

Abstracting & Visual Design

Visualizing the Simplest Form
by
Matthew G. Schmidt

What's In Store?

- Psychology of Visual Design
- Elements of Visual Design
- Abstracting to Geometric Shapes
- Examples of Abstracting

Psychology of Visual Design

- Every element has meaning
- Space is required around elements
- Arrangement of elements in the picture space dictates the image meaning
 - Some elements may have differing meanings in various cultures
- Fewer elements generally creates more powerful images

The Meaning

- You should always photograph what inspires you
- Ask yourself the following questions
 - What does the picture say?
 - What story am I telling?

On Photography Freeman Patterson

The camera always points both ways. In expressing your subject, you also express yourself.

Elements of Visual Design

- Line
- Shape
- Color
- Perspective
- Texture

Line

- 4 types of lines
 - Contour – Outline shapes
 - Dividing – May outline shapes, but also divide spaces
 - Decoration – Embellish objects
 - Gesture – Show or suggest motion, direction and velocity
- 3 line styles
 - Straight – Suggest directness
 - Curved – Suggest laziness or restlessness
 - Zigzag – Suggest high energy
- 4 directions of lines
 - Horizontal – Static. Suggests peace or rest
 - Vertical – Static. Suggests strength
 - Oblique – Dynamic. Suggests motion
 - Diagonal – Dynamic. Suggests structure

Shape

- 3 types of shapes
 - Geometric
 - Organic
 - Abstract
- 3 basic geometric shapes
 - Circle – Most powerful shape, feminine
 - Square - Stability
 - Equilateral Triangle – Tension, masculine

Color

- Harmonious Colors
- Complimentary Colors
- Red – Passion, Intensity, Love
- Blue – Calming, Serenity
- Yellow – Cheerful, Warm
- Green – Peace, Harmony
- Orange – Flamboyant, Exciting
- Purple – Wealth, Wisdom, Respect



On Impressionism Claude Monet

When you go out to paint try to forget what object you have before you - a tree, a house, a field or whatever. Merely think, here is a little square of blue, here an oblong of pink, here a streak of yellow, and paint it just as it looks to you, the exact colour and shape, until it emerges as your own naive impression of the scene before you.

Perspective

- Does not exist in a photograph
- We must create an illusion of depth
 - Larger objects appear to be closer
 - Overlapping objects appear to be different distances
 - Tonality shows depth
 - Lighter tones appear to move toward the foreground
 - Darker tones appear to recede into the background

Texture

- Perceived surface quality
 - Tactile – The way a texture feels (from experience)
 - Implied – The way a surface looks like it feels

Abstracting

- Reducing an image or object into simpler forms
- Most images can be reduced to 1 to 5 simple shapes
- Eliminates details associated with objects
- Goal is to communicate a maximum amount of visual information in the fewest number of shapes
- Abstracting \neq Abstract (at least not necessarily)

On Abstract Photography Joseph Miller

Abstracts are the poetry of photography. Free verse written in color and tone.

Moon Over Hernandez
Ansel Adams



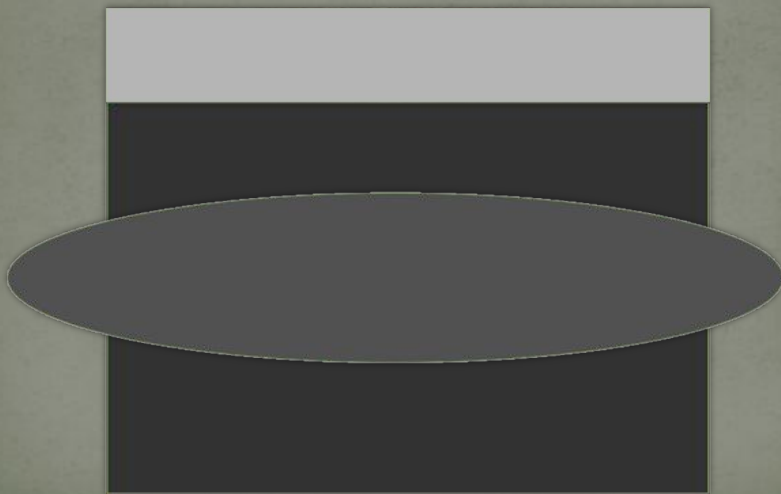
Moon Over Hernandez
Ansel Adams

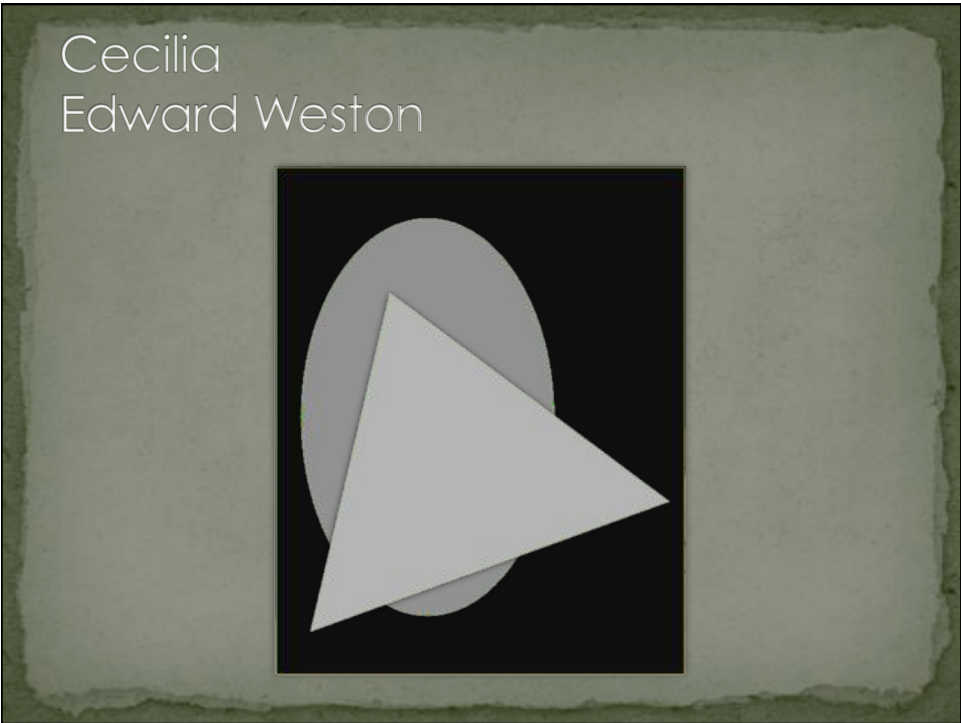


The Pond Moonlight
Edward Steichen

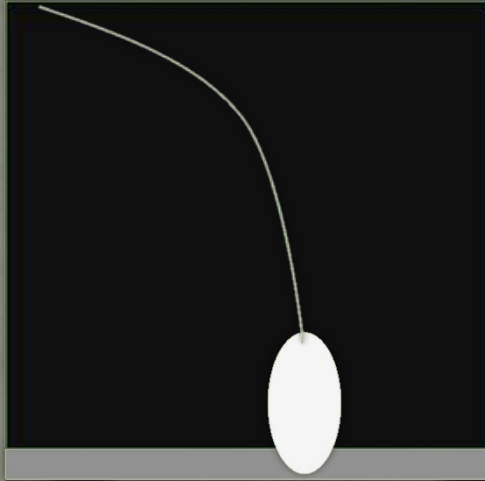


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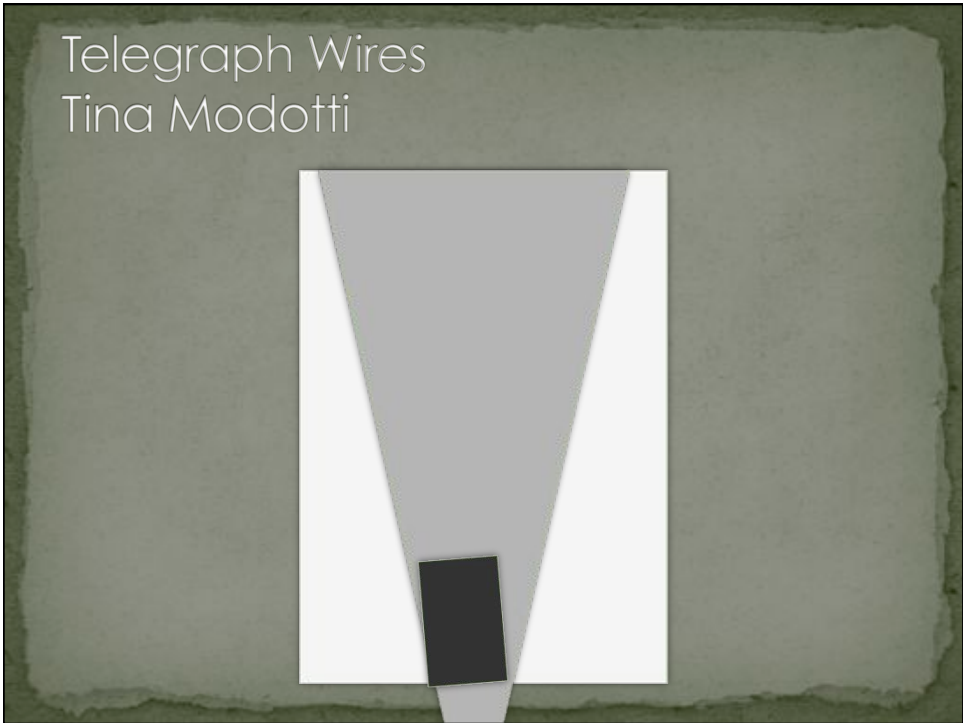
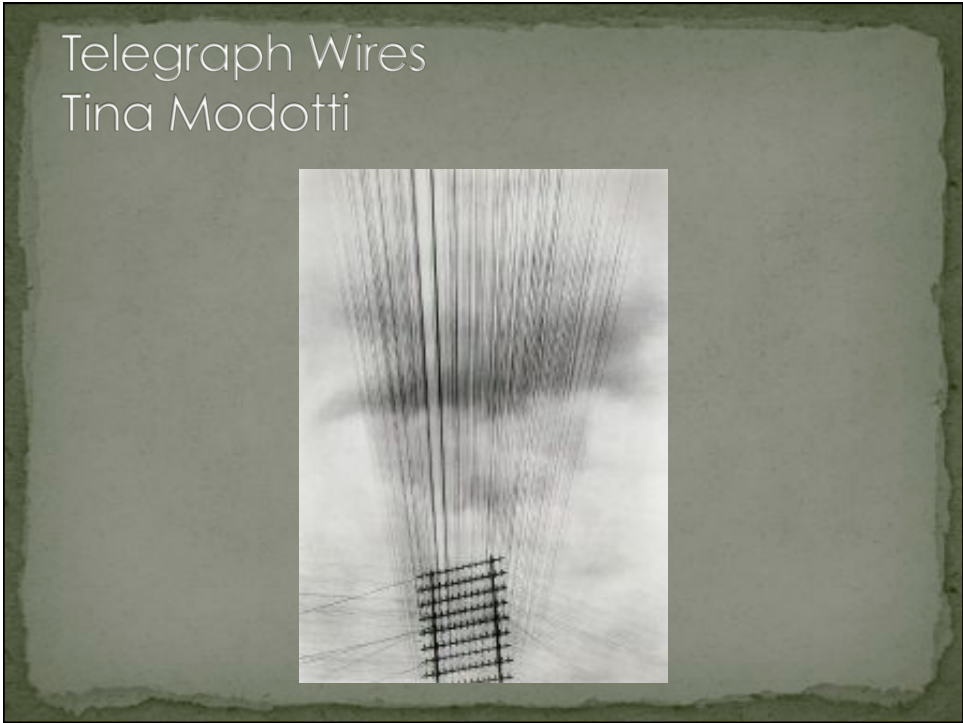


Orchid and Leaf in White Vase
Robert Mapplethorpe



Orchid and Leaf in White Vase
Robert Mapplethorpe

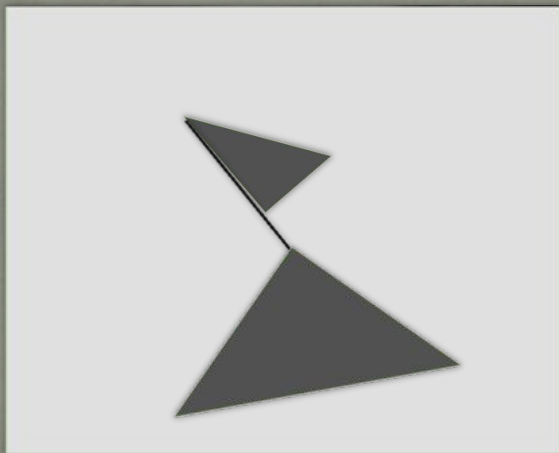




WWII Iwo Jima Flag Raising
Joe Rosenthal



WWII Iwo Jima Flag Raising
Joe Rosenthal



Rhein II
Andreas Gursky



Rhein II
Andreas Gursky



Romance (N.) from Abrose Bierce #3
Ralph Eugene Meatyard



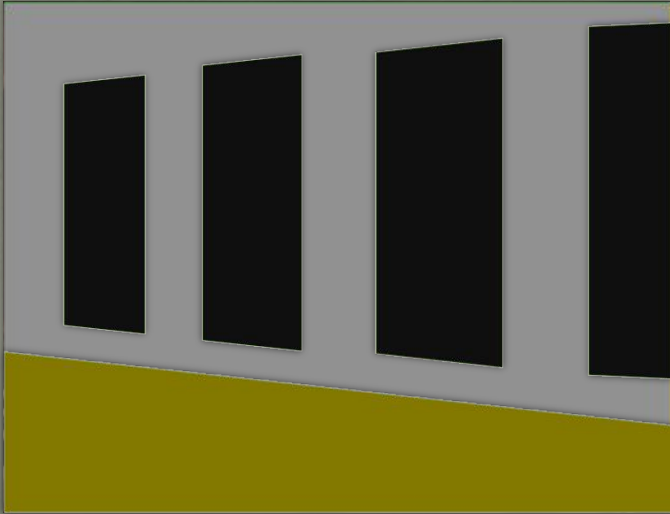
Romance (N.) from Abrose Bierce #3
Ralph Eugene Meatyard



Wall Street
Paul Strand



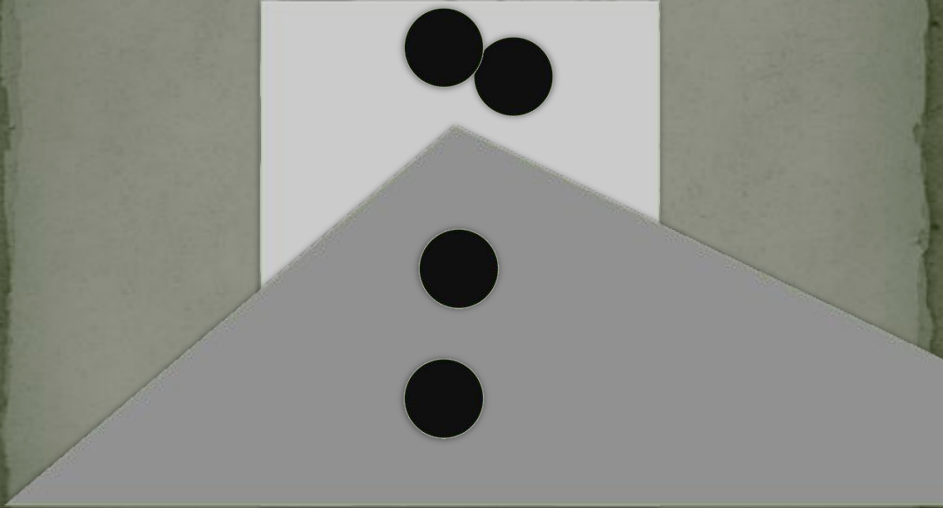
Wall Street
Paul Strand



Apples and Gable
Alfred Stieglitz



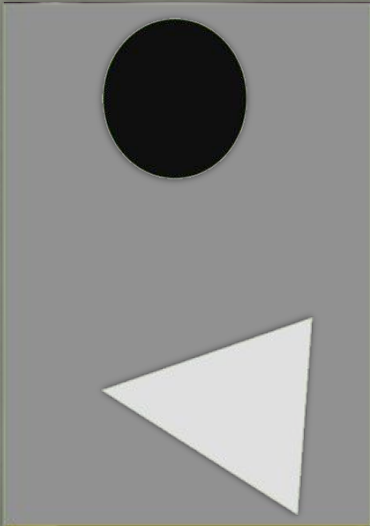
Apples and Gable
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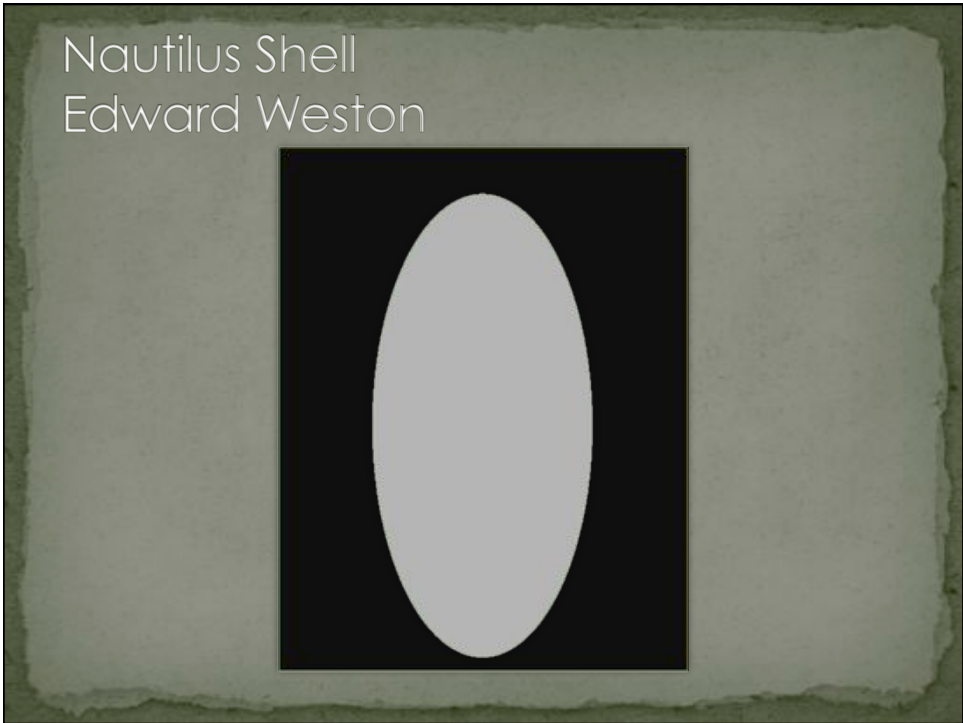
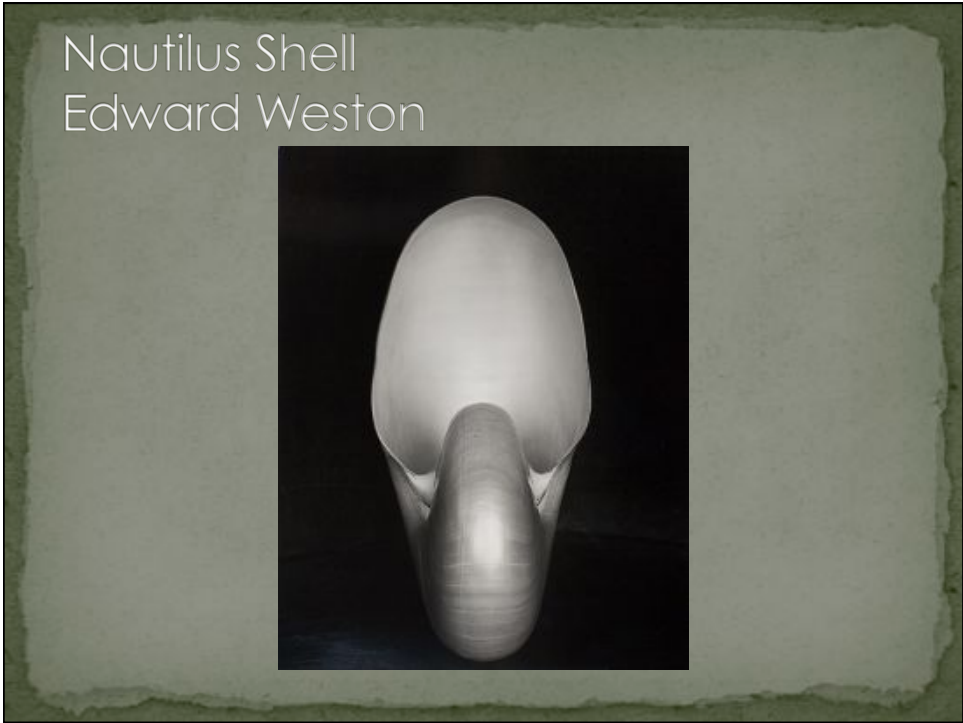


Muhammad Ali in Training
Gordon Parks



Muhammad Ali in Training
Gordon Parks

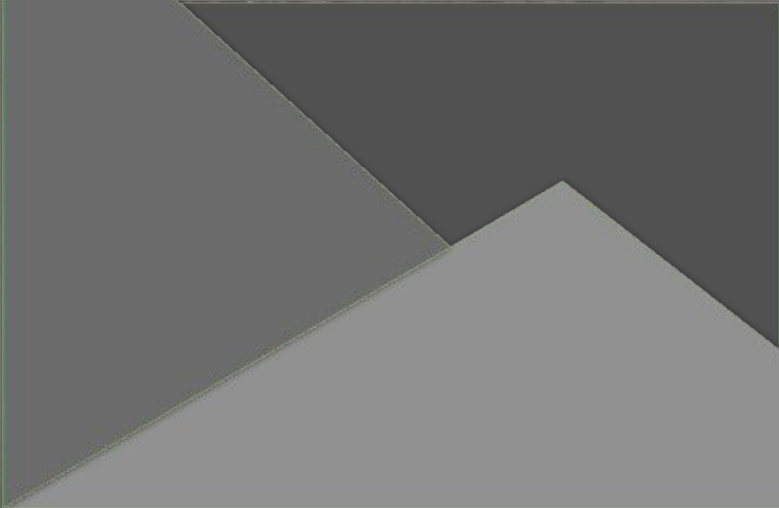




Working with an Orchestra
Alexander Rodche



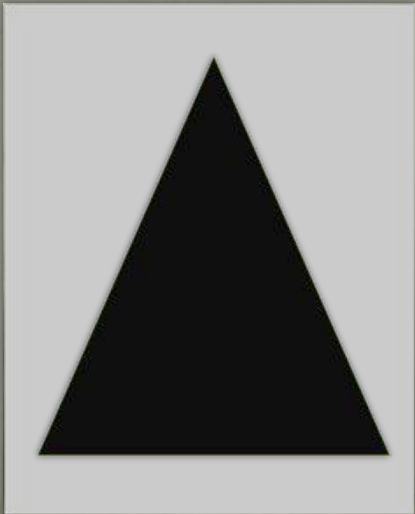
Working with an Orchestra
Alexander Rodche



Ballet Society
Irving Penn



Ballet Society
Irving Penn



On Subject-based Photography Freeman Patterson

All pictures do not need a subject. "Humanizing" images is not necessary.

Conclusion

- Abstracting is essential to incorporating visual design into your photographs
- Incorporating visual design can affect all types of photography
 - Landscape
 - Sports
 - Portraits
 - Still Life
 - Photojournalism
- To quote Joe Miller, "Simple is super!"

Questions

