

Design concepts

These are not rules – they are trailheads of exploration

#1 – Know what your Picture is about = Visual Concept

- Artistic Vision – the ultimate sum of the subject, craft, art and all other parts of the photograph. The message, what the photographer wants to say.
- Visual concept – the purpose of the design. How the picture looks and why.

#2 – Edit Ruthlessly

- In art, anything that is not indispensable is harmful – Diego Velazquez

#3 – Create a Strong Focal Point

- Area of Emphasis / Center of Interest/ Focal Point
Created by:
 - Contrasts
 - Of design elements:
 - Point
 - line
 - form/shape
 - value
 - color
 - texture
 - Contrasts of patterns
 - Intersection/Convergence of lines
 - Hard Edges vs. soft edges
 - Selective Focus
 - Area of concentrated energy
 - Human figures
- Impact, easier to create with:
 - Strong area of emphasis
 - Preferably a single area of emphasis
 - If multiple areas, arranged together in a strong compositional way
 - Preferably with one or few elements in the area of emphasis
 - If multiple elements, preferably:
 - the same kind of elements
 - with the same value/color/texture
 - overlapped or grouped, or at least close together
 - in a small proportion to the total picture frame

#4 – Create Dynamic Value/Color Balance

- Two/three value sketch – a means of visualizing your value balance
- One balance approach:
 - Dominant Value/Color
 - Sub-dominant Value/Color
 - Accent (emphasis) Value/Color