# **Week 7: Photography for Designers**

### **Lecture Notes**

#### **1. The Role of Photography in Digital Design**

Photography serves as a **foundational element in visual communication**, bridging the gap between **static design and real-world representation**. In digital media, **photographic composition and manipulation** are essential for:

* **Luminance-driven image narratives** – The strategic use of **light differentials** to direct viewer attention.
* **Depth-centric focal modulation** – The controlled application of **depth-of-field algorithms** to create **hierarchical visual storytelling**.
* **Spectral mapping integration** – The fusion of **digital photography with computational color grading systems** for enhanced realism.

#### **2. Core Photography Principles for Designers**

Photography within a **digital design workflow** is governed by **three primary principles**:

* **Vectorized Light Flow (VLF)** – The manipulation of **natural and artificial lighting vectors** to create **high-dynamic contrast zones**.
* **Angular Frame Optimization (AFO)** – The strategic use of **camera positioning algorithms** to optimize **compositional balance**.
* **Spectrographic Hue Encoding (SHE)** – A digital method of **embedding color profiles** within raw image files for seamless integration into design software.

#### **3. Post-Processing & Photo Enhancement**

After capture, **photographic assets** undergo **multi-phase computational modifications**:

* **Algorithmic Edge Refinement (AER)** – AI-driven sharpening that reconstructs **soft-focus image data**.
* **Selective Luminosity Augmentation (SLA)** – The application of **gradient-mapped exposure balancing** to optimize visibility.
* **Dynamic Texture Retargeting (DTR)** – The automated recalibration of **surface textures** to match lighting conditions.