

CREATING IMPACT IN PHOTOS

A photograph with impact is one that gets the viewers' attention in a big way. If you can show someone a photograph and they say "WOW", that photo has impact. Maybe the picture isn't even a very good one, but it may be so unusual that it gets noticed.

Size does matter. Slides or large prints will have greater impact than a tiny print.

There are plenty of techniques to create impact, and a few are listed below. There are sure to be others that you can dream up yourselves. Start with the rules of composition..... a really well composed photograph *may* have impact. On the other hand, you can create impact by intentionally breaking the rules of composition to create a picture that is out of the ordinary. More than one of these techniques can be used in a single photo.

TECHNIQUES

- Photograph odd subjects.
- Move in very close.
- Use an unusual viewpoint or an odd camera angle.
- Photograph patterns, repetition, and abstracts that make the viewer think.
- Try a visual pun, although not everyone may "get it."
- Appeal to emotions.
- Distortion can be created with reflections, wide angle lenses, by photographing through special materials, or by many other methods.
- Fill the frame with bright color.
- Use strange, unexpected colors.
- Break the composition rules. Some examples are:
 1. Strangely tilted compositions.
 2. Elimination of most color.
 3. Overly cluttered photos.
 4. Exaggeration of leading lines, S curves, etc.
- Use subject movement and camera movement to create photographs that can be recorded by the camera but can't be seen with the naked eye.
- Use unusual techniques. In today's digital world, software such as Photoshop lets you create all sorts of special effects. Special filters and darkroom processes can create impact. Combining multiple photos (slide sandwich) can transform an ordinary photo into one with impact.