

MAXIMISE IMPACT using YOUR IMAGES.

In judging art competitions, the following criteria are used by judges to determine what they feel and interpret as the best work.....not necessarily in this order

- 1. Composition.**
- 2. Tonal Values.**
- 3. Mood and atmosphere.**
- 4. Colour**
- 5. Choice of subject.**
- 6. Treatment of subject.**
- 7. Shapes.**
- 8. Technique.**

1. Composition....

Think of **Z O A L** for maximum impact when planning your image.

Psychological testing has shown that these compositional shapes are the most pleasing to the human eye.

Z ... Z or S formats leads the eye through the image, keeping the viewer interested. Beginning at the lower side of the image, then with the interest going left to right up the page or vice versa.

O ...O compositions are centralised, perfect for that vase of flowers, a white sail boat on stormy water, a pathway through the bush land etc.

A ...Think the classic portrait, always a winner, can also be moved around for even more effect.

L ...This format has most information across the top or bottom of the image and also down one side or the other. IE a possum hanging down from a branch, a mass of café umbrellas with people enjoying a coffee....but most of the people on one side or the other.

2. Tonal Values.

Tonal values are more important than colour!

Think black and white photographs....fantastic impact and no colour is involved! In paintings, we need to use at least 5 tonal values to convey reality and have maximum impact. Even soft, misty works have more impact with 5 tonal values.

3. Mood and Atmosphere.

When planning your image, before you begin, **plan** . What do you want to **project**, to **say**,

how do you want viewers to **feel** ? This can be achieved with items 1 and 2 plus colour.

4. Colour.

It has been well documented the effect colour has on mood.

Pastel colours = pale blue, pale lavender, pale pink, pale green, pale grey.

=calming, safe, comfortable, soothing, dreamy , restful.....

Vibrant colours= Orange, purple, blue , turquoise, lime green.

=excitement, the beach, happiness, enthusiasm, freshness, energy, vibrancy, zing!

Moody Colours=Red, black, purple, dark blues, dark green.

= Tempestuous, aggressive, heat, drama, angerbut used with white can also be to obtain maximum impact for non-aggressive works.

5. Choice of Subject.

What has attracted you to capture this particular image? Can you use your own perspective of this subject in an fresh innovative way? A new image

of iconic faces and places are not easy but well worth the planning and hence results.

What about a fresh view of Cottesloe, the Perth foreshore, King's Park etc.

Bird's eye view, worm's eye view, micro, macro? Backlit, front lit, different time of day....evening, morning.....endless options here.

Use your own take for maximum impact.

6. Treatment of Subject.

Take the time to think about how to maximise your impact with a different treatment of the subject. Run through your checklist, tonal values, colour, mood, different viewpoint, lighting etc.

There are ways of producing fresh images of classic subjects out there just waiting to be discovered and used for maximum impact!

7. Shapes.

Shapes, I hear, what about shapes?

Less can mean more!

Several large, solid, sized shapes with some

fine delicate shapes will achieve maximum impact. Lots of small delicate shapes with a few large shapes.

IE. a mass of grasses with an old vehicle partially viewed, a view of sand dunes and water with some spidery grasses across the water in the fore ground. Think of opposites! More images fail because they are too busy, they have too many shapes. Less can be best!

8. Technique.

Pull out all the stops on this one! Make a list of all the techniques you have learnt, plan, research, Use good old Dr Google to find out what you like....ask yourself if you can find new techniques to enhance your images. In painting we can use dry brush, wet-in-wet, soft edges, hard edges, change the focal point .

The Rule of Thirds :

1. $1/3$ Low Horizon= $2/3$ sky
2. $2/3$ high horizon= $1/3$ /sky
3. Focal point.....also rule of thirds apply, can also be called the Golden Mean, invented by

the Greeks and applied in architecture.
ever since