



# Grafický design GUI fotografie

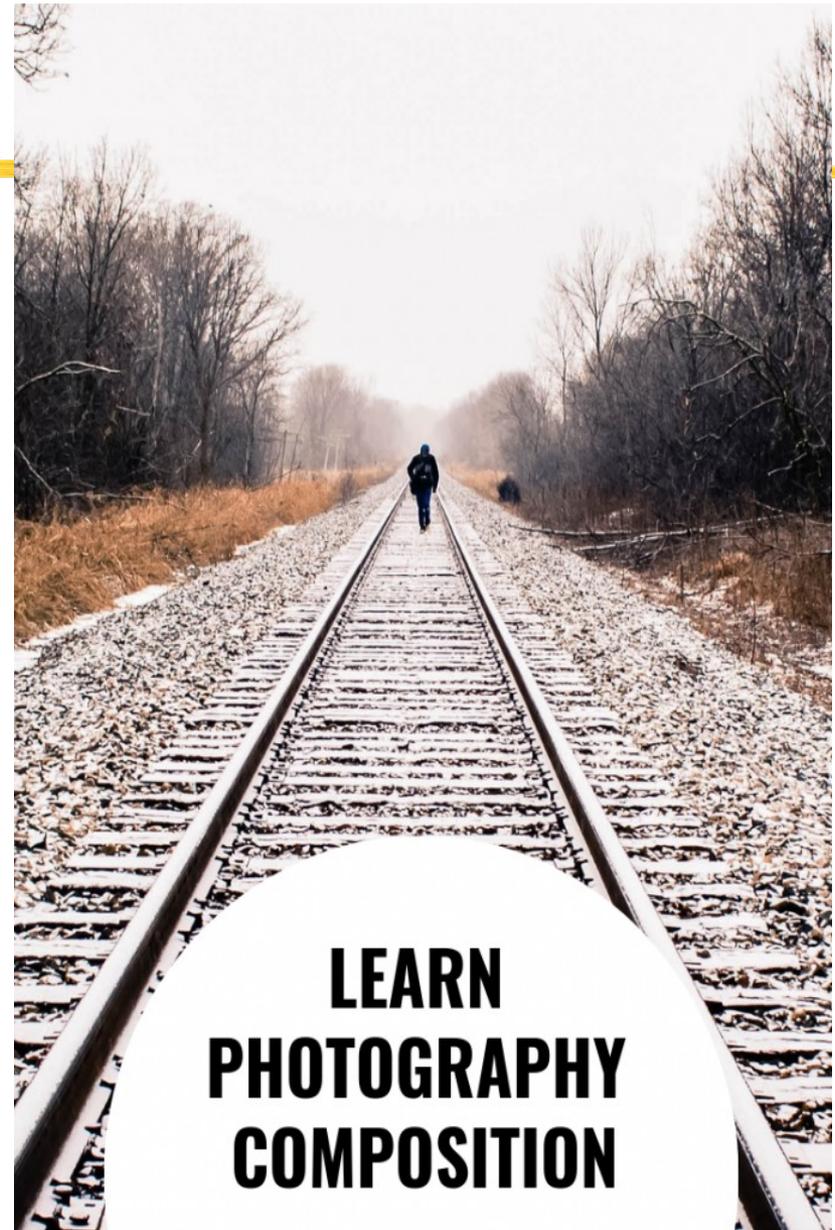
**Eduard Sojka**

URO, Léto 2023/24

VŠB – Technická univerzita Ostrava

# Design GUI: Fotografie

Fotografie a obrázky bývají také součástí GUI a webových prezentací; i na nich záleží.



# Design GUI: Photography Composition

**Composition** is a term for the formal structure photography.

- The arrangement of objects and their geometric relationships
- Perspective and lines (real as well as imagined)
- Principles of organization such as symmetry, grouping, structure, grid, and contrast light and color

**But** If they don't work in your scene, ignore them. Photography is an art form.

**Firstly**, the photograph must have a clear content that can be understood at a glance (object, action).

# Photography Composition: Rule of Thirds



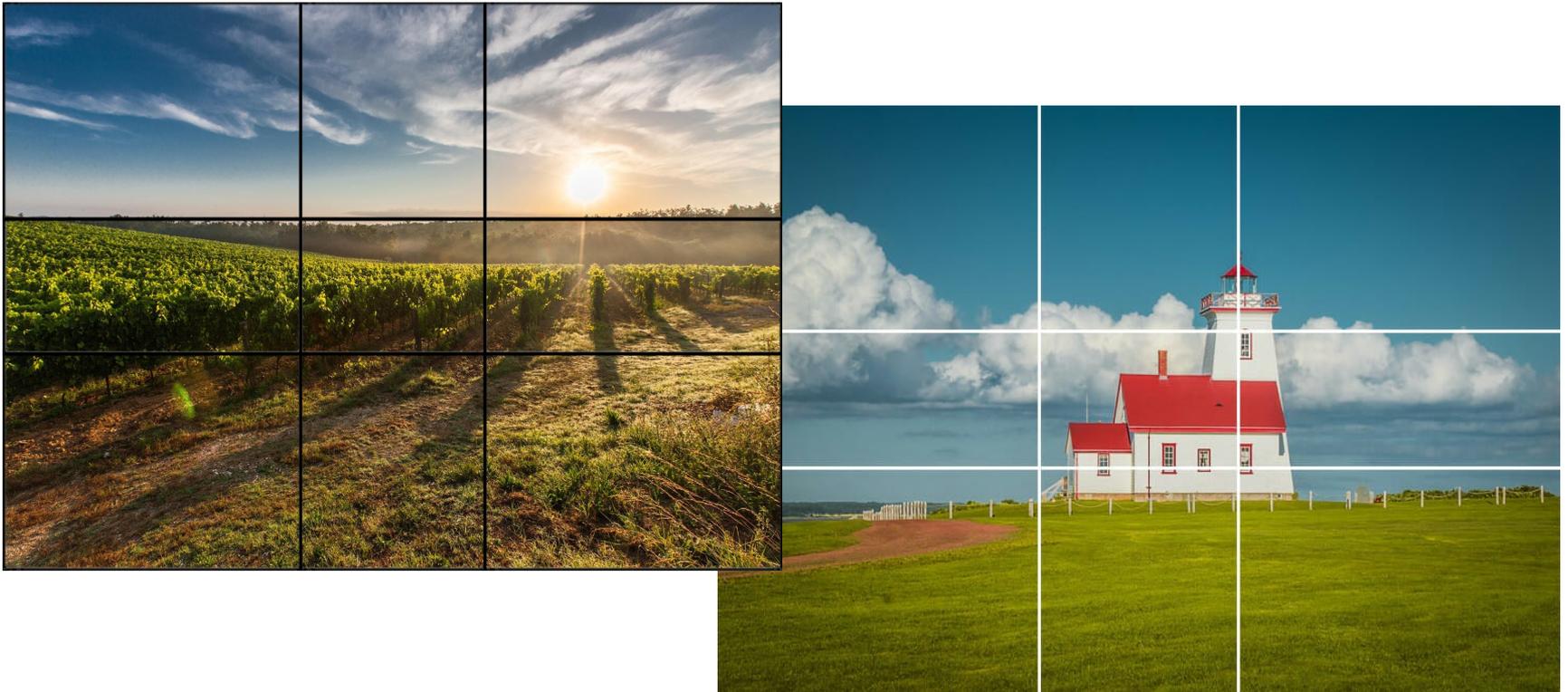
Not necessarily, your object must be in the center of picture. You can position the most important elements in your scene along the shown lines, or at the points where they intersect.

# Photography Composition: Rule of Thirds



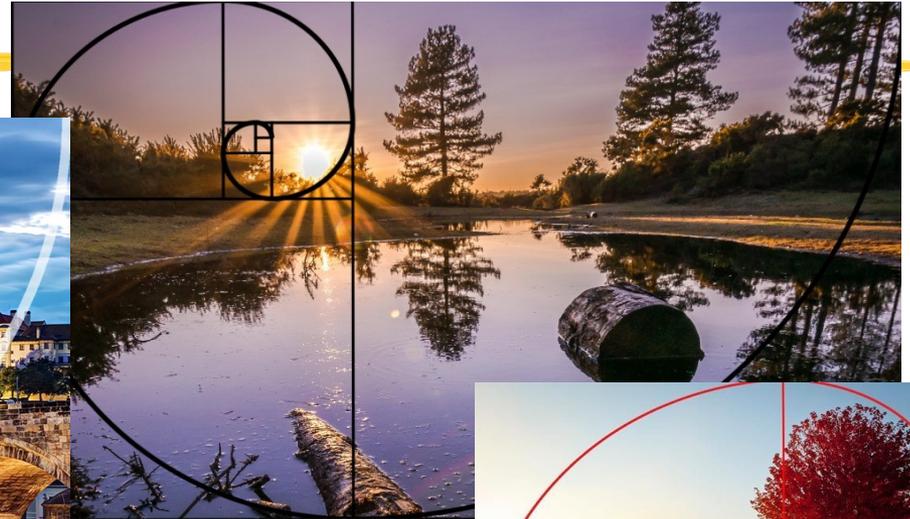
Not necessarily, your object must be in the center of picture. You can position the most important elements in your scene along the shown lines, or at the points where they intersect.

# Photography Composition: Golden Ratio



The golden ratio (Fibonacci) is considered to be an even more eye-pleasing ratio. While the rule of thirds is based on a 1:1:1 frame, the golden ratio is based on a 1.618:1:1.618 frame.

# Photography Composition: Golden Spiral



This photography composition method works so well because it creates a natural flow in the photograph, guiding the viewer's eye right where it needs to go.



# Photography Composition: Golden Spiral



# Photography Composition: Golden Triangle



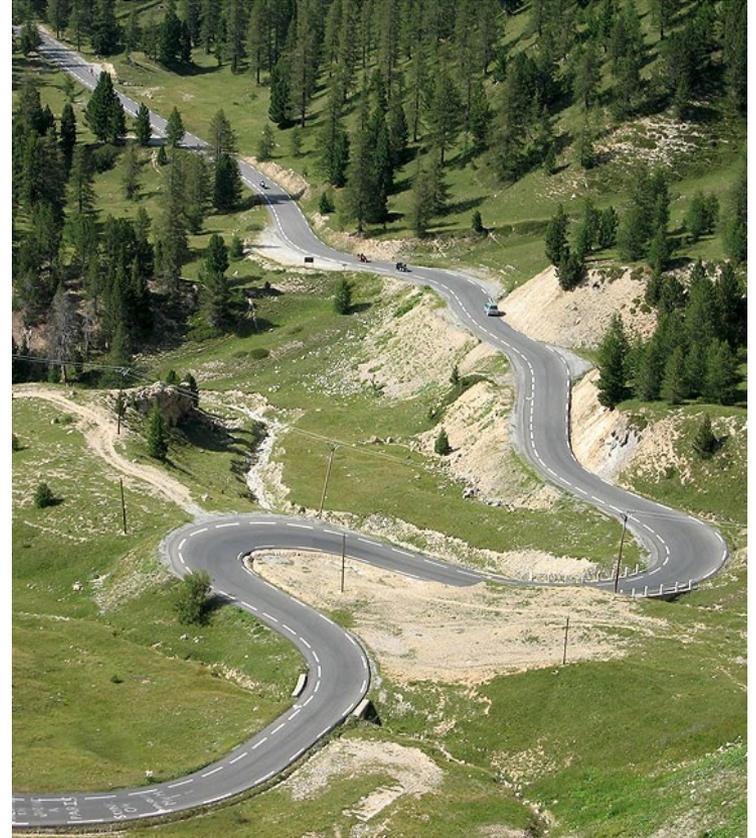
Put the objects deserving attention in the intersection points or let their outlines follow the imaginary lines.

# Photography Composition: Balancing Elements



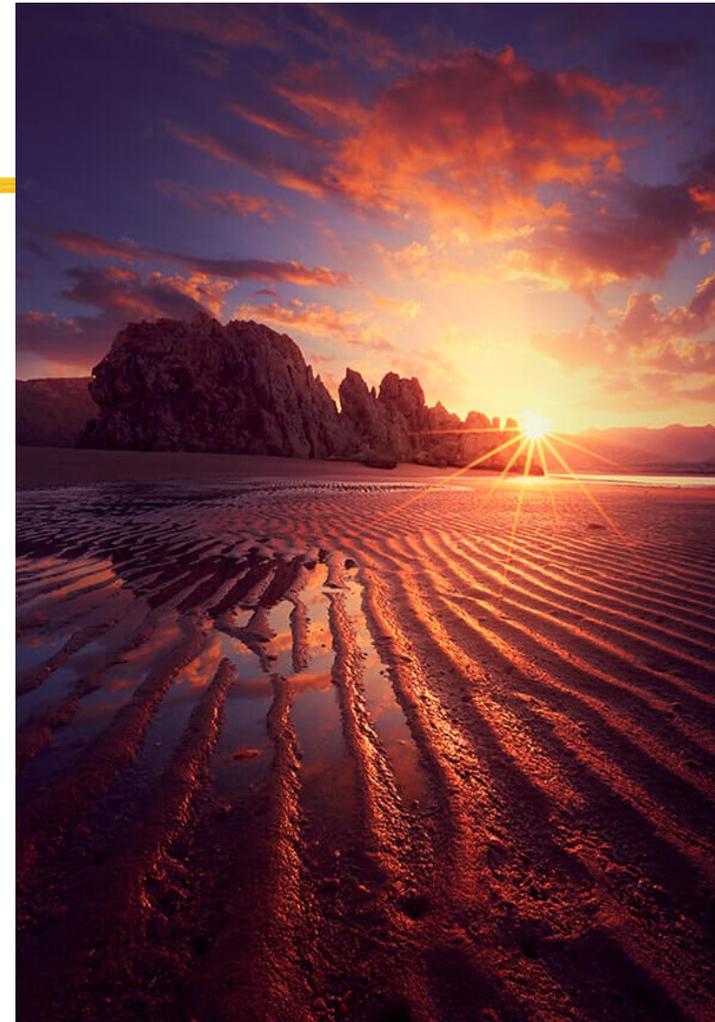
You can achieve a balanced composition and even out the main subject's visual weight by including another object of lesser importance to fill the space (which might seem empty otherwise).

# Photography Composition: Leading Lines



When we look at a photo, our eye is naturally drawn along lines. Leading lines affect the way we view the image, pulling us into the picture, towards the subject, or on a journey "through" the scene.

# Photography Composition: Patterns



Using patterns in images creates a sense of rhythm and harmony. Patterns appear when elements such as lines, shapes, colors, or forms repeat themselves.

# Photography Composition: Patterns

Using patterns in images creates a sense of rhythm and harmony. Patterns appear when elements such as lines, shapes, colors, or forms repeat themselves.



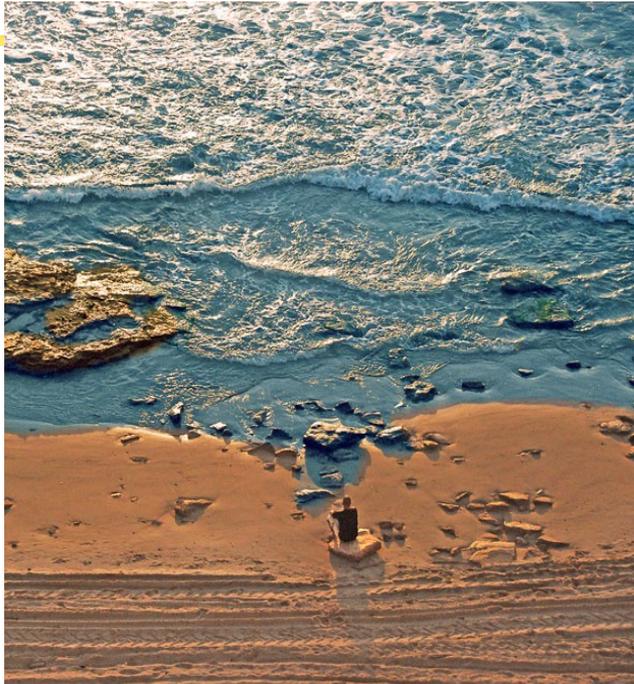
# Photography Composition: Symmetry



Symmetry, again,  
creates a sense of  
harmony.



# Photography Composition: Viewpoint



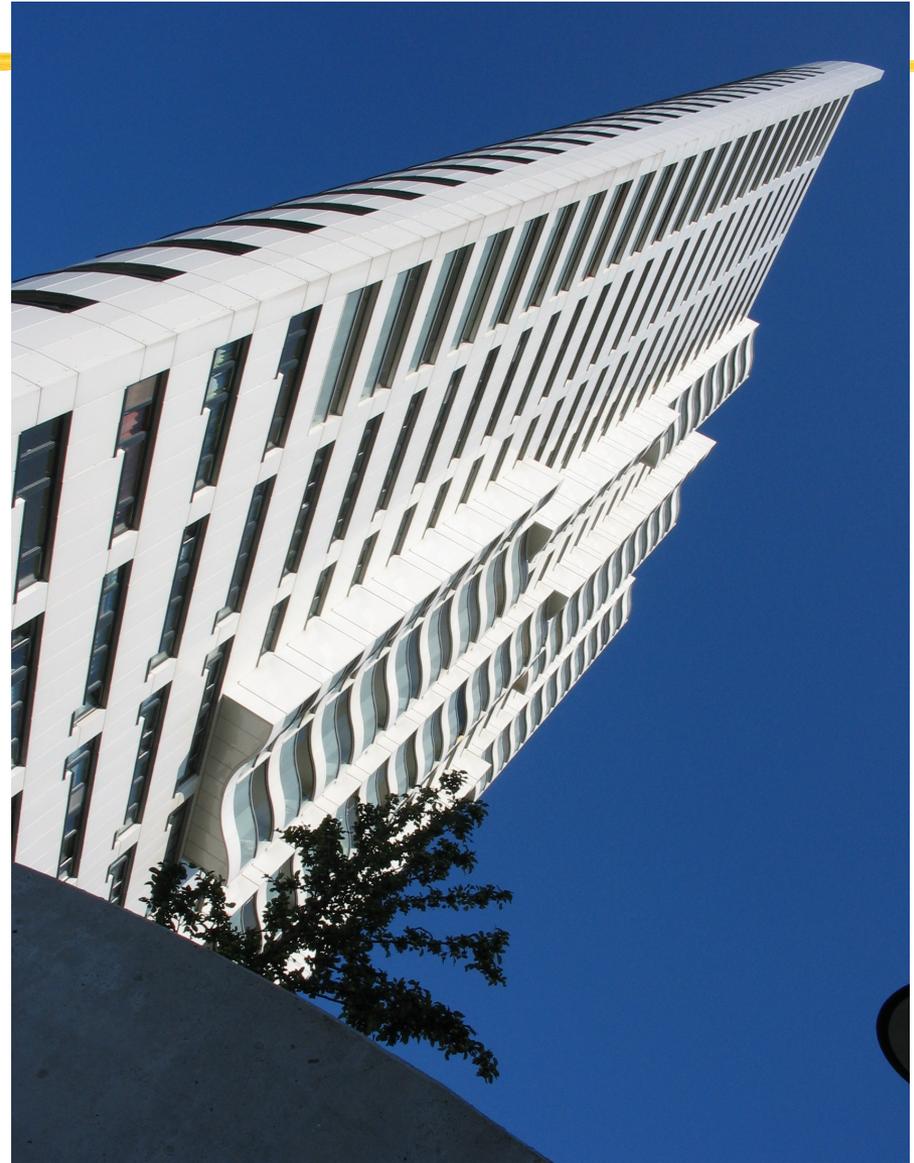
Changing the viewpoint may dramatically change the mood of image. A low viewpoint can distort the size of an object and make it appear larger and more dominant.



# Photography Composition: Viewpoint



Changing the viewpoint may dramatically change the mood of image. A low viewpoint can distort the size of an object and make it appear larger and more dominant.



# Photography Composition: Depth



You can create depth by including objects in the foreground, middle ground and background. Another possibility is overlapping; you deliberately partially obscure one object with another. The human eye naturally recognises these layers and mentally separates them out, creating an image with more depth.

# Photography Composition: Depth of Field



Depth of field is often used to isolate object (e.g. in portrait photography)

# Photography Composition: Framing



The natural frames, such as trees, archways and holes may help you to isolate the main subject from the outside world. The result is a more focused image which draws the eye naturally to the main point of interest.

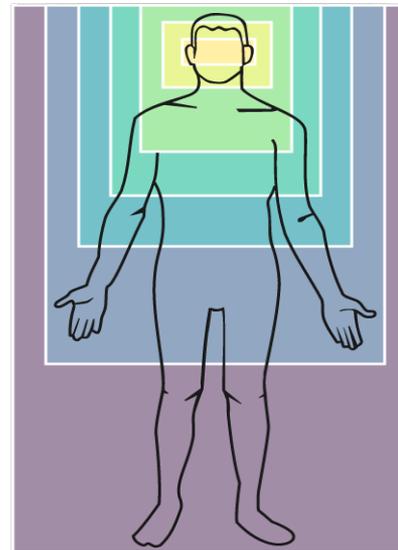
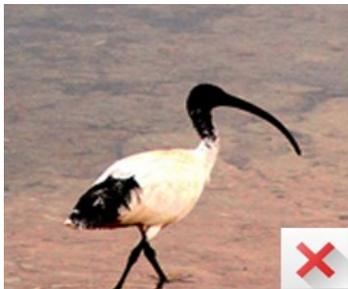


# Photography Composition: Cropping



By cropping tight around the subject you eliminate the background "noise", ensuring the subject gets the viewer's undivided attention.

# Photography Composition: Cropping



Crop your photos to tell a story, leave out unnecessary details, don't always center your subject, be careful when cropping out pieces of body, don't crop out the horizon, ...

# Photography Composition: Rule of Odds



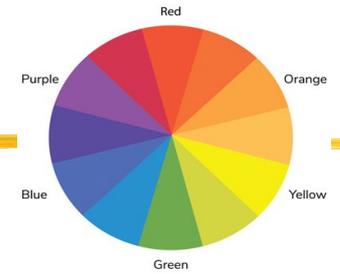
The eyes are drawn to images that contain an odd number of elements rather than those with an even number.

# Photography Composition: Rule of Odds



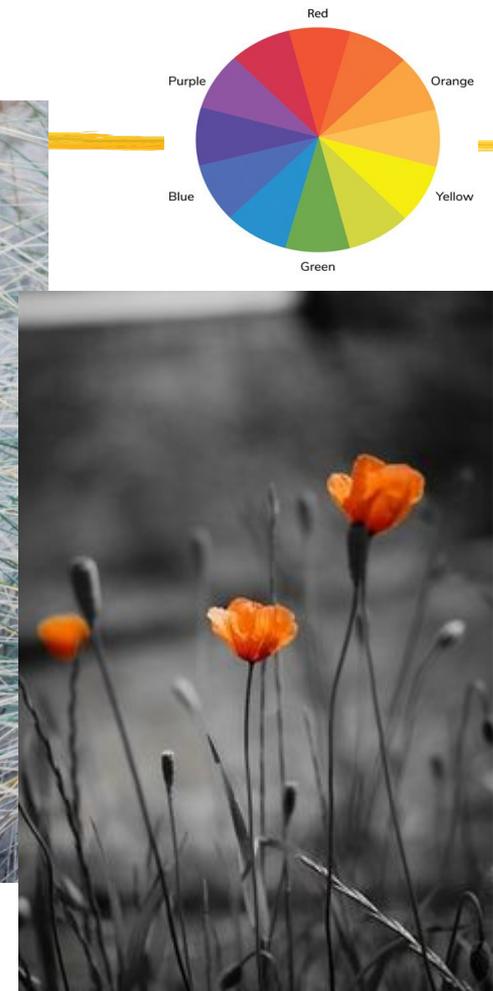
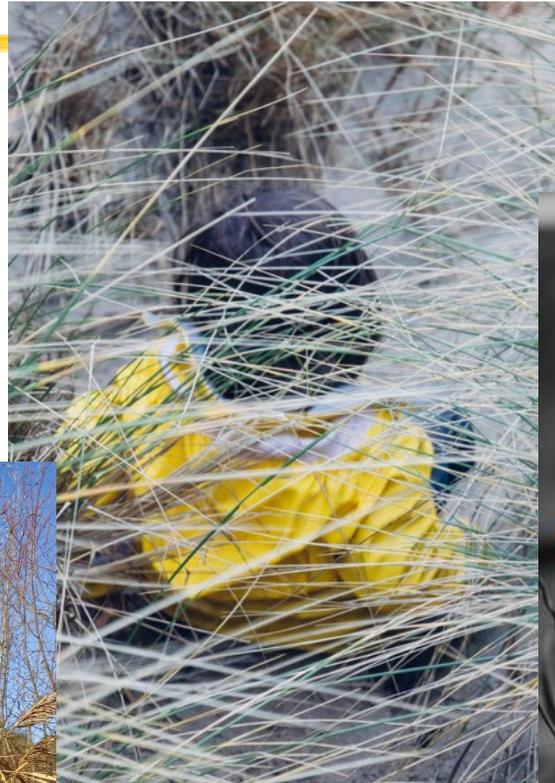
The eyes are drawn to images that contain an odd number of elements rather than those with an even number.

# Photography Composition: Colours



Color composition is the art of combining different color elements that match together. Use the color wheel to identify primary and their secondary counterparts, which creates complimentary colors.

# Photography Composition: Colours



In photography, the dominant colors are the warm colors, e.g. red, yellow, and orange. These colors are considered dominant because they reach our eyes before the cooler colors.

# Photography Composition: Colours



Color composition is the art of combining different color elements that match together. Use the color wheel to identify primary and their secondary counterparts, which creates complimentary colors.

# Photography Composition: Experimentation



In spite of all this, do experiments with photos composition. You never know whether an idea will work until you try it.