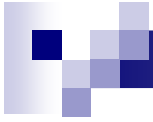




Visual Elements

Syntax and Semantics



Visual Elements

Main Visual Elements (visual syntax)

1. Framing
2. Angle
3. Lighting



Visual Elements

Main Visual Elements

Framing

- A technique used to bring the focus and depth to the subject and objects.
- What is included and excluded in an individual shot.
- The photographer's determination of what the edges of a photograph will be.

Visual Elements

Main Visual Elements

Framing

A beautiful scene, framed by a window frame



Visual Elements

Main Visual Elements

Framing

A party attender, framed
by her friends



Visual Elements

Main Visual Elements

Framing

A beautiful sunset, naturally framed by the clouds





Visual Elements

Main Visual Elements

Angle

- The direction from which the artist photographs the subject.
- A technique used to change/improve the look of objects by using different camera directions.
- Angles are used to convey different information and feelings about the same subject.

Visual Elements

Main Visual Elements

Angle

If you like to sell your car, capture a good photos from an appropriate angle.



Visual Elements

Main Visual Elements

Low Angle

Looks strong, powerful



Visual Elements

Main Visual Elements

Low Angle

Looks dominant



Visual Elements

Main Visual Elements

High Angle

Looks small, weak



Reverse shot. A high angle is employed to make the little girl appear weak and scared.
Matilda (2006)



Visual Elements

Main Visual Elements

High Angle

Looks young but ambitious



Visual Elements

Main Visual Elements

Angle

Looks can be deceiving



Visual Elements

Main Visual Elements

Angle

Looks more beautiful



Visual Elements

Main Visual Elements

Angle

Looks bright



Visual Elements

Main Visual Elements

Angle

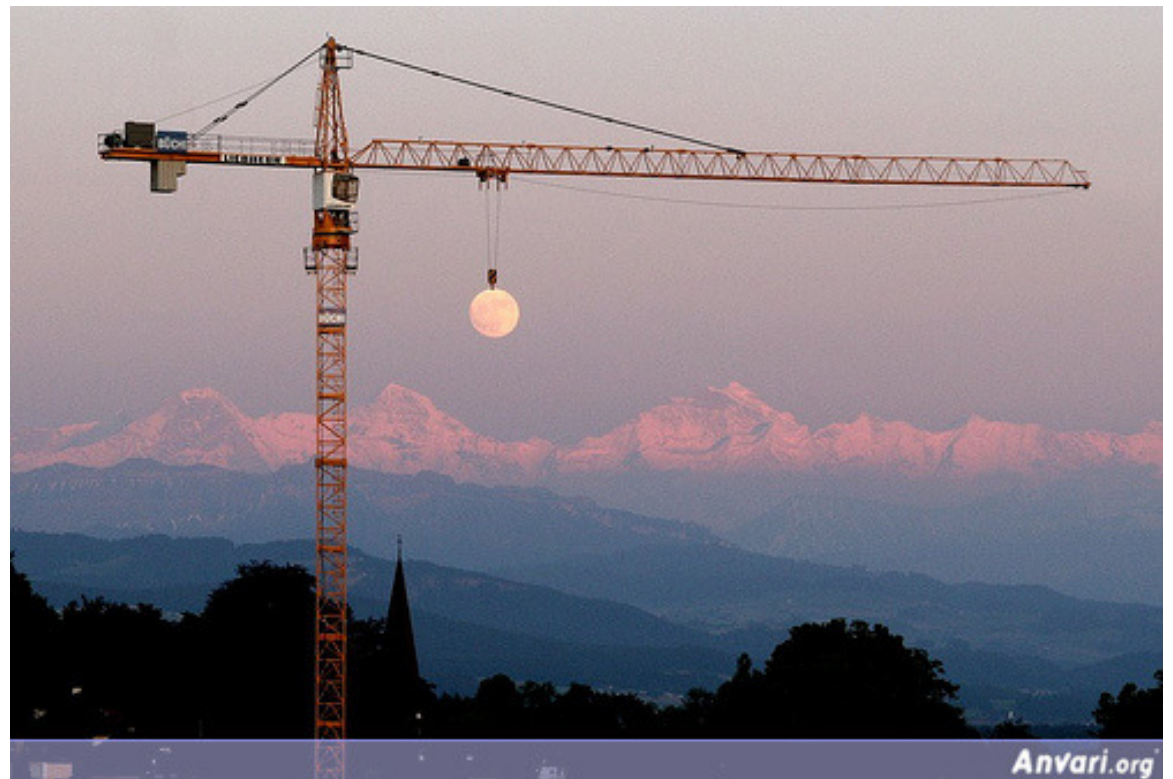
?



Visual Elements

Main Visual Elements

Angle





Visual Elements

Main Visual Elements

Lighting

- Lighting is a technique used to imply a mood/emotion.
- Very contrasting lighting (dark shadows, bright highlights) is more dramatic than a soft gentle light.
- Lighting and shadows also provide clues to the figuring out the larger setting and time of day the shot was taken.

Visual Elements

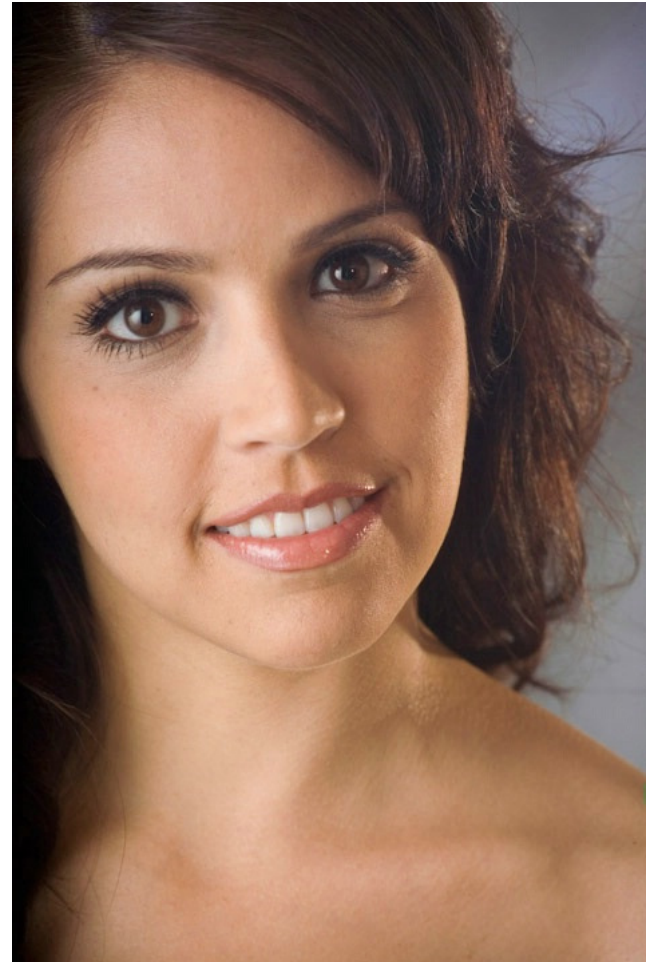
■ Lighting

Contrasting, dramatic



Visual Elements

- Soft Lighting

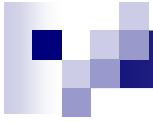


Visual Elements

Main Visual Elements

Lighting





Visual Elements

Main Visual Elements

Lighting

