

Making a successful photograph

Note the highlighted 3 most important elements.

Just in time for the holidays we present these excerpts of a Bill Black article found in the July 1998 PSA Journal. Neil Steller helped your editor [Ron Kriesel] round up this information.

Mr. Black states that as an exhibitor in PSA International Salons, he has concluded on some basics which frequently make a successful image, especially in competition.

1. **Impact:** Immediately upon seeing an image there is a burst of excitement, an emotional response. This emotional experience may override the image's photographic qualities or it may lead to thoughtful consideration of the image qualities.
2. **Composition:** This is the way the photographer chooses to arrange the elements of their design. This includes shapes, line, space, texture, pattern, gesture, color, tones and light.
 - a. **Position:** Try for off center subject rather than centered, static subject. The rule of thirds is an effective tool.
 - b. **Lines:** Diagonal implies motion. Horizontal implies a static effect. Vertical implies strength but may also be static.
 - c. **Shape:** Circular are restful. Rectangles make for a static image. Triangular are forceful or dynamic.
3. **Technique:** This is the proper use of light, exposure, depth of field, viewpoint, processing and mounting.
4. **Interest:** An interesting subject [Foreground] will keep the viewer from being lost, confused or bored. It is the photographer's responsibility to cause the viewer to experience what the photographer is portraying.
5. **Bottom line:** A competitive image expresses simplicity. It should contain only what is necessary in the frame. It should make one and only one statement.

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