

Color:

Complimentary Colors

Having the color wheel in mind, complimentary colors are those that sit on opposite sides of the spectrum (like red & green). Now, look for these highly contrasting opposites. They create striking photos when combined.



Look for Stand Out Color

Sometimes a color— usually a saturated warm color— will naturally stand out from its surroundings thanks to the lighting, composition, surrounding colors, etc...



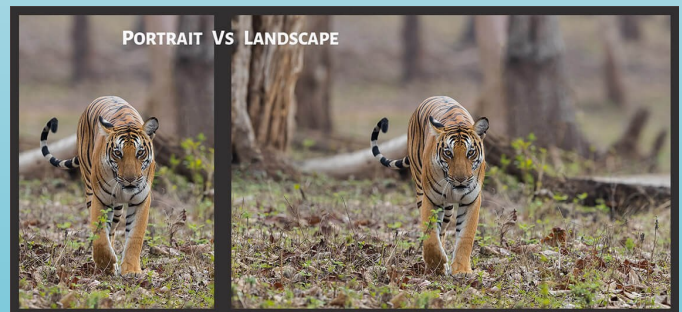
Rule of Odds:

The "rule of odds" suggests that an odd number of subjects in an image is more interesting than an even number. Thus, if you have more than one subject in your picture, the suggestion is to choose an arrangement with at least three subjects or some odd number.



Image Flow (Orientation):

Image Flow is also referred to as Orientation. Every scene has a natural flow—Vertical or Horizontal. Do not let your photographs be defined by the default way that you hold your camera. Make orientation a conscious part of your photo-making process. Before you press the shutter, think about whether the orientation you are using is the best to for the subject you have chosen.



Vertical
"Portrait"

Horizontal
"Landscape"

Do not fall into the trap of thinking all landscape shots must be horizontal or that all portrait shots must be vertical. The more thought you give to your image beforehand, the better your final photograph will be! Train your eye to recognize strong lines that push the eyes in one way or the other. Using the wrong orientation is a common mistake with new photographers.