

# Photography

A non-technical primer  
on how to take engaging  
images.



Three Concepts:

Quality of Light  
Framing

The Decisive Moment

# Light: Use The Magic Hour



Light Quality: Medium Soft / Soft and Saturated



# The Magic Hour

## Directional Light

Interaction of Light and Subject





# Light: Shoot while Overcast



Soft and Neutral

# Overcast

## Non-Directional Light

Soft Light Wraps – Diffuses Shadow





# Find Window Light

Diffuse / Soft Beauty Light



# Hard Light / High Contrast Light

Outside: Think 12 noon, no clouds in the sky.

- Avoid if possible. Unless style is called for
- Shadows difficult to control on subject
- Try exposing for highlights



# Hard Light / High Contrast



Scott Barbour

# Framing Your Subject

- Infinite ways to frame a subject. Left, Right, Up, Down
- Look through Live View / Viewfinder and move
- Don't get stuck on one approach
- Explore foreground/background relationship by moving

# Build a Story in the Frame

- What is the picture about? Tell the story!
- Sometimes it is useful to isolate the subject
- Sometimes it is useful to support the subject



Isolated



Supported



# The Decisive Moment

- Coined by Henri Cartier-Bresson
- Moments that coalesce visually, emotionally, and psychologically
- “A photograph is neither taken or seized by force. It offers itself up. It is the photo that takes you. One must not take photos.”
- Capture an honest moment. People are hungry for authenticity





Henri Cartier-Bresson