose
- Choose simple, yet interesting composition
- Select lighting that enhances subject or reinforces the message
- Choose angle that best shows subject and reinforces the purpose
- Establish size and scale.



# Keep it simple

- Keep background uncluttered
- Avoid mergers
- Have single dominant subject

# Single dominant subject





# Avoid Cluttered background







**Avoid mergers**



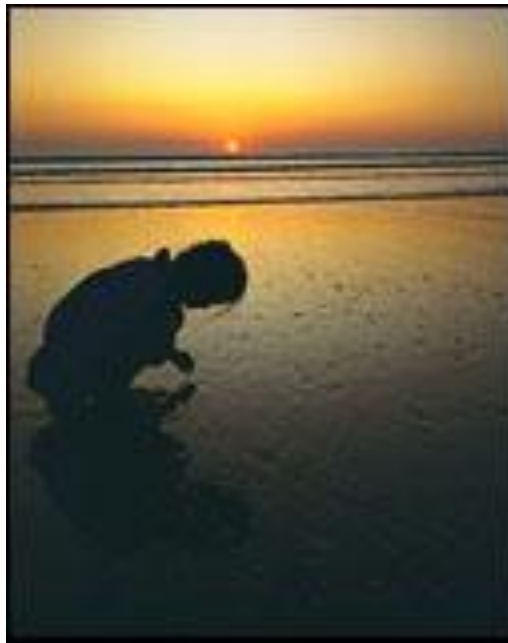


Cluttered backgrounds, no single dominant subject, mergers and – don't cut people in half

# Angle

- Low angle
  - Clear sky backdrop
  - Accentuate movement or action
- High angle
  - Eliminate cloudy sky
- Avoid centered horizons
- Use the light
- Emphasize a point, tone

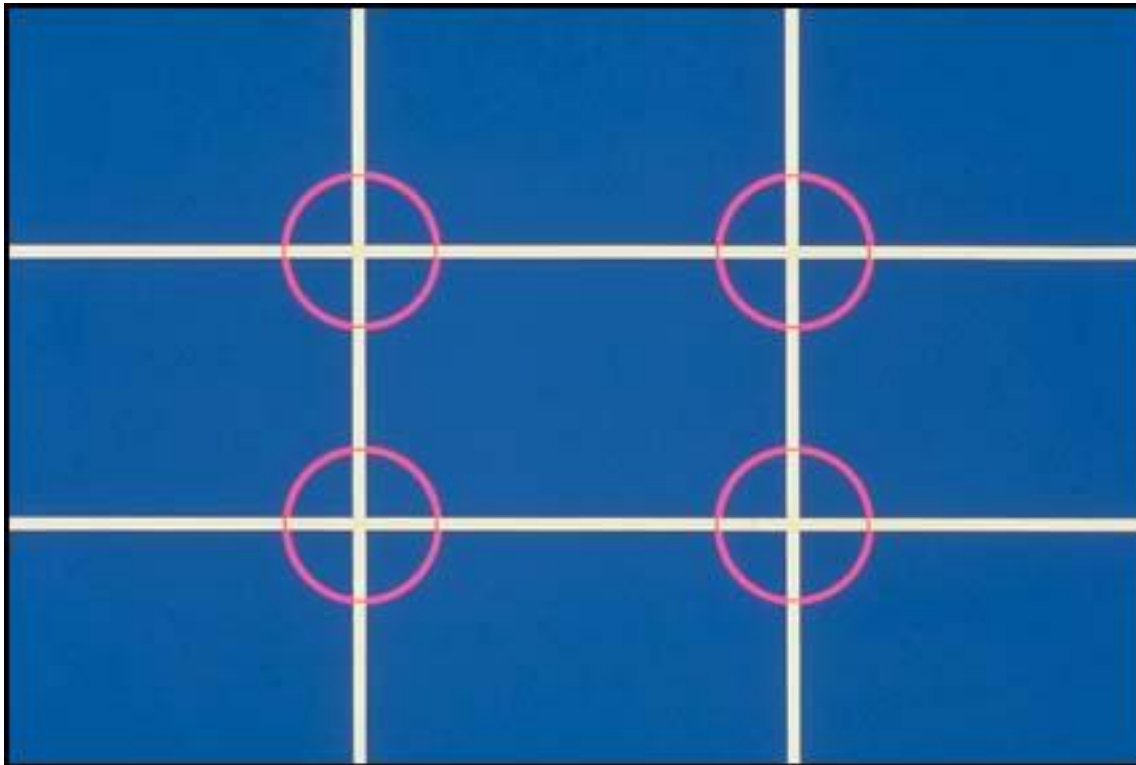
# Angle





# Strong center of interest

- Take pictures at different angles with different compositions
- Work around the rule of thirds





# Rule of Thirds







# Rule of Thirds



# Balance

- Balance color and weight in a picture
- Symmetrical and asymmetrical





Symmetrical -  
balanced proportions

versus asymmetrical  
unbalanced proportions



# Line

- Line leads the eye
  - Diagonals
  - S-curves
- Static vs. dynamic lines
- Shape



# Line



Static line vs dynamic line





# Line



Directional  
Straight and S-curve line



# Line

Diagonal & Curve



# Framing

- Adds depth
- Should fit theme
- Watch focus on foreground
  - Focus on foreground in landscape
  - Focus on subject in portraits
  - Auto-focus should be centered on main topic



# Framing



# Fill the frame

- Would this picture look better if I was closer?
  - Focus on subject
  - Detail
- Start far and move closer
- Fill the frame with objects that “fit”
- Long range shots provide depth and perspective

# Fill the frame





# Fill the frame



Fill the frame

# Pick a good light direction

- Three light directions

Front - sunny with high color

Side - depth and texture

Back - dynamic but challenging; silhouettes and water effects

# Light Direction?

Front— sunny  
with high color



Side—depth and  
texture





# Light Direction?



# Contrast

- Hard vs. soft light
  - Sunny days – high contrast (hard light)
  - Cloudy days – low contrast (soft light)
- Portraits often use soft light (shaded area)
- Flash will reduce contrast
- Soft light helps with color variations
- Time of day

# Light and contrast



Sunny versus cloudy



# Light and contrast



Sunny versus cloudy

# Time of day



Color changes with daylight

# Light type



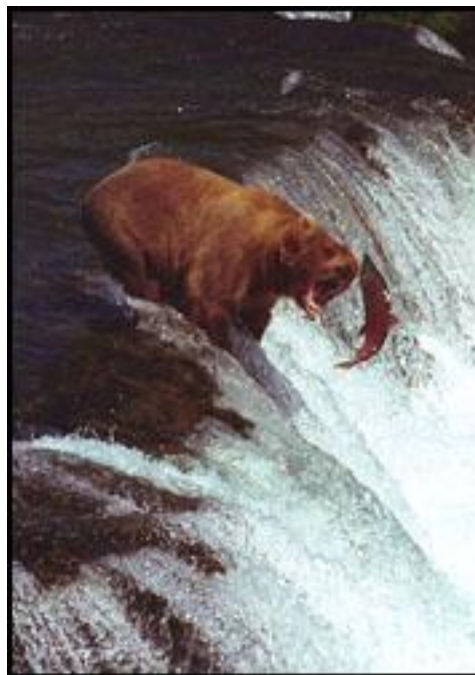
Color changes with light source

# Action shot tips

- High shutter speed
- Telephoto lens
  - Longer lens means faster shutter speed
- Stopping motion
  - Far is easier than near
  - Straight is easier than diagonal
- Panning

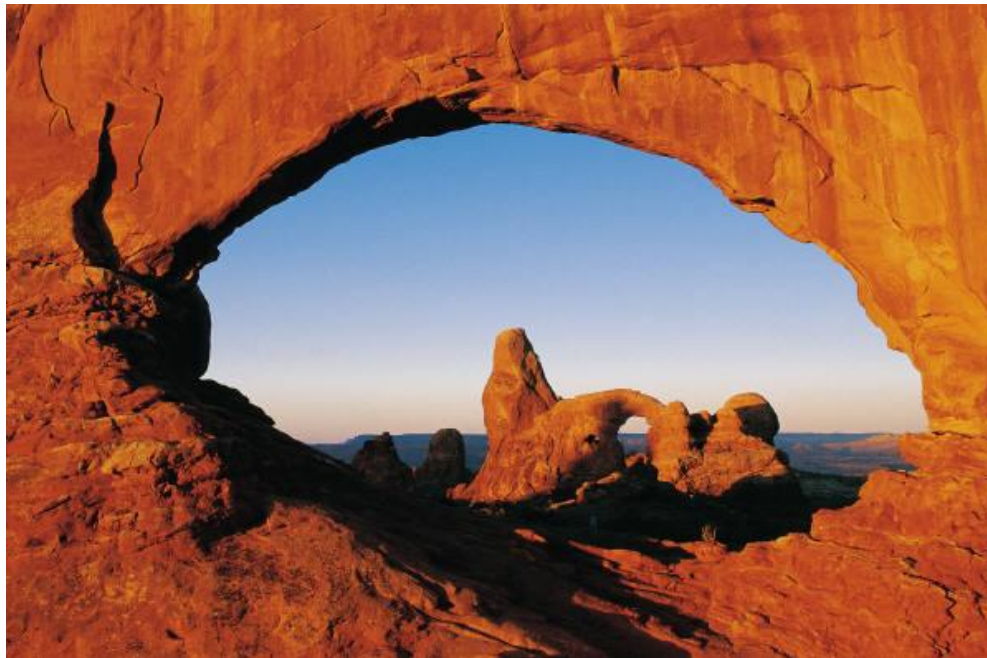


# Action shots



# Landscape tips

- Take pictures at the start and end of the day
- Anticipate weather changes
- Diffused light can highlight patterns and textures
- Bright light highlights monochrome colors
- Move around to exclude or block objects from view



# Objects in the landscape tips

- Add scale, depth and focal points
- Use items to add interest to common or simple scenes





# Sunset tips

- Include shadowed image for interest
- Often best after the sun has actually gone down



# Wildlife tips

- Fill the frame
- Avoid barriers
- Shoot against the glass if in a car (no flash)
- Use tripod
- Blur background, or find simple one
- Focus on the eyes
- Go for natural poses, growls, yawns, etc.





# Flower photography tips

- Strong diffused light is generally best—especially for single blooms
- Macro lens
  - Can help you get a 1:1 ration
  - Avoid shadowing your subject
  - Have smaller aperture to allow more depth of field
  - Without macro = 4 foot minimum



# Take-away tips

- Think
- Experiment
- Move
- Wait
- Rule of Thirds





THANK YOU

