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## PHOTOGRAPHY -101

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# **Basic** **photography** **Composition & light**

# Photographs

- Visualize role in design and message
- Survey different sources
- 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
- Use color when practical
- Establish size, scale and orientation



# Keep it simple

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

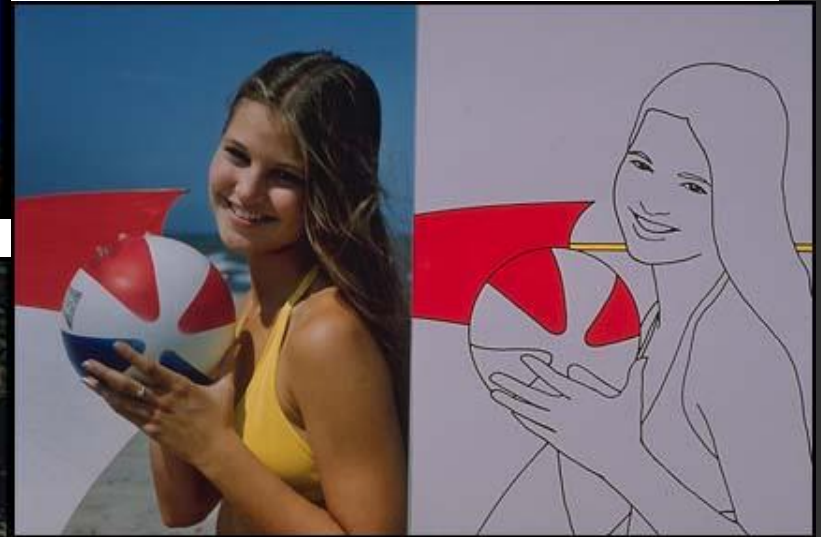
# Single dominant subject



# Cluttered background



# Avoid mergers





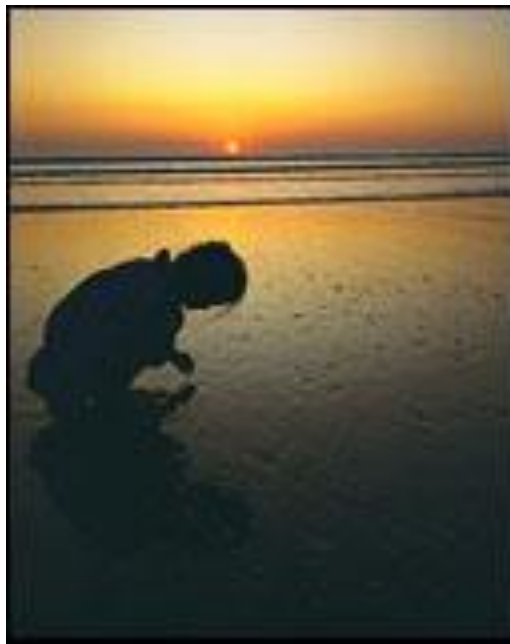


Cluttered backgrounds, no single dominant subject, mergers and – don't cut people in half

# Angle

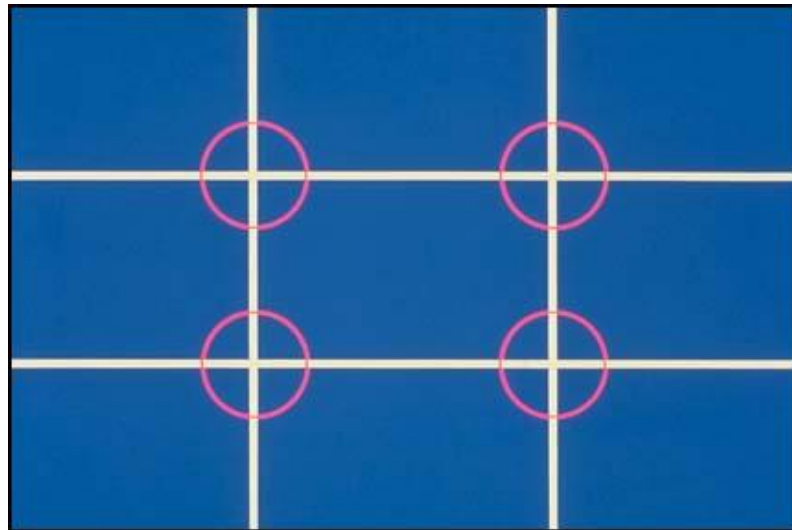
- Low angle
  - Clear sky backdrop
  - Accentuate movement or action
- High angle
  - Eliminate cloudy sky
- Avoid centered horizons
- Use the light
- Emphasize a point, tone

# Angle

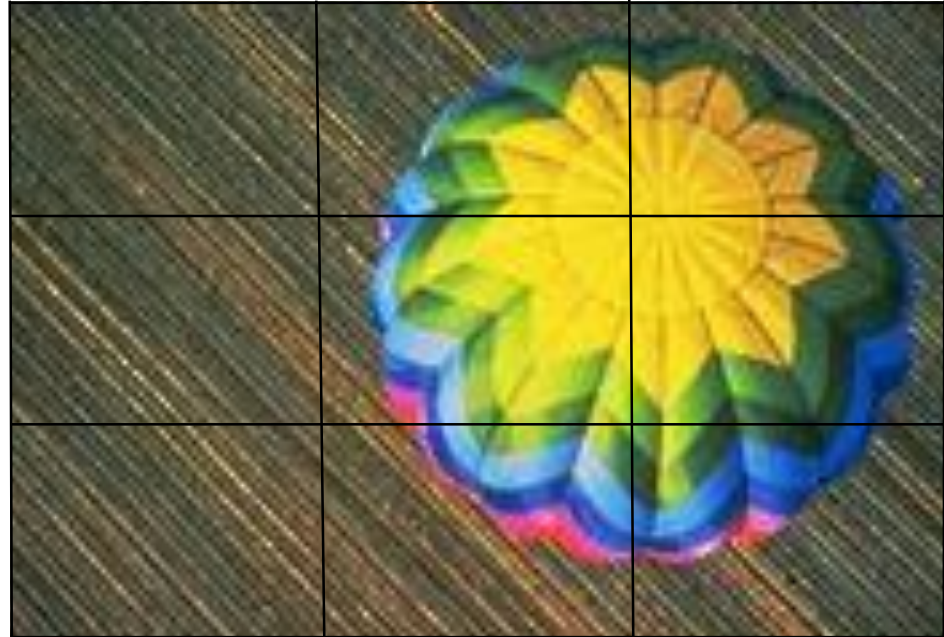


# Strong center of interest

- 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



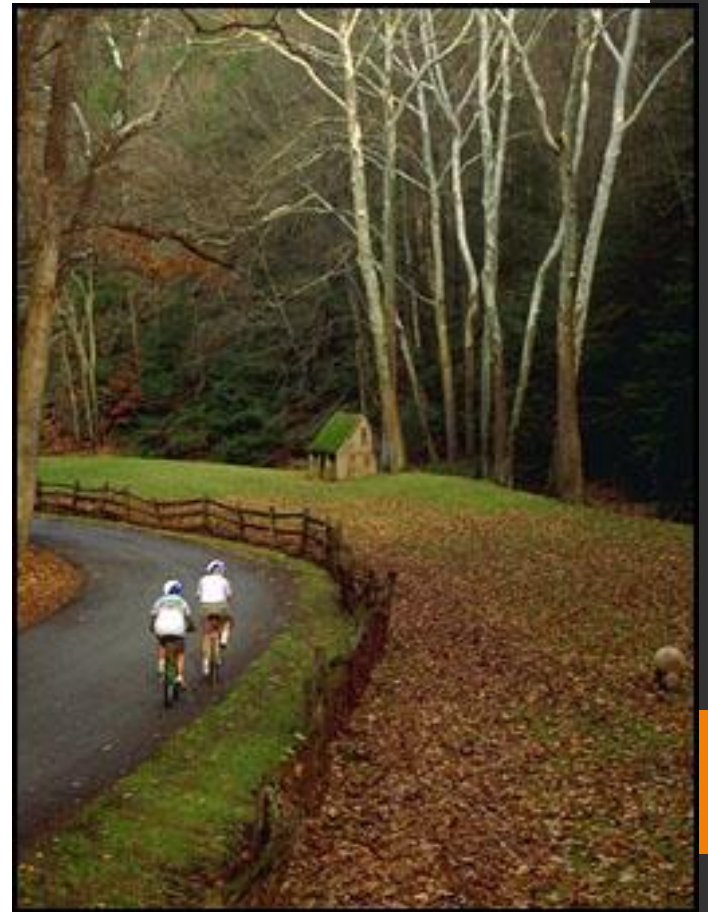
Directional  
Straight and S-curve line





# Line

Diagonals



# Framing

- Adds depth
- Should fit theme
- Watch focus on foreground
  - Focus on foreground in landscape
  - Focus on subject in portraits

# Framing



# 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 with objects that fit

# 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
- 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

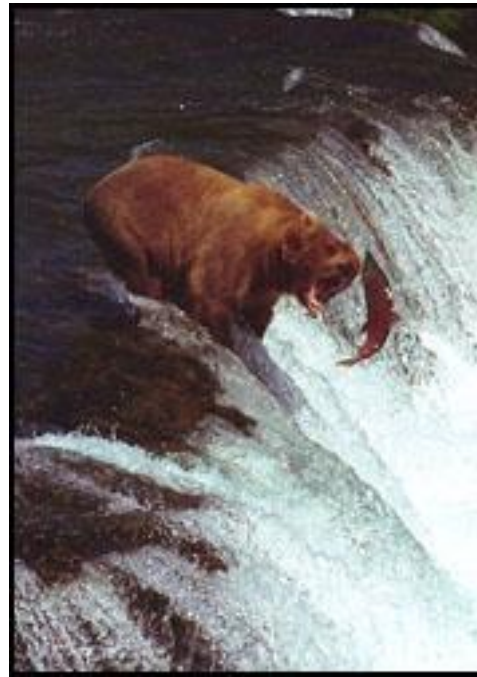


Color changes with light source

# Action shot tips

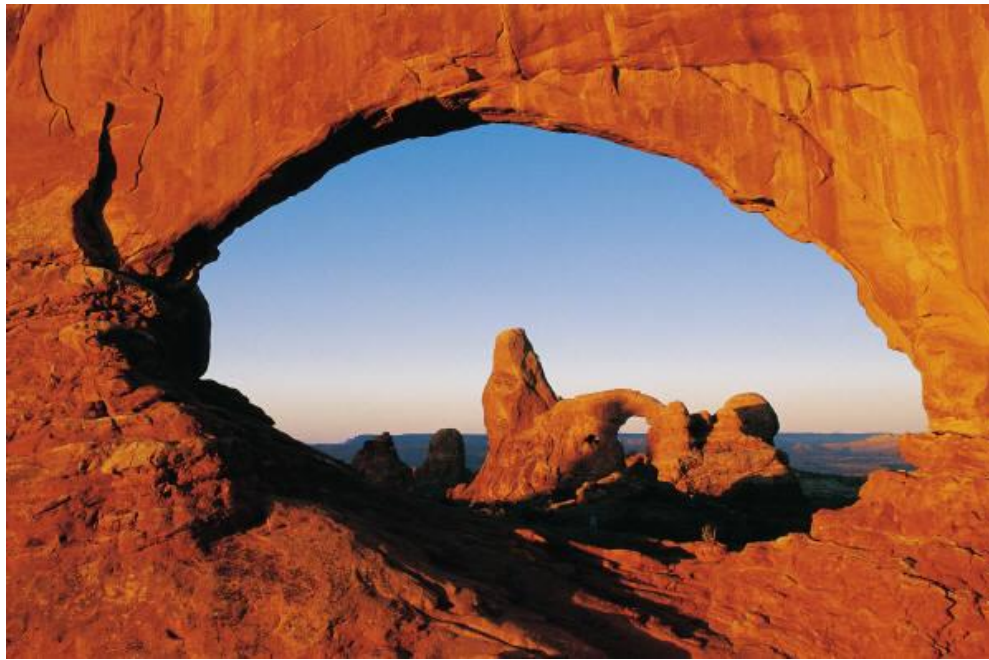
- High shutter speed
- Telephoto lens
  - Longer lens means faster shutter speed
- Stopping motion
  - Far is easier than near
  - Straight is easier than diagonal
  - Diagonal is easier than right angles
- Panning

# 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
- Less time closer to the equator to take



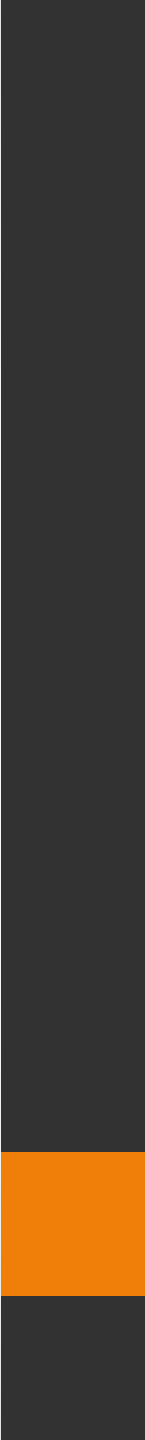
# Wildlife tips

- 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.



# Garden 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

