



PRINCIPLES OF
FILM
DESIGN



BASICS OF CINEMATOGRAPHY & COMPOSITION



CINEMATOGRAPHY

I. Lighting Indoor -

There two types of readable light.

Ambient

&

Reflected Light



Ambient light means the light that is already present in a scene, before any additional lighting is added. It usually refers to natural light, either outdoors or coming through windows usw.. It can also mean artificial lights such as normal room

Light bounces off an object to lighten the model. This method is commonly used in product shoots or transparent objects.





CINEMATOGRAPHY

II. Lighting Outdoor -

Golden Hour

&

Blue Hour



Occurs shortly after sunrise or before sunset. It gives the shot a golden glow.

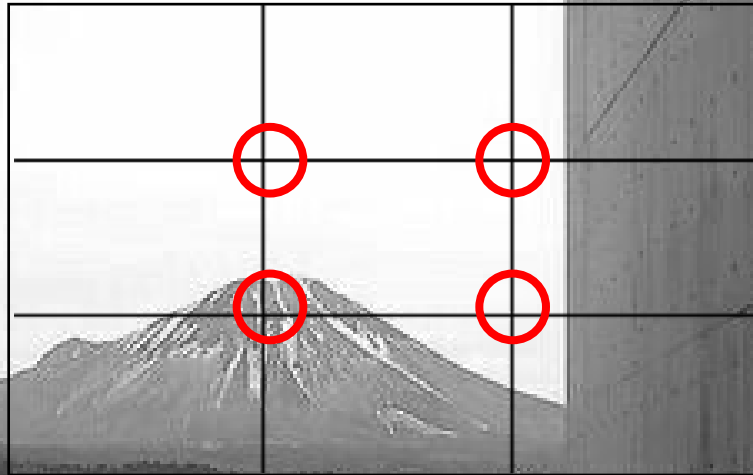
Occurs during twilight right before sunset.



COMPOSITION

III. Rule of thirds -

*This rule comes down to the basic principle of putting points of interests on the third of the frame, with an emphasis of where **the lines intersect**.*



Examples:





COMPOSITION

IV. Symmetry

*If the item or person is placed directly in the center of the frame, it creates an aesthetically pleasing feeling to the eye. It also communicates to the viewer, to pay close attention to what is shown. **Leading lines** will subconsciously tell the audience where to look.*

