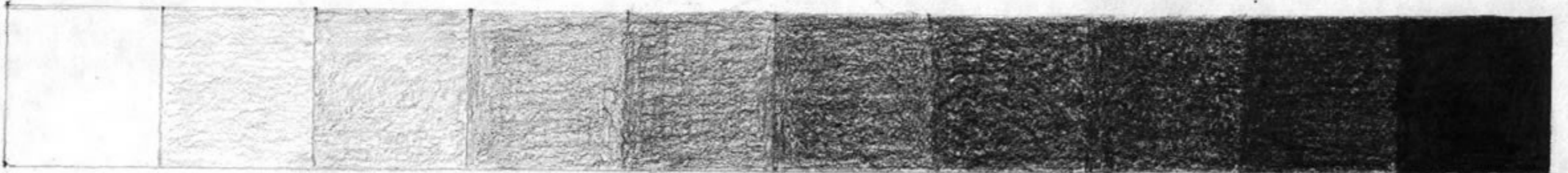


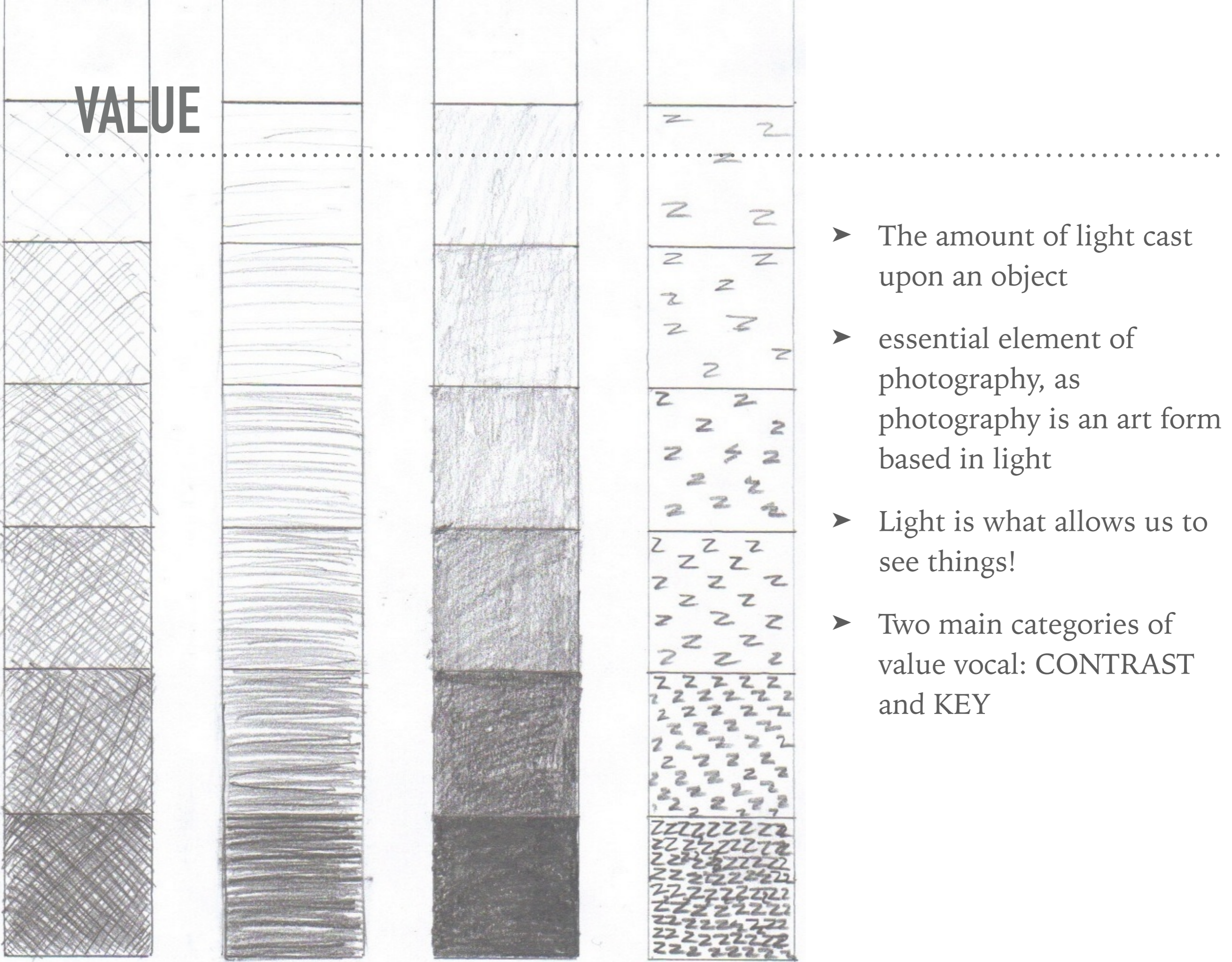


VALUE

the elements of design



VALUE



- ▶ The amount of light cast upon an object
- ▶ essential element of photography, as photography is an art form based in light
- ▶ Light is what allows us to see things!
- ▶ Two main categories of value vocal: CONTRAST and KEY

- Value is what tells us objects in a photograph have FORM (3 dimensions).



TINT

occurs when light hits an object (lighter values/ highlights)



SHADE

occurs when an object moves away from the light (darker values/shadows)

“

Contrast is the transition between the lightest and darkest parts of a photograph.

LOW CONTRAST



- many shades of gray transition from light to dark AND/OR
- no really light lights or super dark darks
- Can make photographs feel quiet, subdued, old, muddy

HIGH CONTRAST



- Big jumps between dark and light
- Very light lights and dark darks
- Can make a photograph feel bold, dramatic, not always very flattering.

“

KEY is the overall lightness or
darkness of an image

-Johnny Appleseed

HIGH KEY



- an image that is mostly light (tints)
- Can make an image feel clean, heavenly, spare

LOW KEY



- an image that is mostly dark
- Can make an image feel spooky, sad, scary, quiet



➤ elements of art: value video