CONTENTS

03 CAMERA CARE, HANDLING & SUPPORT

06 UNDERSTANDING EXPOSURE

12 BASIC COMPOSITION

18 SUBJECT POSITIONING
   - RULE OF THIRDS
   - NEAR TO FAR COMPOSITION

26 ELEMENTS OF DESIGN
The first step is to buy a camera. The most important step is to maintain it. Proper care and handling ensures long life and good output.

**CAMERA HANDLING, CARE & SUPPORT**

**CLEAN**

**CHARGE**

**PROTECT**

**USE PROTECTIVE FILTERS!**
HOLDING YOUR CAMERA

Bear in mind that the key to sharper shots is stable handling. Practice holding your camera before shooting.
To help you steady your camera and capture shots in perfect position, use a tripod.

*Use a sturdy table or a bag as alternative to tripod.*
Exposure is the amount of light that reaches your camera sensor. Aperture, shutter speed, and ISO are the three elements of exposure; each has its own way of manipulating light.
Changing one element has a measurable and specific impact on exposure. Learn how the three elements work together to create an exposure.
LARGE APERTURE = SHALLOW DOF  F/2

SMALL APERTURE = DEEP DOF  F/16

Source: https://www.exposureguide.com/exposure/
SHUTTER SPEED

Motion

Source: https://www.exposureguide.com/exposure/
ISO SENSITIVITY

Quality

Source: https://www.exposureguide.com/exposure/
Determine the right exposure by checking if the marker on the camera meter is at zero.
The art of organizing all the elements of a visual message into a readable and pleasing form.
HAS ONE POINT OF INTEREST
POSITIONING YOUR SUBJECT

How you position the subject affects the message of the photograph.
REVERSING THE POSITION - AGAINST THE NORM
RULE OF THIRDS

A powerful compositional technique for making photos more interesting and dynamic.
A sense of balance without making the image look too static.
A sense of complexity without making the image look too busy.
NEAR TO FAR COMPOSITION

Demonstrates space and depth (Fore-Mid-Background)
Near to Far Composition

Demonstrates space and depth (Fore-Mid-Background)
Elements of Design

Design elements of a photo may include: line, pattern, color, texture, form and shape. Line is the most basic of all, which can be interpreted as restful, rigid, active, soothing or threatening.
HORIZONTAL LINE

conveys tranquility, peaceful although remains masculine
VERTICAL LINE

evokes sense of permanency, rigidity and authority
DIAGONAL LINE

evokes feeling of movement, activity and speed;
suggests energy or action
LEADING & MERGING LINES

directing the viewer's eye
S-CURVE LINES
also known as Hogan’s line of beauty; signals grace, youthful energy or feminine qualities
C I R C L E

evokes feeling of completion, universality, psychological wholeness and warmth
Texture

exudes deep emotions: use texture to describe almost everything, like a rough day, soft touch or sharp mind
FRAMING
P A T T E R N S
PERSPECTIVE

bird's eye view