



Dr George Klein

## **Module 1. Fabulous Black and White**

### **Welcome to a photography course like no other**

Welcome to Love Photo Design

This course is the culmination of 30 years of study, practice and above all, a love for photography.

Every detail of this course is designed to help you become a top photographer.

To help you see possibilities that you didn't dream existed.

I look forward to sharing this course with you.

### **Introduction**

Love Photo Design is based upon the work of:

Robert W Gill F.D.I.A., F.S.A.I., F.I.B.A., F.W.L.A., A.S.A.P

This work embraces the science and art of image making:

### **Definition of Science**

The systemic study of the nature and behaviour of the material and physical universe, based on observation, experiment and measurement and the formulation of laws to describe these facts in general terms.

### **Definition of Art**

The expression or application of human creative skill and imagination, typically in a visual form such as painting or sculpture, producing works to be appreciated primarily for their beauty or emotional power.

## **Definition of Design**

The art and science of relating or unifying contrasting elements.

The art of creating interesting units.

## **Love Photo Design - Design for Photographers**

In the Love Photo Design course, you'll learn to take images that impact, inspire and delight.

The Love Photo Design course gives you:

- crucial design tools
- a simple step-by-step process
- the courage to take great images

These are skills that will change your photography forever.

## **Building Creative Images**

### **Creative - Definition**

Relating to or involving the use of the imagination or original ideas to create something.

### **Practical Definition**

Creativity means seeing the same things you see every day with new eyes.

### **How Pictures Work**

### **Behaviour of Light**

1 Light travels from it's source in straight lines.

2 Light rays cannot change direction unless a reflector of some kind is used.

3 Light rays cannot penetrate solid opaque matter - because of this we have shade and shadow.

**Shade** exists when a surface is turned away from a light source

**Shadow** exists when a solid opaque object is placed between a light source and a surface on which the light would normally fall.

### **Use of Colour**

Usually increases complexity

Can be difficult to control

Only use if enhances the composition

### **Form**

The illusion of the 3rd dimension.

### **What makes a subject Photogenic?**

When the subject has light shade and shadow (tonal) patterns which are harmonious with the subject.

### **Light Shade and Shadow Patterns - Summary**

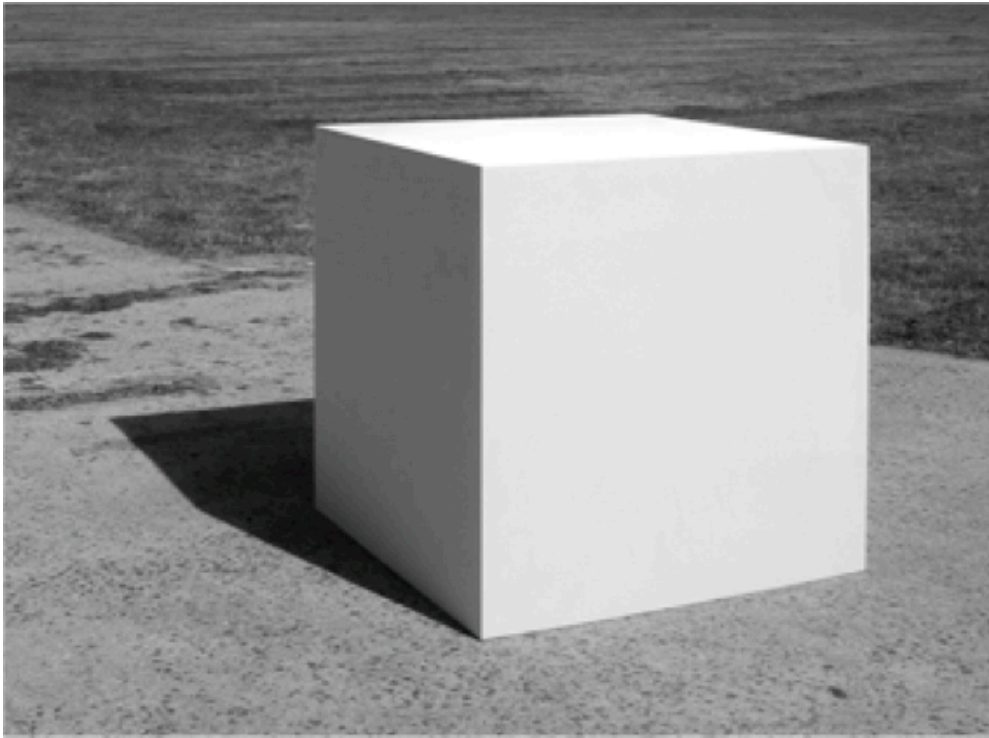
- Make objects look 3 dimensional
- Chose lighting conditions which create harmonious tonal patterns to enhance the subject.
- Create contrast
- Make images look more interesting, through variation.

### **Photograph of a cube** (after Robert W Gill)

Please add:

1 Direction of light

2 Location of direct sunlight, shade and shadow



## Learning Exercises

- 1 Photograph a cube (or rectangle) in sunlight as per the image above ie angled sunlight.
- 2 Walk around the cube photographing different shade and shadow patterns. Watch the modelling change and no longer become photogenic.
- 3 Take a photograph with your back to sun and watch the shade and shadow (modelling) disappear.

Modelling - The forming of three-dimensional surfaces...the creation of the illusion of such surfaces within the two-dimensional confines of photography

- 4 Take lots of photogenic subjects.

## **Summary Fabulous B&W**

- B&W has the highest contrast and impact.
- B&W has superior texture and form.
- For harmonious images chose tonal patterns which are harmonious with the subject and enhance the subject.
- Colour - Can be a distraction, difficult to control, use only if it contributes to the result.

Enjoy Your Photography

*Lease.*

