

Design concepts

Exercises

Photography Evaluation

- Look at your Photos. Select ten that you have taken recently. Use a mixture of your best and some that are not your best.
 - **Concept:** In one sentence, or just several words, explain what attracted you when you took the picture. Then, ask yourself whether you captured that vision/concept.
 - **Edit:** are there any elements in the picture that do not strongly support and enhance the concept.
 - **Focal Point:** Look for one or more areas of emphasis. Why is it emphasized strongly using contrasts (use the above outline as a checklist).
 - **Value/Color balance:** What is the balance of value and color in the photo? Is it dynamic? Did the balance support the concept?
- Look at other pictures. Select ten Photos from a photo magazine, a photo book, a gallery or museum, or any other place you can look for photography. Don't select only things that you 'like'. Select some you don't like, some you admire, some you don't think quite make it as a photograph.
 - **Concept:** In one sentence, or just several words, describe what you think the photo is all about. If you can't describe it, or can't figure it out, why not. Does the photographer capture the concept? Does the photo have impact?
 - **Edit:** are there any elements in the picture that do not strongly support and enhance the concept
 - **Focal Point:** : Look for one or more areas of emphasis. Why is it emphasized strongly using contrasts (use the above outline as a checklist).
 - **Value/Color balance:** What kind of balance of values and colors did the photographer use?
 - **Exploration:** Does the photographer use strongly different concepts? if so does it enhance the concept and increase the impact? Would it improve the photo if he or she had used more of the above concepts ?
- Do the same thing with some art rather than photographs

Concept/ Editing

Take some pictures:

Don't worry about them being high impact or not. Don't worry if the subject is worthy of a photo or not. Use your favorite type of pictures (landscape/ portrait/ etc). Or just set up a simple still life in your home, or just walk around your neighborhood and let the neighbors wonder what the heck you're doing (but try not to point the camera at any bedroom windows). Try to take at least 5 to ten pictures. Keep them as simple as possible and:

- **Concept:** Describe one thing only that attracts you about the scene. If nothing attracts you at all; are you sure nothing can attract you? If not, move on.
- **Edit:** Try to frame the picture so that you take out everything except the single thing that attracts you.
- **Camera Control:** Make a list of ways that you were able to edit out other things, for example: moving closer, tilting the camera, squatting, focal plane.

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Exercises

Concept/Emphasis

- Take some more pictures:
 - **Focal Point:** Capture a single area of emphasis, with a single element in the area. Explicitly tell yourself how you are making it the center of interest, use the tenets above as a checklist.
 - **Contrast:** Take a series of shots where you try to isolate the center of interest in each of the suggest ways (i.e.; contrast of value, line, etc). Run through each of the suggested ways.
 - Did you discover some other good ways to create the center of interest that aren't listed?
 - Take a couple of shots where you create an area of emphasis as above, that is close to your subject – but is not your subject. Is it effective? Do you have attention/discovery?
 - **Explore:** Take another five and try to make shots with multiple elements in a single area of interest.f
 - Take another five with multiple areas of interest.
 - Examine them in the same way you did your other pictures, which have more impact. Is there any pattern.
 - Try to get a high impact shot without a clear center of interest.

Dynamic Value/Color Balance

- Take some pictures:
 - **Value Balance – three values:** Try to arrange the value balance so that there is a dominance of one value, a subdominant second value and an accent of a third value. Take at least one shot where the accent value is either white or black. Process them in PS, convert them to grayscale. Evaluate your balance of values
 - **Color Balance :** Do the same with color.
 - **Explore:** try to take some pictures with four prominent values/colors. With two. Try to make a proportion and rhythm with them. Try with a large number of discrete values or color. Take pictures with a constant gradation and no direct color or value changes. Try to take a shot with no coherent value balance. Is it a good shot?