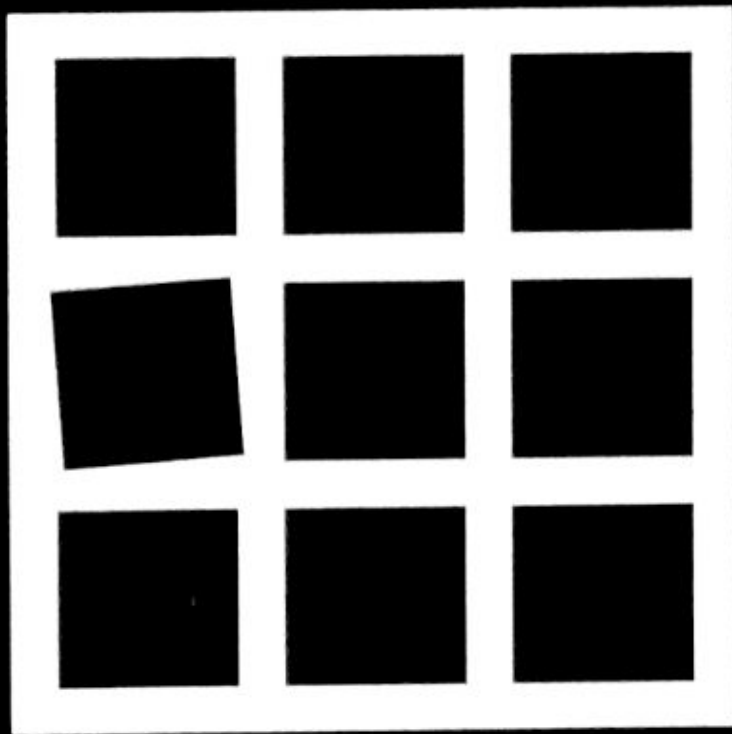


COMPOSITION



visual composition

Composing a visual image consists in arranging and placing the elements on the basic plane.

This means arranging the elements of the image and giving them order and unity, which will in turn give the composition concrete meaning and consistent form.

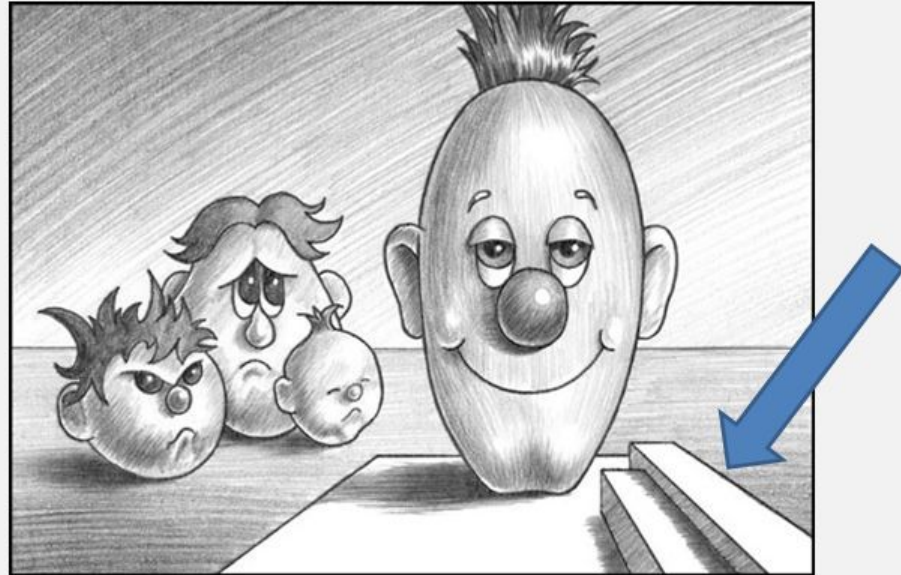
A combination of order and visual unity of an image gives a composition harmony that appeals to us when we look at it.

center of interest

The center of interest in art is the main focus of a drawing, painting or photograph, also known as focal point.



Use objects within your drawing space to point to your focal point. The lines of the two steps on the platform in Figure 1 lead the view's eye to the focal point.



focus



“Grounds”

Add depth by using details in the foreground, middle ground, and background in your composition.



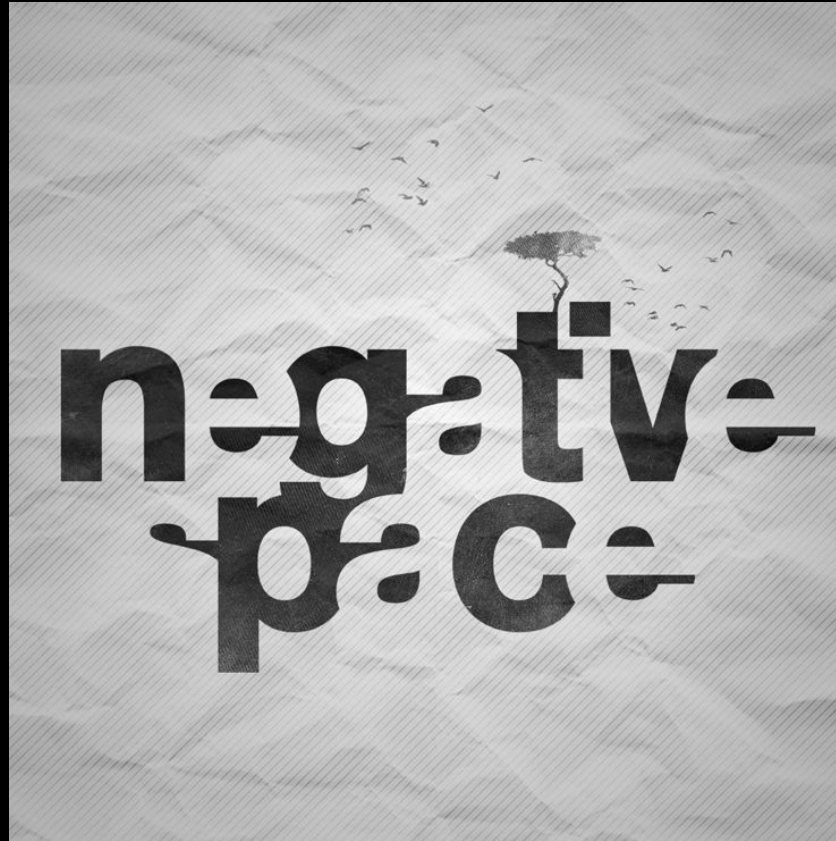
Background

Middle Ground

Foreground



figure / negative space



dynamic elements of a composition: **balance**

A composition is well-balanced when the form, texture, colour, direction and placement of its elements are arranged in a way that no changes could make it more pleasing to the eye. It is well-balanced when there is equal “weight” on each side.

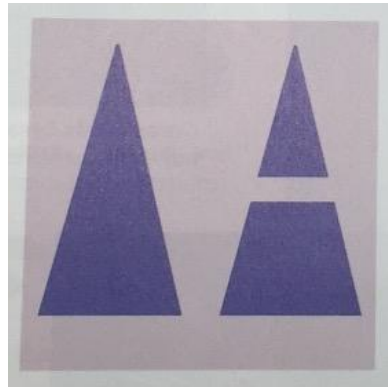
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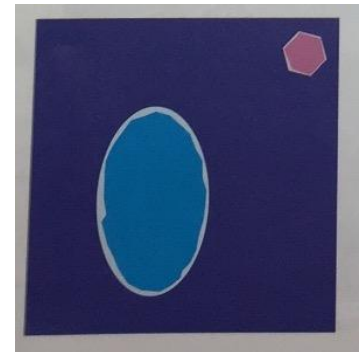
EQUALITY



EQUIVALENCE



COUNTERWEIGHT



dynamic elements of a composition: **visual weight**

Visual weight is a measure of the force that an element exerts to attract the eye.

Some factors that affect the visual weight of an element:

size, shape, form/space, isolation, density, colour, value, intrinsic interest, texture, volume, depth, perceived visual weight, location/position, orientation



visually heavy

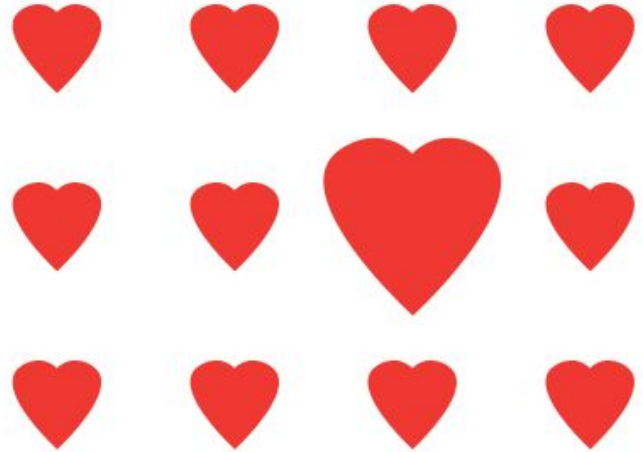


YOU FOCUSED ON THIS FIRST

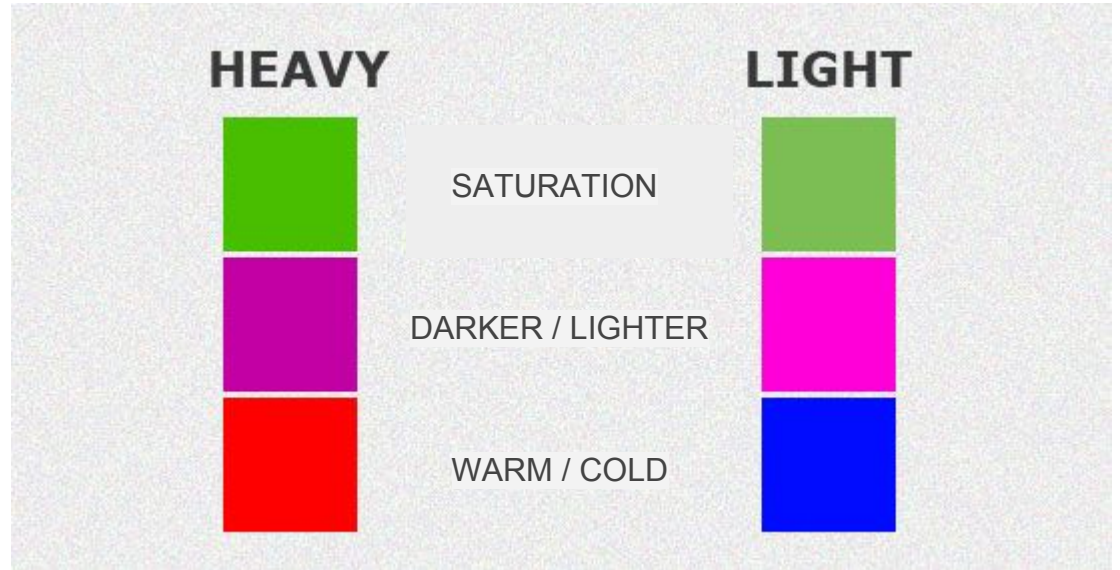
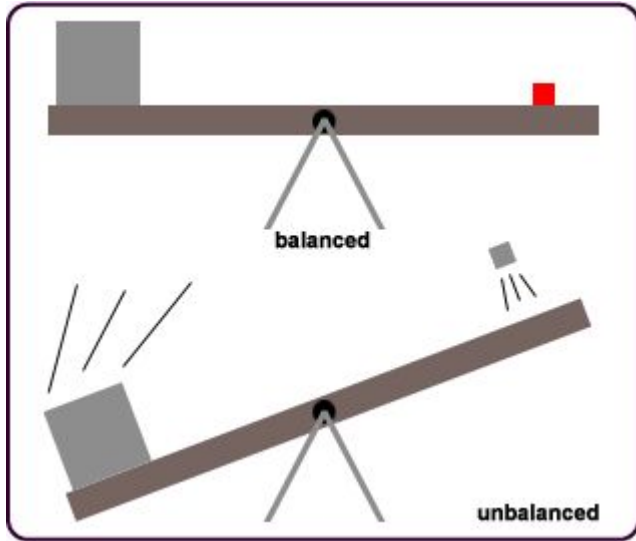
YOU FOCUSED ON THIS SECOND

visually light

visual weight: **size**



visual weight: **colour**





HEAVY COLOR,
LARGER SIZE

BALANCED BY
MORE VARIETY
MORE DENSITY
COMPLEXITY





dynamic elements of a composition: **movement**

Movement adds excitement to a composition.

Artwork may incorporate actual motion; that is, the artwork itself moves in some way.

Or it may incorporate the illusion of, or implied, movement.





dynamic
elements of a
composition:

rhythm

An element that occurs in a composition over and over again.

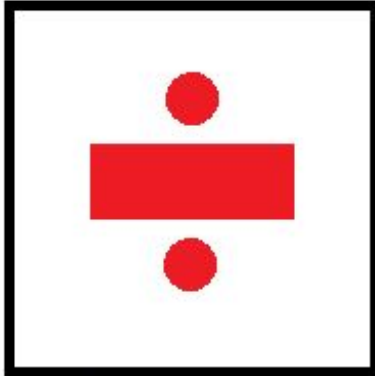
The element can repeat in a consistent pattern.

Or it can repeat in a variation of the pattern.

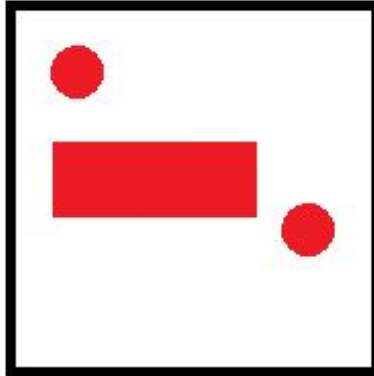


rhythm & movement

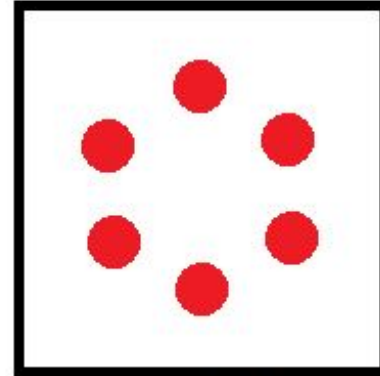
dynamic elements of a composition: **symmetry**



Symmetric



Asymmetric



Radial

dynamic elements of a composition: **proportion**

Proportion refers to the relative size of parts of a whole (elements within an object).



dynamic elements of a composition: **simplify**

Simplification is the technique of reducing a composition to only the most essential elements that support the visual statement.



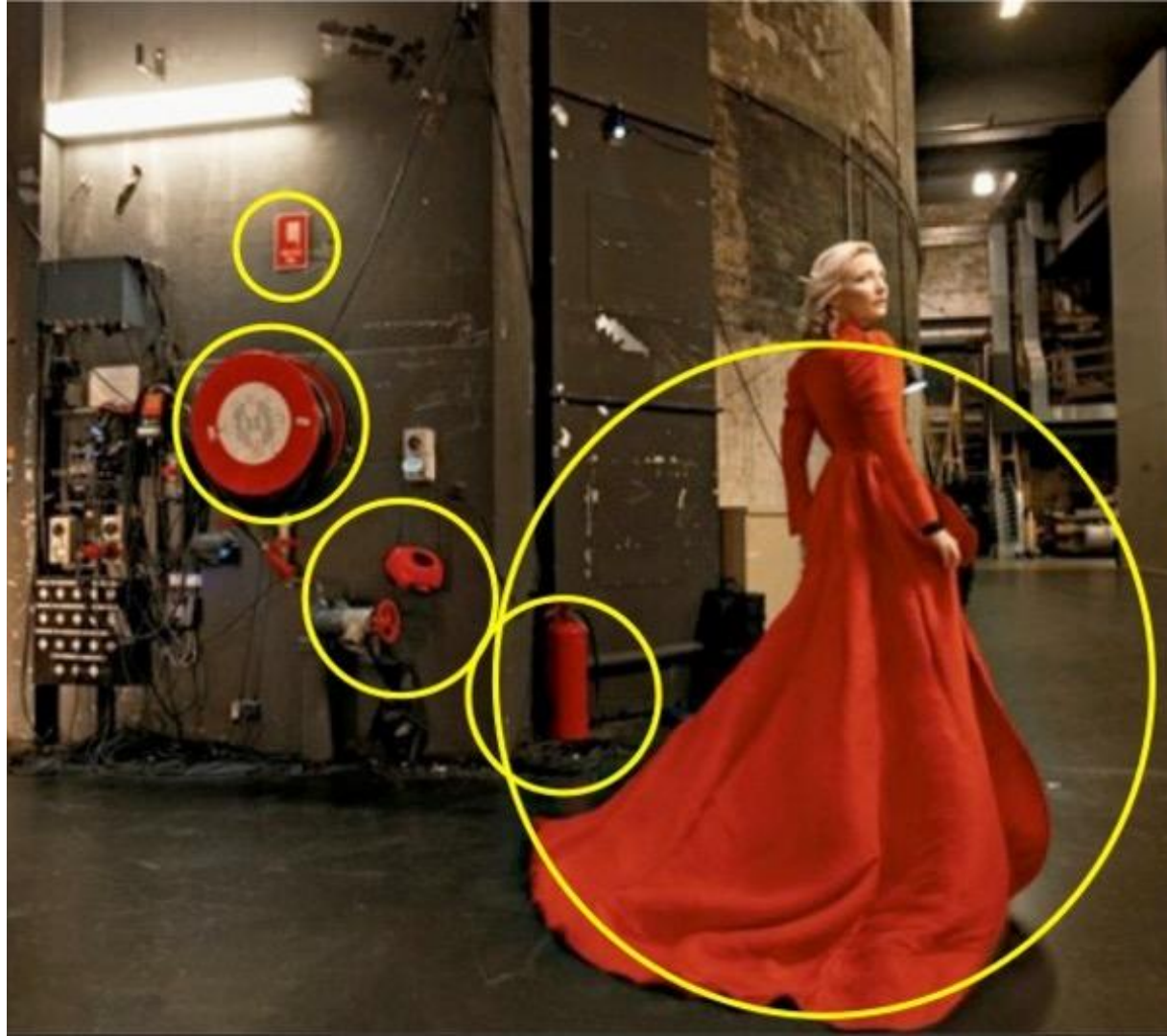


dynamic elements of a composition:

c o n t r a s t

dynamic elements of a
composition:

unity



dynamic elements of a composition:
point of view

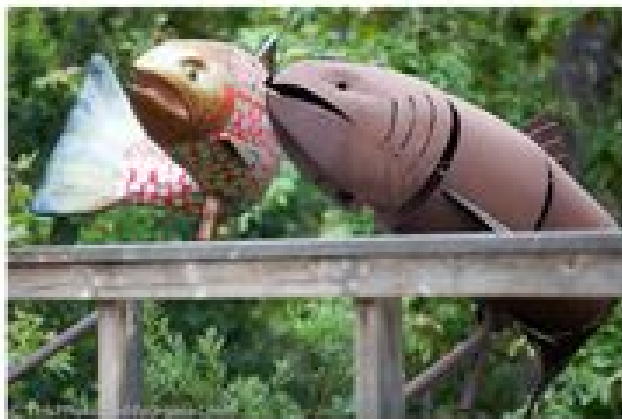


dynamic elements of a
composition:

fill the frame



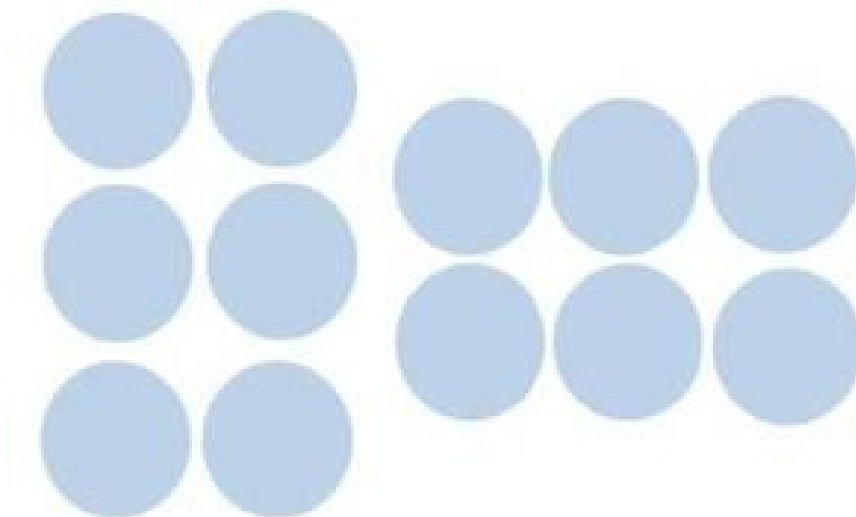
Shot 1



Shot 2



Shot 3



Law of Proximity:

Objects near each other tend to be grouped together.

The circles on the left appear to be grouped in vertical columns, while those on the right appear to be grouped in horizontal rows.

Elements that are placed close to each other will often be perceived as one group.



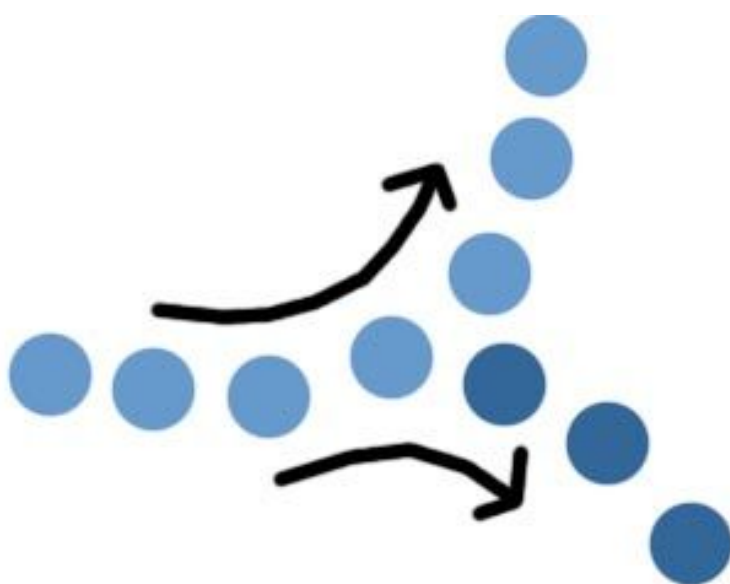
Foodmobile



Law of Similarity:

Items that are similar tend to be grouped together.

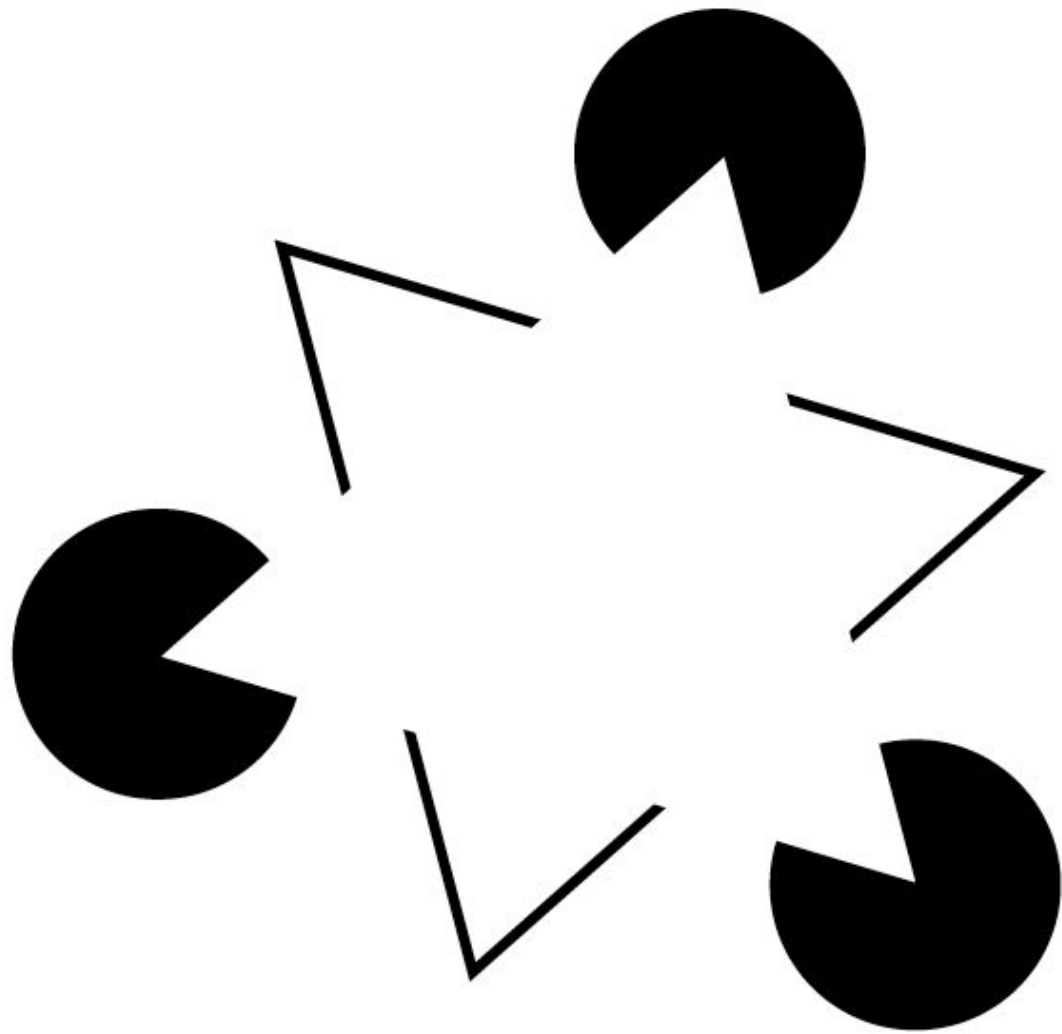
In the image above, most people see vertical columns of circles and squares.



Law of Continuity:

Lines are seen as following the smoothest path.

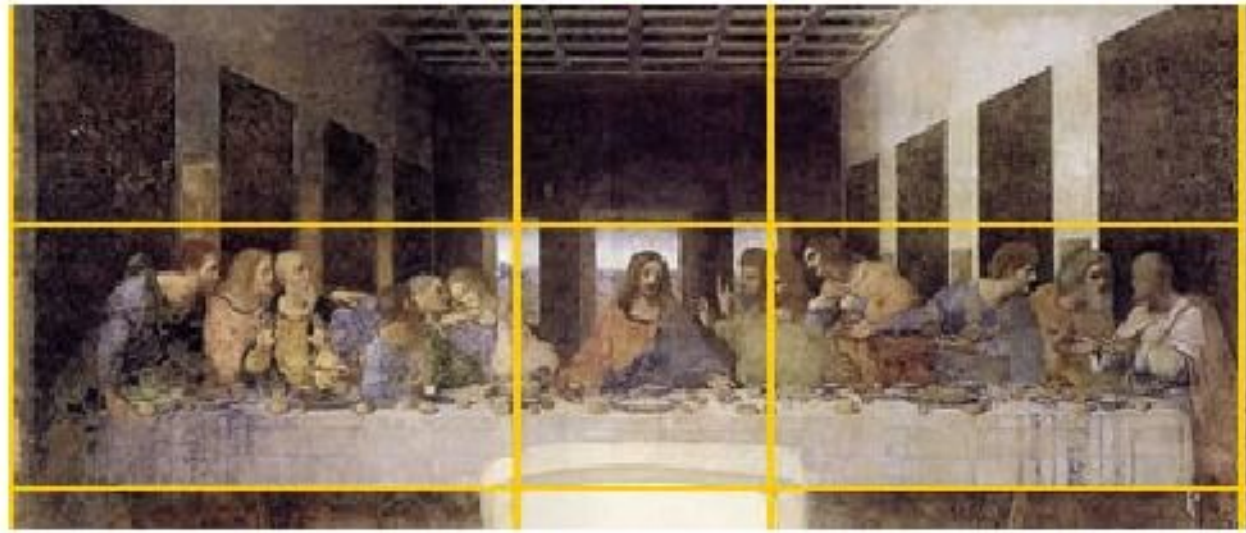
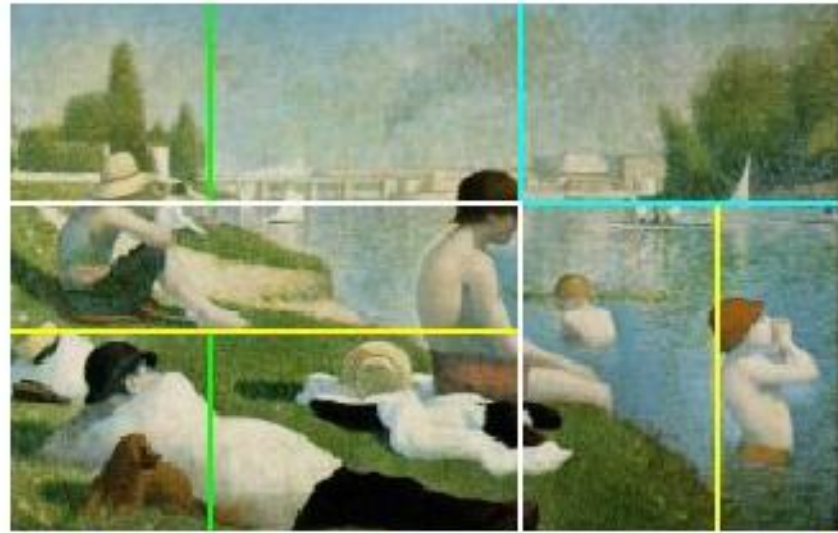
In the image above, the top branch is seen as continuing the first segment of the line. This allows us to see things as flowing smoothly without breaking lines up into multiple parts.



golden ratio

a mathematical ratio that is often found in nature and is said to be aesthetically pleasing in an almost magical way.

1 : 1.618



rule

rocks sit in the top third

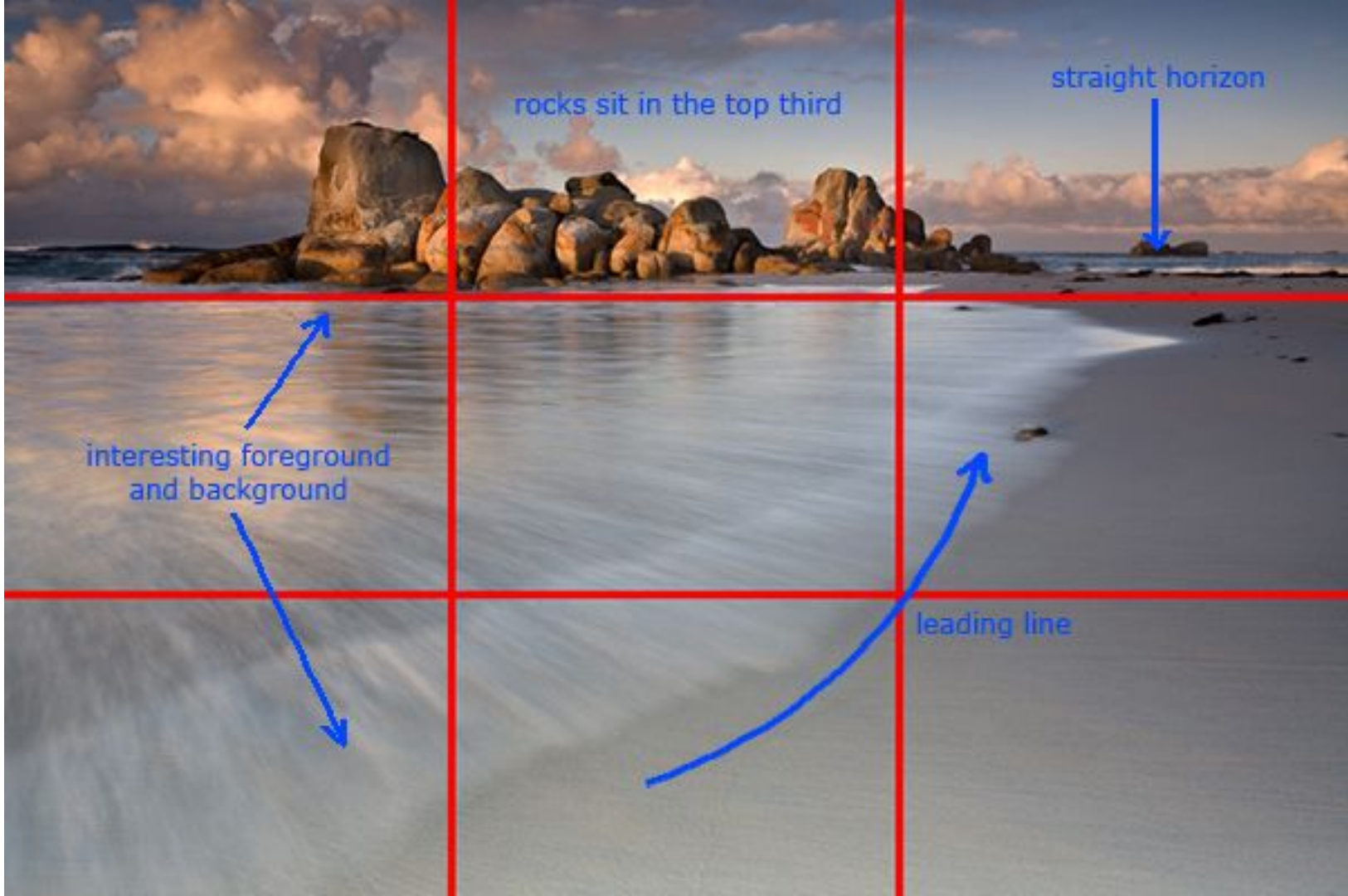
straight horizon

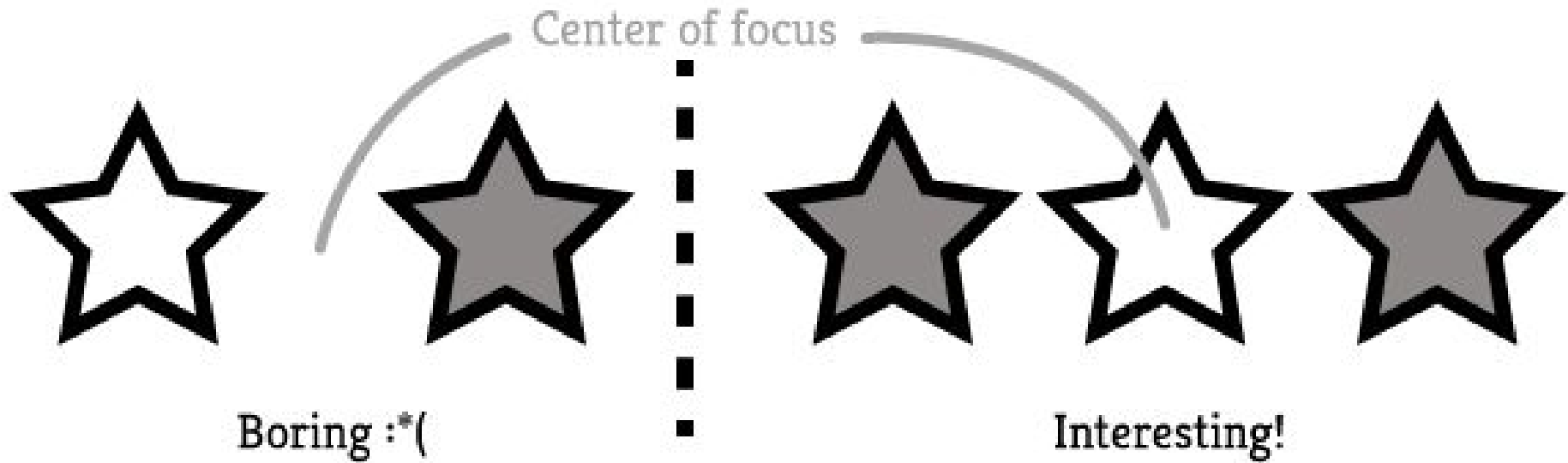
of

interesting foreground
and background

leading line

thirds

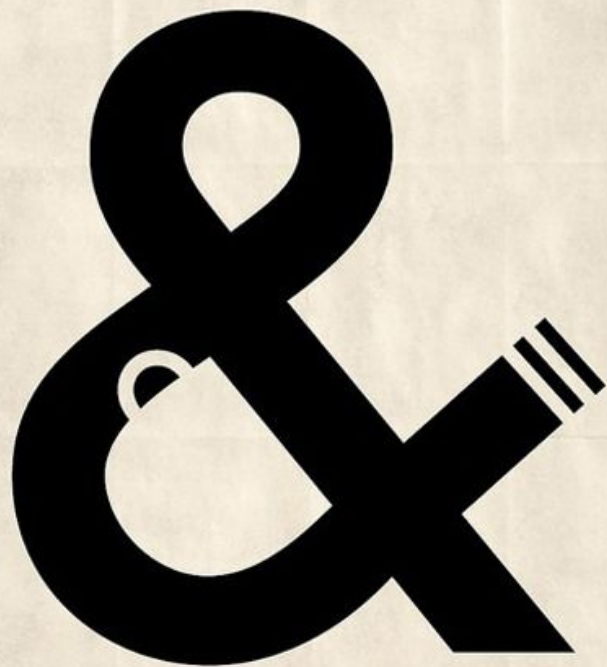




**rule
of
odds**

**strong
diagonals**

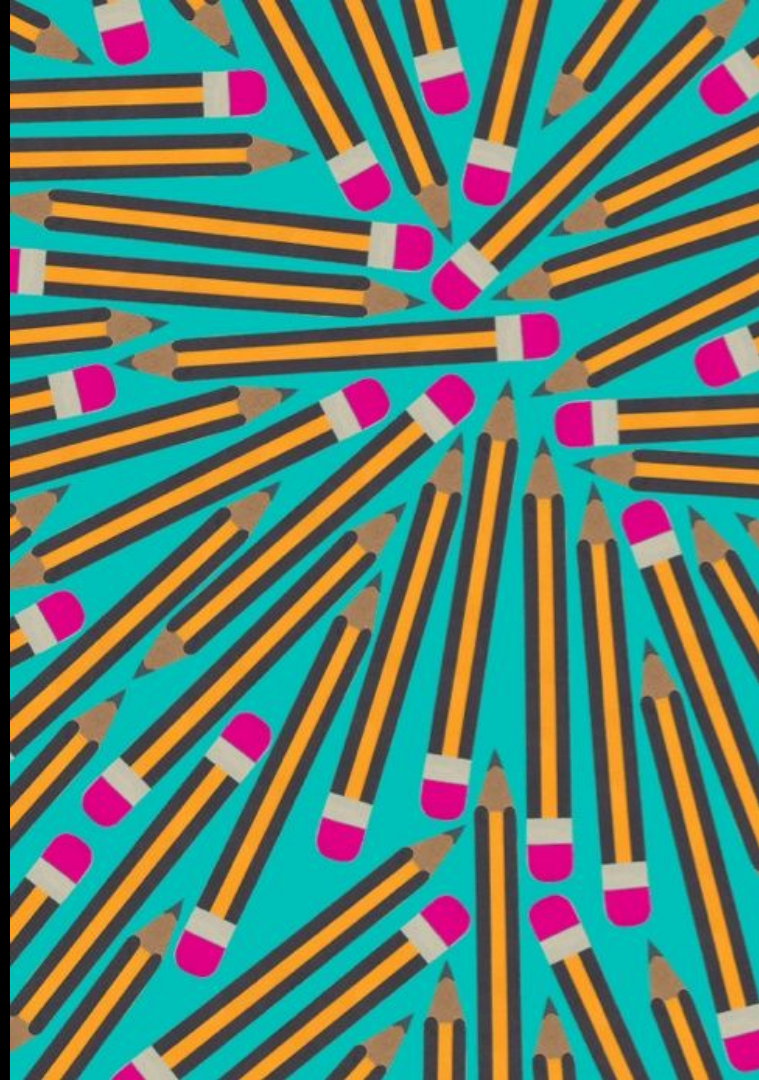




Coffee and cigarettes

A film by Jim Jarmusch

Starring Roberto Benigni, Steven Wright, Joie Lee, Cinqué Lee, Steve Buscemi, Iggy Pop, Tom Waits, Joe Rigano, Vinny Vella, Vinny Vella Jr., Renée French, E.J. Rodriguez, Alex Descas, Isaac de Bankolé, Cate Blanchett, Meg White, Jack White, Alfred Molina, Steve Coogan, GZA, RZA, Bill Murray, Bill Rice, Taylor Mead

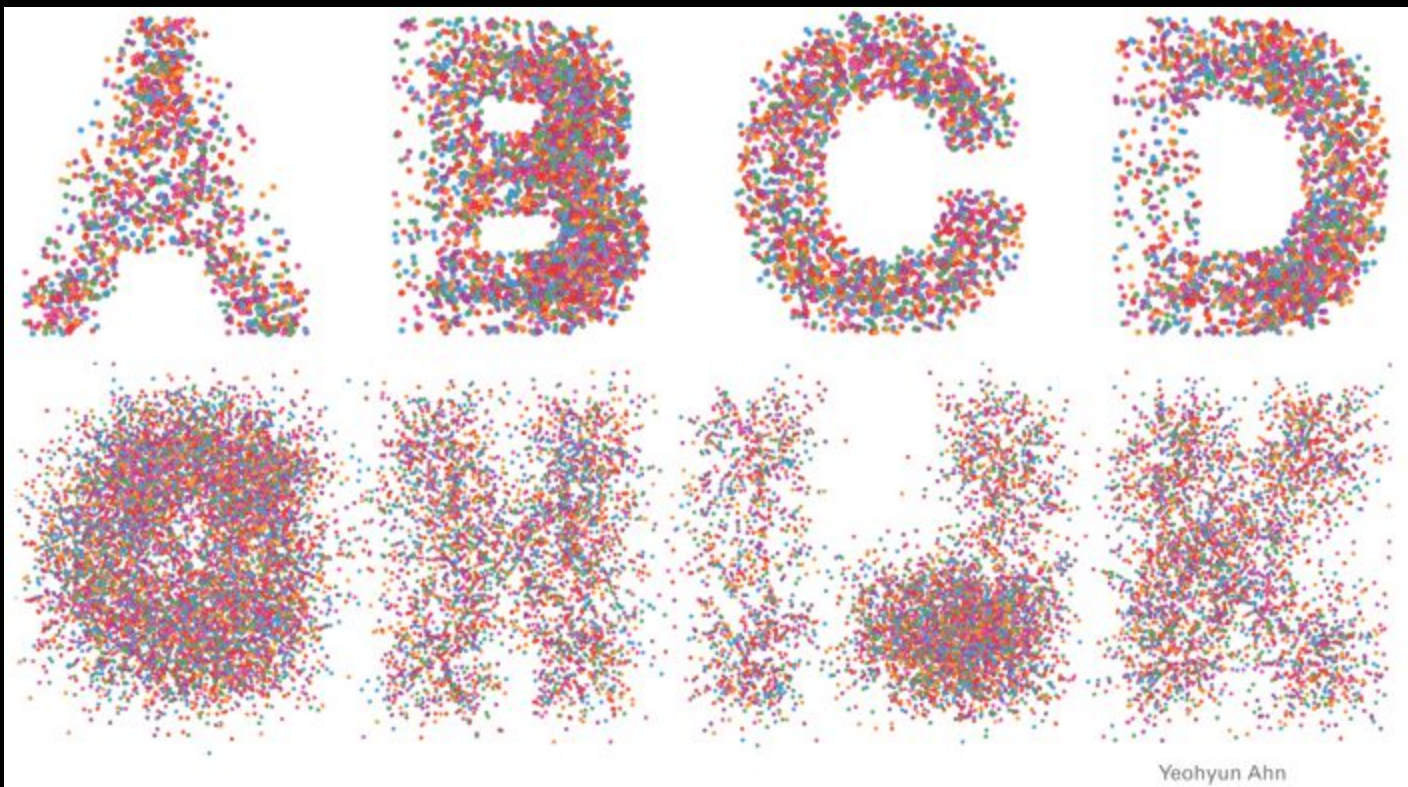




CRIMINAL UNDERWORLD



CRIMINAL UNDERWORLD



Yeohyun Ahn





















FedEx®

































Geometrical Shapes







































Depth



Depth











Rule of Thirds

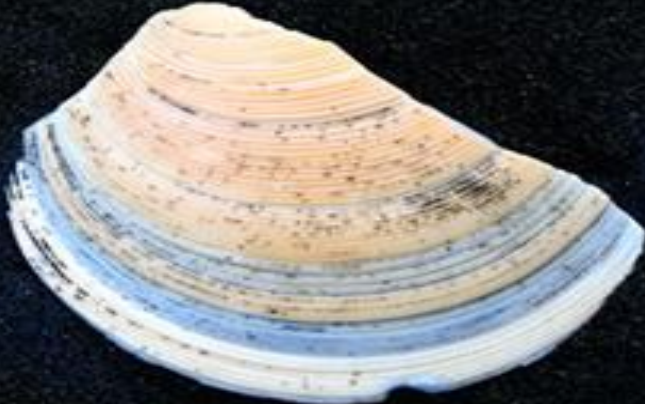




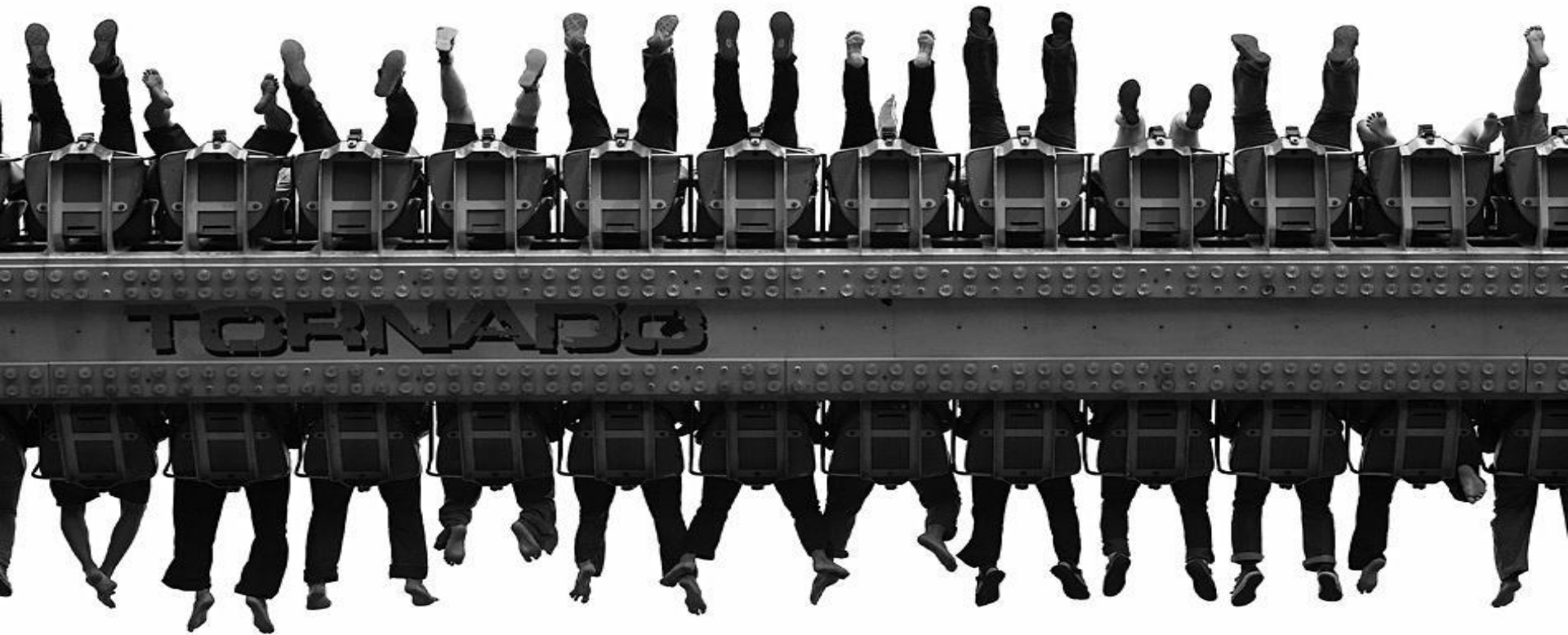












Breaking the rules



