Indian Journal of Arts

Preferred principle elements of design in effective photography

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Citation
Adzrool Idzwan Ismail, Ahmad Hisham Zainal Abidin, Mohd Idzwan Yacob, Mohamad Amir Abu Seman. Preferred principle elements of design in effective photography. *Indian journal of arts*, 2018, 8, 58-62

General Note

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ABSTRACT

Photography are used for many reasons. It has been used from capturing a wedding ceremony to documenting historical events in newspaper. Its also as a visual representation that highlight an act of seeing to establish subject matter in the surrounding. Many artists considered photography to be simple craft, with the camera selecting, composing, and capturing moments. In a communication process, photograph is used as medium of persuasion as it controls the emotions of the reviewer. Thus, this paper explores on the basic element and principle of art and design, in making an effectivephotography. This study will benefit the image maker and will give them a new style of making and producing mesmerising photography to persuade a society.

Keywords: Photography, Value, Element, Principle

1. INTRODUCTION

The objective of this study is to proposed the preferred element and principle of design in photography. It also seeks to guide the viewer to describe the photograph in the correct way. It then suggests the proper manner of seeing, explaining and creating a good and effective photography.

2. LITERATURE REVIEW

Photography and the Six Perspectives

Photography in Malaysia is still very new. This is because, until now most of the photographers or image makers still talking and discussing on technical aspect. According from a research, most of photographer always argue on the topics of technology, tools development and what equipment need to use in their work. Beside that, the society sees an image as a medium to support a text. From society point of view, the most important thing that they would like to discuss and know is the image itself.

Society would like to know on the moral of the image and, why the image has been presented in that way, what is the story behind it, and why the image maker composes it in such way. Terry Barret (2000), in his book 'Criticizing Photography', state that "photography criticism can be found in many places – in photography classroom, lecturer halls, and publications. Published criticism appears in books, exhibition catalogues, art magazines, photography magazines, and the popular press."As an introduction, development in understanding photography as an effective medium of visual communication area is still need to improve. With that in mind, the process of guiding and teaching Malaysian society of photography need to be focused.

This paper will focus on exploring on the preferred element principle of design in making an effective photography. Lester (2003), in his book 'Visual Communication – Image with Messages' - photography runs the gamut from simple amateur snapshots to enormously expensive professional enterprises. In art perspective, artist uses images to express their inner emotions, photojournalist to illustrate the people's life in the news, commercial photographers to sell products and ideas, and scientist to make an unseen world visible. In 1827, photography has become the world's most popular medium for creating visual messages in terms of actual users.

There are six perspectives mentioned by Paul Martin Lester which are:(i) personal perspective, (ii) historical perspective, (iii) technical perspective, (iv) ethical perspective, (v) culture perspective and (vi) critical perspective. Photography in culturalperspective has been explained by Lester (2003) in a very good aspect, especially in art and artist point of view. According to him, like other story, photography is not only about the technical contribution made by scientist and inventors to improve the process. Technological advances allow photographers to communicate the cultural values of the time, but a photographer's style is formed by the culture in which the pictures are made. Many artists considered photography to be simple craft, with the camera selecting, composing, and capturing moments.

3. THEORETICAL FRAMEWORK

According to Cooper and Schindler (2006), a good research generates dependable data that are delivered by professionally conducted practiced and that can be used reliably for decision making. In contrast, poor research is carelessly planned and conducted, resulting in data that a manager can't use to reduce the researcher decision-making risks". Even we know that photography in Malaysia is still new area and there are many scope that we can venture, but we cannot use that as an excuse to develop our body of knowledge. Base on that statement, Cavana et al (2001), stated that theoretical framework is developed based on the preliminary information gathering also from need analysis, the research problem and a literature survey.

This study is using a discussion technique for the conceptual frameworks and will be elaborated base on the research questions. Discussion will also be made according to the preliminary information from the need analysis and literature discussion on the theory of communication and theory of visual communication.

Photography is a prevailing appearance of enduring image in the history of human race. Berger (1998) defined photograph as an image in the shape of a positive print, taken by a camera (a device with a lens and a shutter) and reproduced, permanently, on a photosensitive surface. We often see picture or photography as an adjunct to a written story or story line.

But, a picture is certainly the main attraction to impress viewers at the first glance in comparison to text or writing. Hence conveying ideas through pictures that express basic human values such as emotions, belief, traditions, and knowledge (Barret, 1990) is an important aspect in communication.When we do a study on preferred element principle of design in effective photography, we will refer to basic art and design. Base on previous study, the researcher found that, mood and composition play a very important role in producing an effective photography.

The question now is, why we need to understand and study the element and principle of design in photography? This study is actually start early then us. In the year 1997, Messaris mention in his theory:

"... through **combinations** of **lines**, **shapes** and **colors** on a piece of paperor a movie screen or a video monitor, pictures are able to recreate the kinds of visual information that our eyes and brains make use of when we look at the real world".

One year later, John Berger (1998:69) in his book 'Ways of Seeing',mention, **"Factor such as a line, shape, dimension, lighting, design, spatiality, color,and perspective** all can be looked at as conveying 'message' or being kings of sign information that have an impact us"

In the year 2003, Paul Martin Lester, in his book Visual Communication, Images with Message, in page 30 says, **"human brain will respond to the four** major attributes on the viewed object; **color**, **form** (dots, lines, shapes), **depth** (space, size, perspective) and **movement"**.

From this statement, it shows that not only technical ability but basic element and principle of design is involved strongly in producing effective photography. In Malaysia, not many of us willing to discuss on this matter compare on discussion of technology and equipment in photography or videography area.

4. DISCUSSION

The culture that has been form is, basic element and principle of design only been practice when it involved with painting and in fine art industry. From the outcome of study and observation, photography industry in Malaysia need to focus more and the technique of making and image base on the element and principle of design. This is because most of photographer like and prefer to snap a photograph first then they try to feed with all the theories that they read. In other words, they are using reverse technique to make their photograph look important or feed with their story. According to the previous study by Adzrool Idzwan Ismail, "Effective Photography Diagram" 2009, Composition play very important role in producing and making an effective photography. Beside that, composition also been you as a no. one by Steve Mc Curry in making a very emotional picture. Composition also has been mention in directly from Barrett (2000) said that there is no such thing as an innocent camera. What Goodman says of the eye is true to the camera, the photograph, and the 'photographer's eye' as well:

"It selects, rejects, organizes, discriminates, associates,classified, analyzes, and constructs. It does not so much mirror as take and make;and what it takes and makes it sees not bare, as items without attributes, but as things, as food, as people, as enemies, as stars, as weapons".

Approach in developing process: Multiple Regression
Formula: (DV) Y = $b0+b1\,X1 + b2\,X2$
Mood = b0 + b1 (emotion) + b2 (color) + b3 (movement)
Composition = c0 + c1 (simplicity) + c2 (Focus Point)
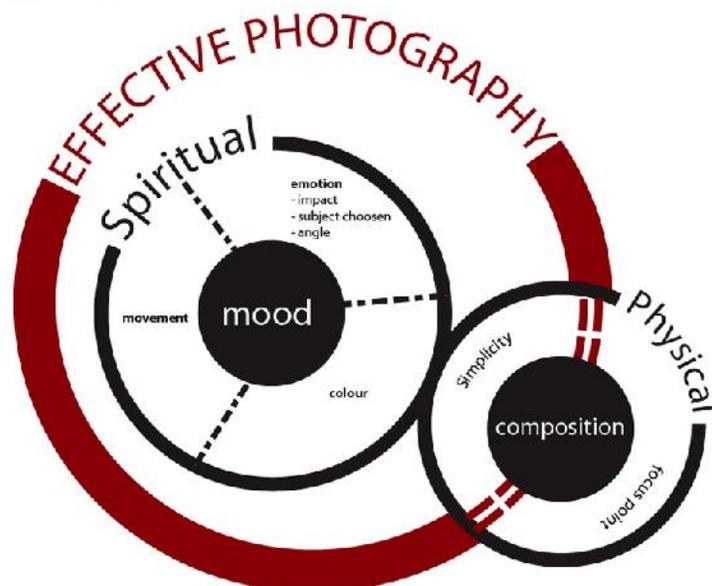

Figure 1 The Effective Photography Diagram; Source: Adzrool Idzwan Ismail (2009)

This study finds out that the first preferred element and principle of design in effective photography is a 'Composition'. The second element and principle that has been discover from this study is, movement. This movement is referring to the use of recurring elements to direct the movement of the eye through the photograph as an artwork. Movement can be directed, example by means of shape and colour.

The third preferred element and principle of design that has been discover through this study is 'Colour'. Most of Malaysia photographer, and image maker will always be concentrating on the colour temperature and also create mood of the image/ photograph base on the colour. Colour here also referring to the wavelengths of light, referring to hue (name), value (lightness/darkness), intensity (saturation, or amount of pigment), and temperature (warm and cool), relates to tint, tone and shade.

5. METHODOLOGY

The first step was the research design and rational of selection was based on Dick, Carey and Carey's instructional model. Meanwhile the model of theories sensual and perceptual process was used as grounded theories for this study.
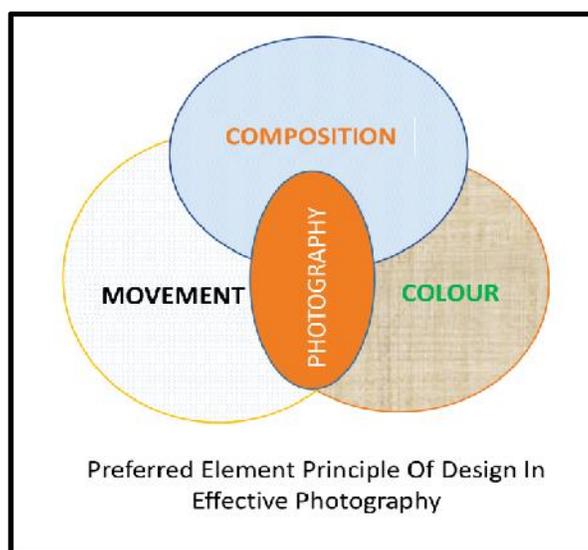

Figure 2 The Preferred Element Principle of Design in Effective Photography
Source: Adzrool Idzwan Hj. Ismail (2017)

6. CONCLUSION

Although this kind of study just been conducted in order to put extra value added in Malaysia photography industries, there is stillroom for improvement identified. This shows that proper emphasis must be placed and the continuity of the research in relation to image and also videography, the society and its comprehension must be prominent especially in education and the real-life. Taking that into consideration, there are still a lot of things to be done in the future study, an image may become the main medium of education especially in creative industry and creative media approach today. The establishment of a perfect civilisation with good values is determined by the image they see.

ACKNOWLEDGMENTS

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