

Architectural Composition Strategies

- Look for patterns and interesting perspectives
- Find hints of building personality
- Include narrative props
- Reveal scale
- Show telling details

Find the spirit / personality of the place

- What interests you about it? What will interest your audience about it?
- What adjectives describe it?
 - “Snug homey solid cold quiet packed”
- Then look for those details.

Perspectives

- Look for interesting perspectives. Perspective distortion can sometimes enhance height or impact.
- Find a line or walkway that carries the eye to the entrance.
- Look for local postcards.
 - Someone else may have already tried all the viewpoints for you.

Look for patterns

- Even a centered image may look great if it anchors a spectacular overall pattern.
- Back up and look at the viewfinder in a general graphic way to find a balance and repetition.

Include props

- Find something unusual in the foreground. Contrasting in texture or color or stature, something ironic, something telling about the citizens.
- Put something in for scale/context. A person.

Practical strategies

- What time of the day/week has the least cars/people in the way?
- Find the view you want and then wait for the best light.
 - Underexpose in the evening.
- Find an angle with the least visual distortion. (roof/window across the street?)
- Can't get far enough away?
 - Use highest resolution
 - Use smallest aperture
 - Edit later with lens distortion filter

Interior strategies

- Illuminate with one color of light
 - Close windows and use all tungsten, or
 - Turn off lights and use only windows, or
 - Buy a lot of portable lighting
- *seven2* Productions, Spokane, Flash project for the new Nintendo store.
- *Paid \$20k for good photographs of one large open room.*

Technical strategies

- Pack the wide angle lens
- Close the aperture and use a tripod. (*for deep field of focus, long exposures at dawn or dusk, and a steady telephoto*).
- Polarizing filter can eliminate glare from windows too.

Large diffusion panels

- Translucent sheets stretched on frames to diffuse the light going through them. The *soft light tones down highlights* and puts diffused light into the shadow areas and usually *reduces the contrast* range dramatically.
- Panels also *reduce Kelvin temperature* by as much as 900 degrees.
- Works very well in buildings in which *windows* are the primary light source and have strong direct light.

Scrims

- Semitransparent screening materials that soften light.
- Do not reduce color temperature and are best used when you just want to reduce contrast in the highlights.

Reflectors

- Direct the light into areas that are dark and need the light level increased. Reflectors can be used by themselves or with diffusion panels, scrims and flash fill.
- Subtle difference: use a silver gray reflector
Dramatic difference: use a high silver reflector