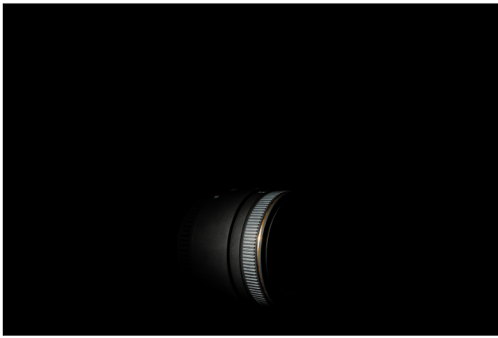# Creating Quality Content - Photography

There's lots of different elements that go into making a good photograph. Check out these tips and tricks for using light, shadow, colour and composition in creating your image.

LIGHT

Light is one of the most important elements to consider when taking your photograph.

Too much light and your image will be 'over exposed' and washed out.

Not enough light and it will be 'under exposed' and too dark.

On the camera, you can manage the amount of light using ISO, aperture and shutter speed settings. If you leave your camera in 'auto' mode, it will manage these settings itself which can be helpful for first time photographers! But there's other ways you can play with light in your images.

This image is lit from the front. The person's features are very clear, and the background is blurry. But that's ok because it draws attention to the subject which is the person!

This image is 'back lit', where the light is behind the subject. This means the subject has become a silhouette to contrast against the background.
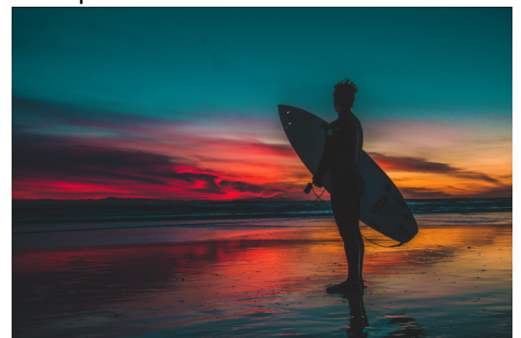
And this one is lit from the left side, making one side of the subject be in shadow and one side be lit up, adding more dimension to the photograph!

WARM VS COOL

Did you know photographs can have a temperature?

Warm images have red, yellow and orange tones (and some purples!) and can convey a sense of warmth, coziness, or energy.

Cool images have blue, green, or sometimes purple tones and can help convey a sense of clear, calm, relaxation or moodiness.

Changing the temperature of a photograph can completely change the way it makes the viewer feel.

Compare this photograph of Lake Louise in Canada on the right, to the photograph above. It's the same lake, and the photographs are taken from very nearly the same spot but the feelings they inspire are very different!

It's also a great example how of how you can use contrasting temperatures to make an image more interesting.
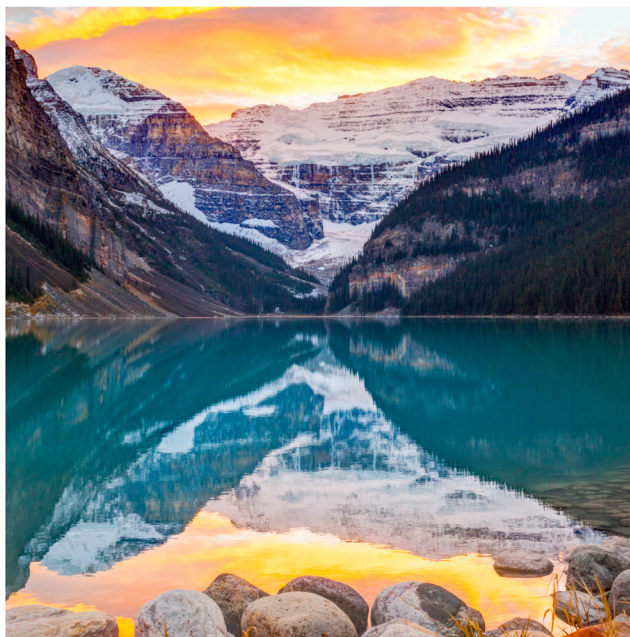
Speaking of contrast...

TOP TIP!

The 'golden hour' in photography is the short period of time just after sunrise, or just before sunset where the daylight is warmer and softer than usual. This light is very forgiving and helps to create magical images.

Similarly, the 'blue hour' is just after sunset before it is truly dark and can produce dramatic and moody images.

dark light
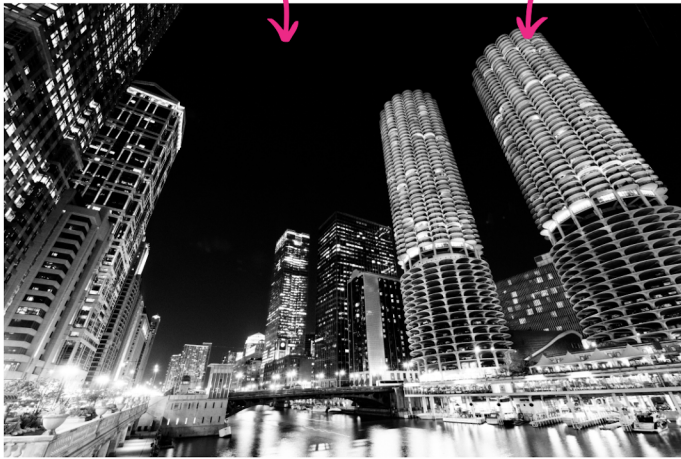
CONTRAST

Contrast is a great way to draw attention to your subject.

You could use tonal contrast with light and dark areas.

cool

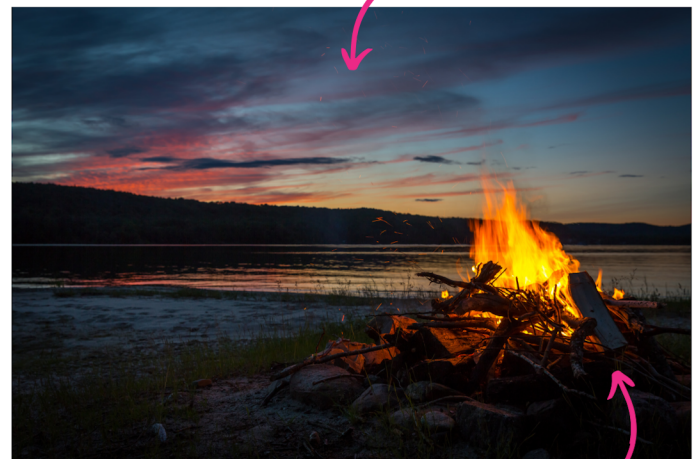Or contrast your temperatures using both warm and cool colours.

warm

You could use contrasting sizes to highlight just how big, or how small something is.

big ocean!

subdued

tiny people!

You can also contrast the intensity of your image with bright areas and subdued areas.

purple

bright

And, of course, you can always contrast your colours!

yellow

FRAMING

Framing in photography is how the photographer highlights their subject. There's many different ways you can create a frame for your subject. Look around you and see if you can find any frames in the environment.

You might take your photograph through a doorway or a window.

This photographer has used cherry blossoms to frame Mount Fuji

RULE OF THIRDS

The rule of thirds in photography is a guide to creating an image with an interest point. If you put your subject right in the middle of your image it can feel flat. Using the rule of thirds helps the viewers eye to 'walk' around the image making it more interesting. Many cameras and phones have this setting as an option to turn on to help you compose your photograph.

The rule of thirds divides your picture into three, horizontally and vertically.

This gives you four 'power points' where you can put your point of interest (the subject).

You can also try and line up your vertical lines (trees, people) and horizontal lines (roads, horizon) to lead the viewer's eye to your subject. This is another way of framing!

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