What is Photography?

- Photography is the art, application and practice of creating durable images by recording light, either electronically by means of an image sensor, or chemically by means of a light-sensitive material such as photographic film.

- **Photo** is defined as using or produced by light.

- The art or process of producing images by the action of radiant energy and especially light on a sensitive surface

Etymology

The word "photography" was created from the Greek roots φωτός (*phōto's*), genitive of φῶς (*phōs*), "light" and γραφή (*graphé*) "representation by means of lines" or "drawing", together meaning "drawing with light".

Hercules Florence, a French painter and inventor living in Campinas, Brazil, used the French form of the word, *photographie*, in private notes which a Brazilian historian believes were written in *1834.* This claim is widely reported but is not yet largely recognized internationally. The first use of the word by the Franco-Brazilian inventor became widely known after the research of ***Boris Kossoy in 1980***.

Who Invented Camera?

Johann Zahn designed the first camera in 1685.

But the first photograph was clicked by *Joseph Nicephore Niepce* in the year 1814. It was thousands of years back that an Iraqi scientist Ibn- al- Haytham made a mention of this kind of a device in his book, Book of Optics in 1021.

Principles of Design in Photography

7 Principles of Design in Photography

Art, design, and photography are linked together in many ways. Many of the tenets and principles that we use every day in photography are handed down to us from the great master painters and artists of the ages.

The foundational principles of design are the perfect example. These ideas have been used by drawers and painters for hundreds of years. Graphic designers study them and apply them to all of their work. And, whether they realize it or not, photographers use them constantly as well. The design principles not only apply to photography but also marketing communications. For example, the process of creating a successful photography portfolio website would also make use of these design principles.

Understanding the Principles of Design

These seven principles work together and play off one another. None of them are mutually exclusive, and many of them rely on others to become impactful. But taken as a whole, these tenets underlie what will make an image successful.

The seven basic principles include the following:

1. Balance
2. Space
3. Emphasis
4. Movement
5. Contrast
6. Pattern or Repetition
7. Unity or Harmony

Balance

Balance is arranging the elements in a piece so that there is an equality from one side to the other. A symmetrical image has perfect balance. Balance can also be achieved by asymmetry or radial arrangement.

Space

Space is either positive or negative. Positive space is filled with objects, while negative is empty. Many people refer to negative space as white space, but it isn't necessarily white. It is merely space that does not have an essential element in it, like an empty ocean in the seascape or a blue sky in a landscape. These areas of the photograph are important nonetheless–they help create balance with the busy, positive space areas.

Emphasis

Emphasis is how dominant something is in the photograph. There are lots of tricks to making an object appear more dominant, but the basic idea of emphasis is that what you want to be impactful in your image is seen and understood by the viewers. Designers use tricks like bigger font sizes, or bold, different colored fonts to get points across.

Movement

In design and photography, movement actually refers to how the viewer looks at the photo when they approach it for the first time. What path does their eye take, and is it the way that the photographer had intended?

One of the best tools is using leading lines to guide viewers around and point out important things. White space and image balance are also essential tools.

Contrast

Contrast comes in two forms for photography. It can be shown with tone, where light areas contrast with dark ones. It can also be shown with colors, where colors opposite one another on the color wheel contrast with one another. For example, blue contrasts with orange.

Space can also be used to add contrast to an image. Empty white space can contrast with your subject or a group of subjects. The emptiness can add emphasis.

Pattern or Repetition
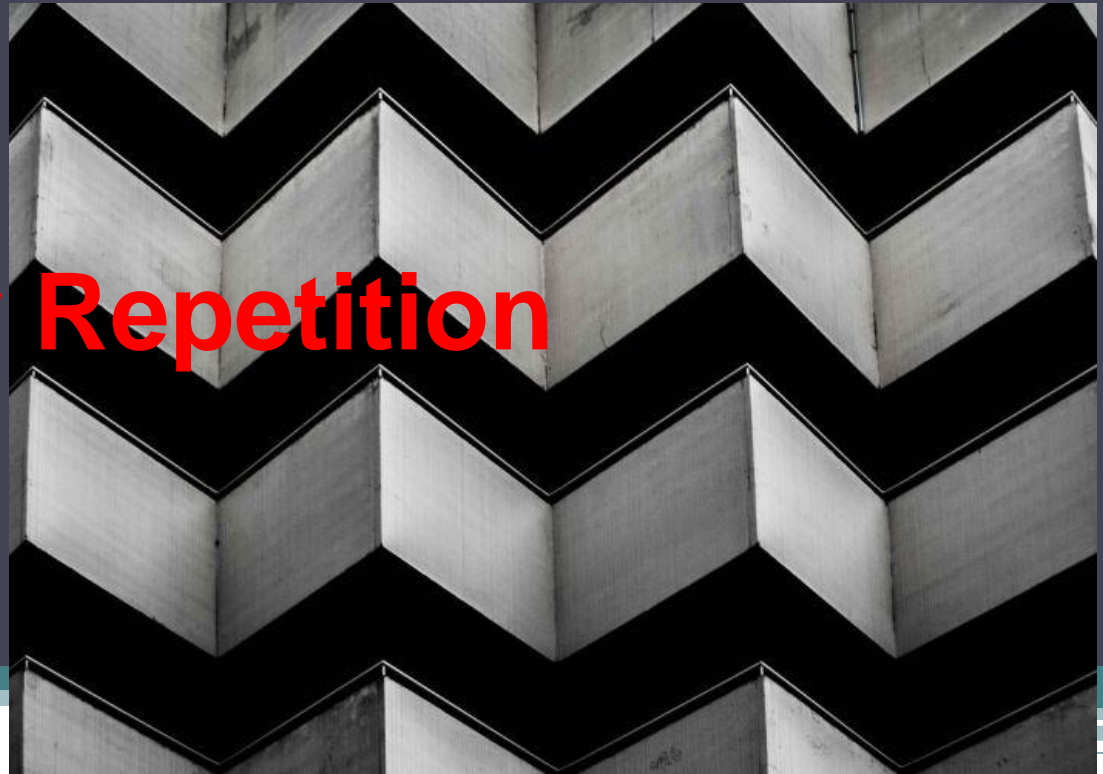
Any time you have an element repeated throughout an image, it creates a pattern. Patterns are important because the human eye and mind naturally look for them. They draw us in and get us interested in the subject. Patterns are everywhere around us every day, so we are used to seeing them.

Adding patterns into your photography is usually just as simple as noticing them in the first place. Patterns are used extensively in architecture, and everywhere you go with human-made objects, you're sure to see patterns.

And of course, how you frame your image will affect the pattern greatly. If you use the other design principles to make the pattern more dominant, it will be that much more effective in drawing in the viewer.

Unity or Harmony

The unity of a composition is how well everything goes together. That doesn't mean that it needs to be bland and dull. It just means that everything belongs and that if an element is out of place, that was what the photographer intended. The perfect example of this in photography is having clutter in the background. If the picture is of the clutter, the clutter is incredible. But if the picture is of a model posing in the room, then the clutter is just junking up the place with distraction.

Conclusion

The seven principles of design in photography are essential to keep in mind, even if they aren't the first thing you think of when you pull out your camera. With a little practice with each one, and you will quickly see how they can be used to improve not just your photography, but also your branding and marketing communications that would help you grow your photography business.