### Photography

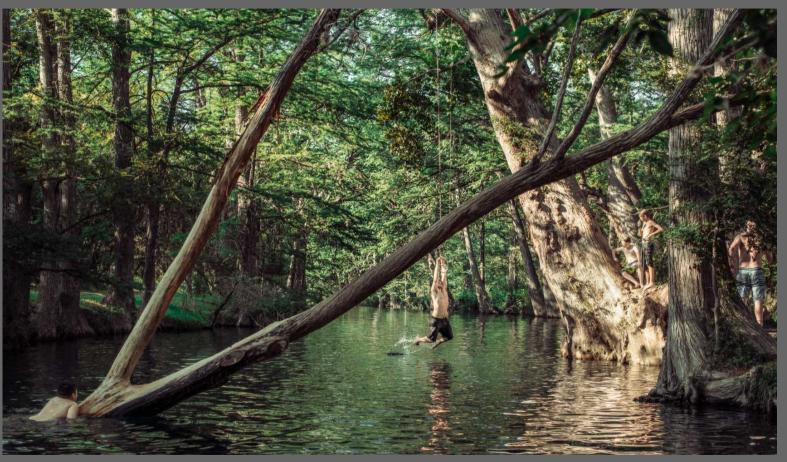
A non-technical primer on how to take engaging images.



#### 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

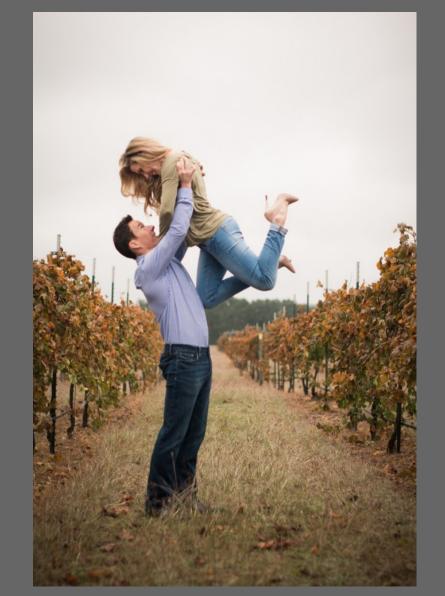


Soft and Neutral

#### **Overcast**

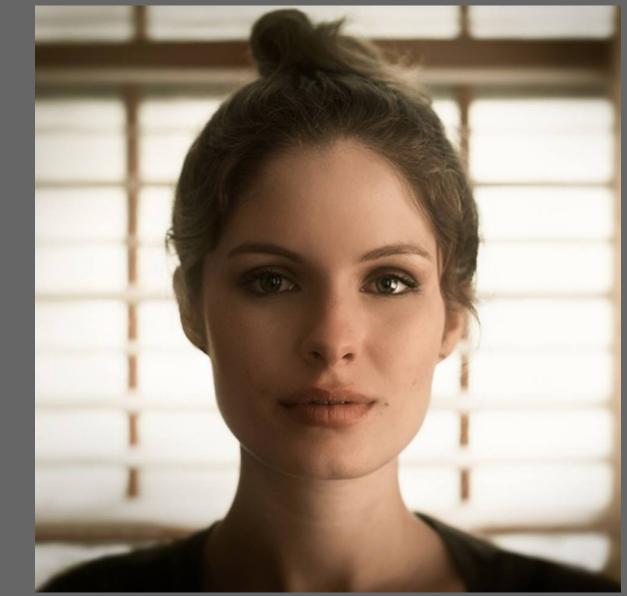
Non-Directional Light

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



#### 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