

Communication Graphics

The Two-Dimensional Subject

This is a simple shooting assignment to help show you the way a photograph shows texture, pattern and design. As with the photogram, try to create interesting compositions by carefully selecting subject matter. Remember to use compositional elements like the rule of thirds, leading lines, and simplicity, as well as to look for basic design elements like radial design, symmetry, asymmetry, balance, repetition, and abstract.

Subject Matter

Anything flat - a wall, floor, building facade, the ground, peeling paint, etc. You must shoot straight on, keeping the back of the camera parallel to the subject plane. Select subjects that are rich in texture, tone and line. You may create your own subjects. Whatever the subject, create abstract designs when you compose. You are looking for interesting patterns created by how light touches your subject. It is best to forget *what* you are shooting and concentrate instead on *what it becomes* as a photograph.

The Assignment

This assignment is designed to teach you learn about the importance of accurate exposure, how to roll and develop film, and how to make a contact sheet. You will also gain experience looking for good composition and effective light.

Each student will hand in one contact sheet of at least twelve frames of film, with three of each of the types of light indicated below.

Deadline:

Late work will be graded as 1 day late: -5 points, 2 days: -10, 3 days: -15; four or more days late your work is an automatic 50.

Extra Credit will be given to those of you who produce an example of each of the four types of light.

Light:

Shoot three frames each using the following light:

Axis light comes straight at your subject from the camera's direction. This tends to flatten the appearance of your subject.

Back light comes from behind the subject towards the camera. If the light lands on your subject, it will leave a rim or an edge of light that can separate it from the background. Be careful not to let the light hit your lens though. This can cause lens flare & give a bad exposure.

Contour light can be diffuse or harsh. It comes from the side of the scene across the surface of your subject. The harsher the light is, the more textured your subject will appear.

Diffused light is soft, shadowless light like you see on overcast days. This is a very flattering light that can create a melancholy or peaceful mood.

Camera Operation

- Move in and fill the viewfinder with the subject.
- Set your ISO correctly if your camera does not set it automatically.
- Focus will be critical since the subject is probably close up.
- Meter normally. Try to use a shutter speed of $1/60^{\text{th}}$ or $1/125^{\text{th}}$ if you can. Don't forget that you cannot hand-hold the camera without shaking it any slower than $1/60^{\text{th}}$ of a second.
- Concentrate on line, tone, and shape in the composition.
- Keep the film plane parallel to your subject plane.
- Remember to compose from the corners to the center. Not from the center out.
- You may not take the photograph until your meter indicates a proper setting (ZX-M: one dot in the middle of the scale; K1000: needle in between + & -; Ricoh: Green dot).