



annelie franke foto . concept ✎ design www.anneliefranke.de

fotografía . composición & iluminación

2_2010 . universiad de los andes



luz & iluminación





. composición del imagen

atención ---> color . contraste . armonía . perspectiva . jerarquía



. colores

Color has the ability to evoke powerful emotions from people, so when used properly, it can be a highly effective tool for communication. Although cultural associations of color vary, there are some commonalities in terms of color preference and meaning.

sympathy, harmony, friendship,
confidence, loyalty, trustiness
coldness, insensibility, proudness
distance, wideness, infinity
recreation, calmness, sportiness
masculine, activity, autonomy

. blue

is the most popular color in the world among adults, male and female. It symbolizes serenity and tranquility and has a calming effect if used in moderation. If the viewer is inundated with too much blue it can be suggest a deep depression. Blue is a cool color and is often associated with cool things, such as frozen food, the ocean or the sky. Additionally blue is suggesting or motivating. It means quality and expertise. Because of these positive attributes blue is mostly used in corporate identity programs.



Lena Eryshewa

luck, energy, activity
anger, excitement, impulsivity
sexuality, eroticism, seducement
love, hate, passion, desire
agressiveness, power, heat

. red

is the most preferred color among children and it is the first color new born babies can be sensed. Also is the most passionate color. It tends to excite and get adrenaliln pumping through the body. It is associated with both LOVE and ANGER; it can mean good luck, represent lust or adultery, danger; and also helps to incite warfare. (the color of revolutions)



Adrien Donot

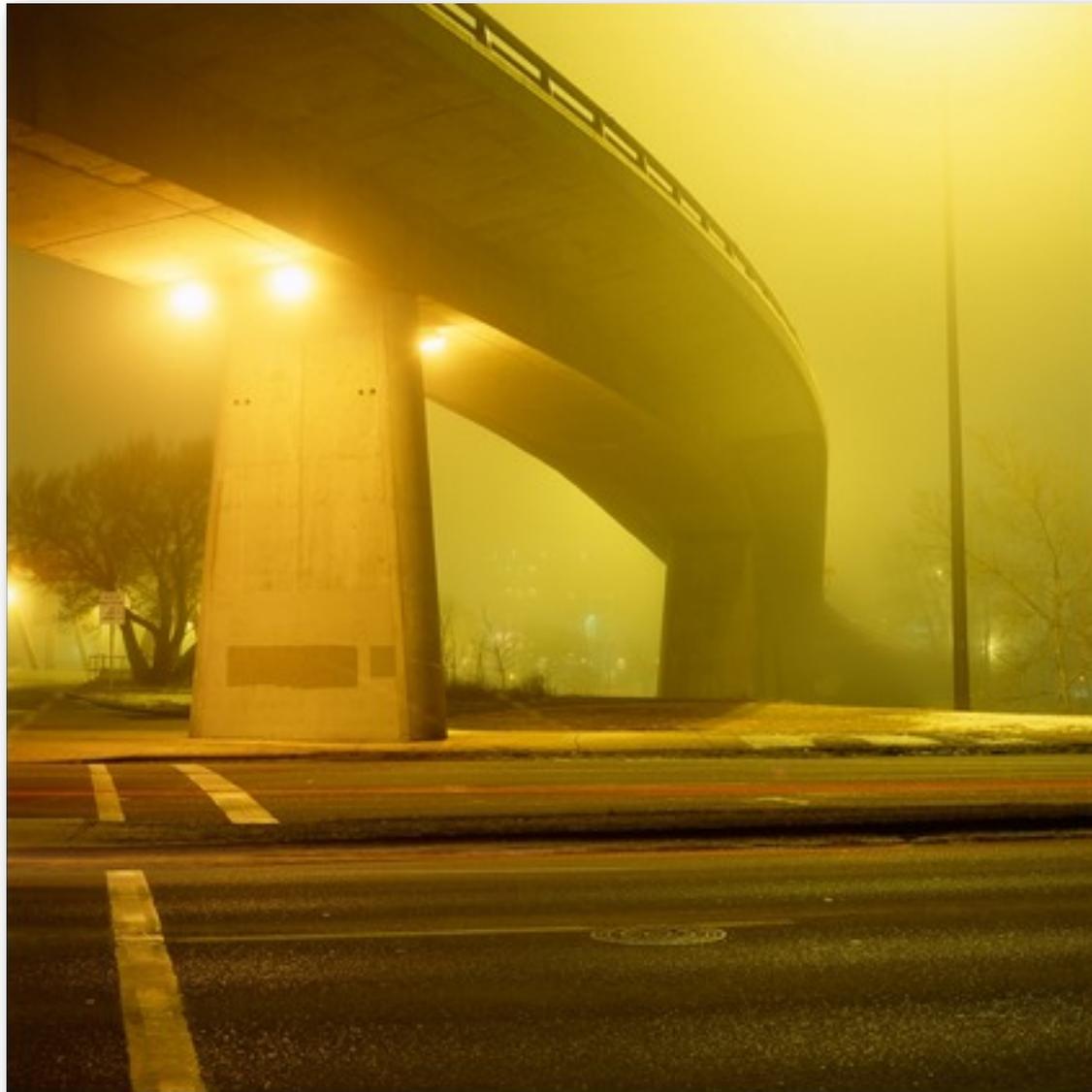
easiness, tenderness, simplicity
heat, activity, energy, summer
funniness, amusement, friendliness
luxury, richness, exhibitionism
enviousness, jealousy, egoism
falsehood, guiltiness, infidelity

. yellow

the most luminous color. Because of its high visibility, warning signs are often painted this color.

Yellow traditionally presents the sun and is a most cheerful color when used in moderation. If used too liberally, it can tire the eyes and make people irritable. (couples with yellow painted kitchens tend to argue more often when in those areas)

Conversely, yellow has also become synonymous with greed and cowardliness.



Levi Wedel

vitality, naturalness, springtime
tolerance, helpfulness, endurance
hope, confidence, healthiness
freshness, sourness, bitterness
youth, calmness, recreation

. green

is a cool color with soothing properties similar to blue. This relaxing hue is associated with growth and prosperity as well as health and wellness. It can also suggest envy and jealousy.



Lena Eryshewa

unfriendliness, cheap, importunate
sweat, aromatic, refreshing
extrovertism, exhibitionism, loudness
amusement, funniness, enjoyment
energy, activity, excitement

. orange

is a warm color often associated with fire and good things to eat. And so its the most edible color, which explains why many fast food chains use it as part of their color scheme.



faith, devoutness, religiousness
vanity, extraordinary, couture
originality, dislikable, magic
artificial, insecurity, infidelity
proudness, luxury, female, charm
sexuality, passion, emotionalism

. purple

is universally associated with both royalty and spirituality because in ancient times only emperors or kings could afford garments made of purple material. The naturally occurring color for Tyrian purple is extremely rare because it is extracted from small mollusks that inhabit the Mediterranean Sea.



Lena Eryshewa

devoutness, faith, perfection
goodness, eternity, beginning
cleanness, innocence, simpleness
truth, neutrality, honesty

. white

is considered a symbol of purity and goodness in Western culture and is traditionally worn at weddings; in Asia, it represents death and mourning and is worn at funerals.



Lena Eryshewa

the end, emptiness, mourning
egoism, hardness, badness
guilt, falsehood, infidelity
bestiality, loneliness, distress
couture, elegance, expensive
bad luck, introverted, exclusive

. black

is associated with darkness, night or devil. Is the color of mourning in Western cultures. Also it is associated with elegance, such as "black tie" events.





. contraste

color ---> complementario . claro/oscuro . calidad . cantidad









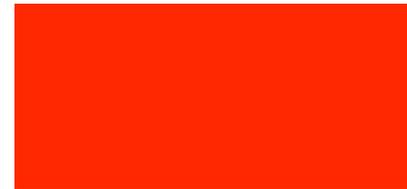


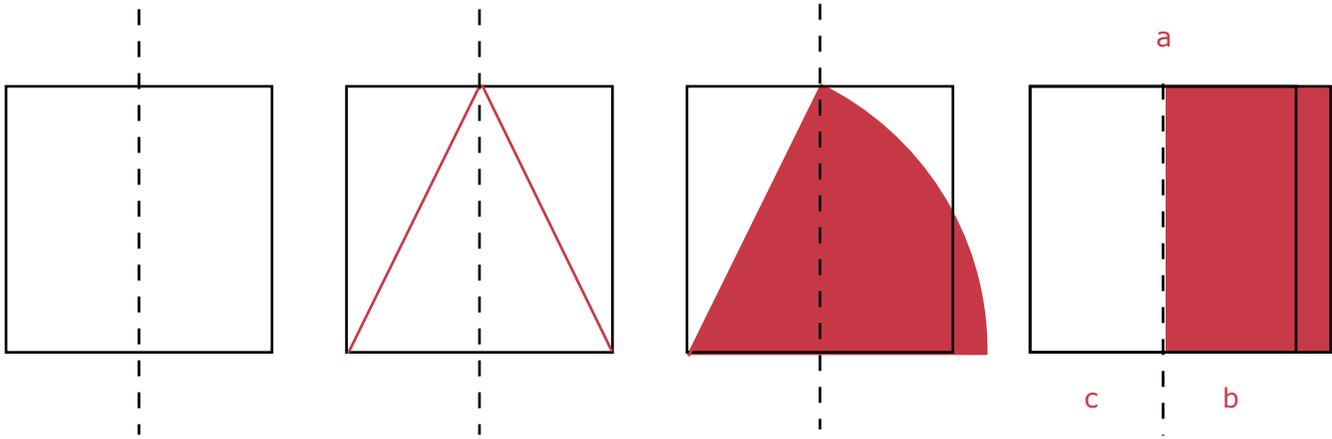




. armonía

proporcion ideal ---> **contraste de cantidad . sección áurea**





$$c / b = b / a$$

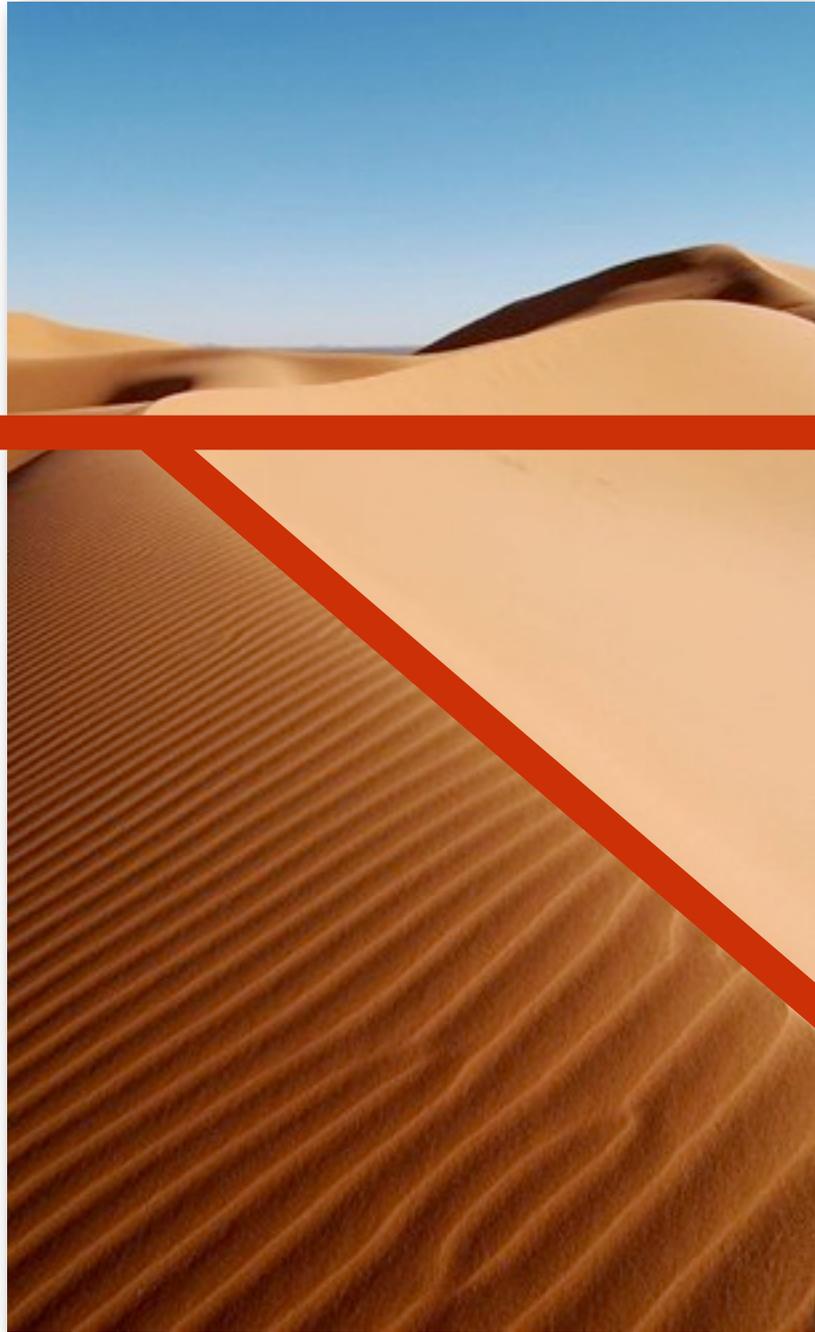


















A-K-R-I-S-



A-K-R-I-S-



S I S L E Y



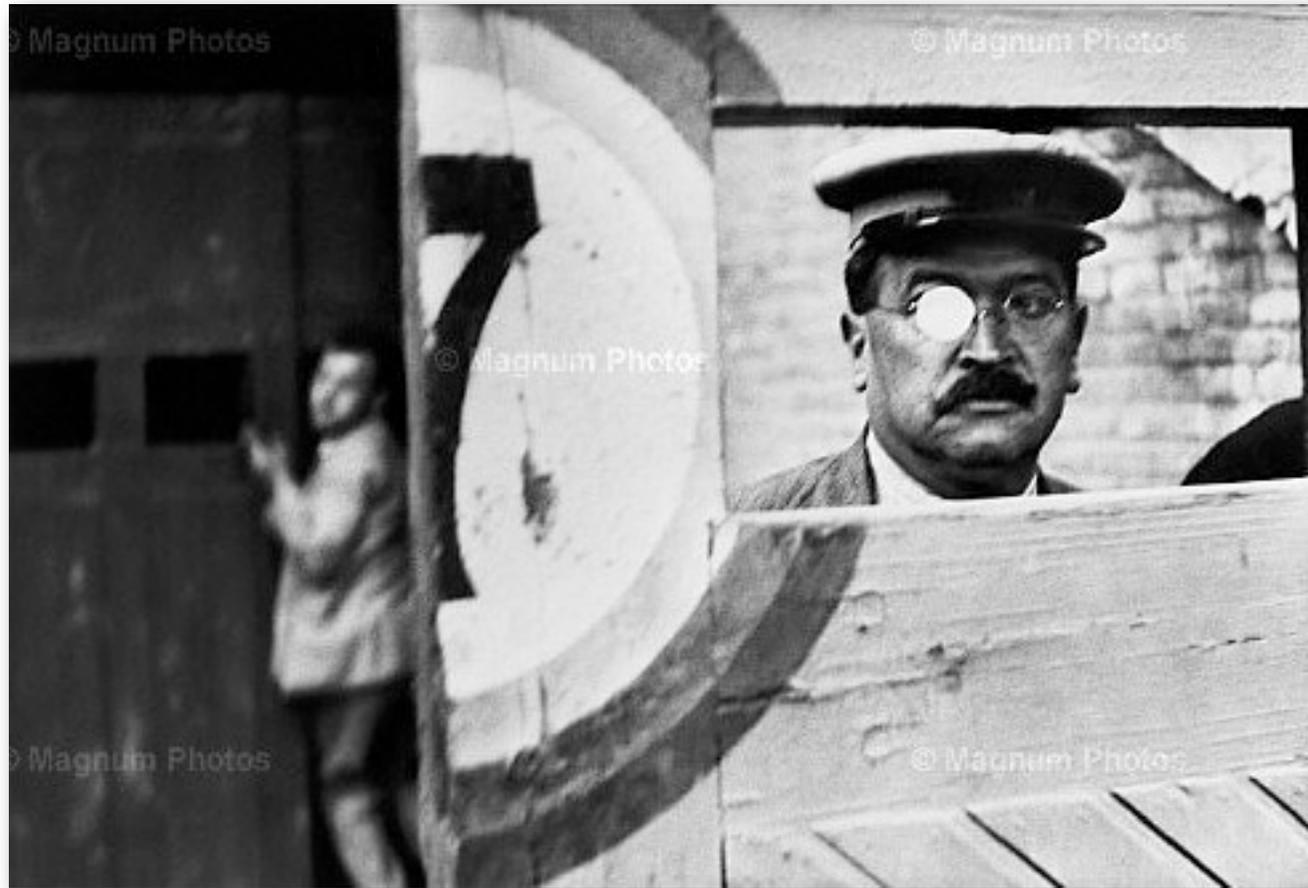
S I S L E Y















. perspectiva

central . picado . contrapicado





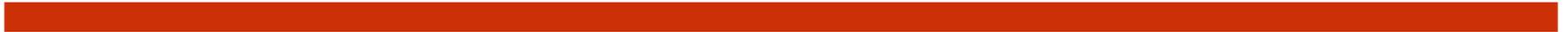






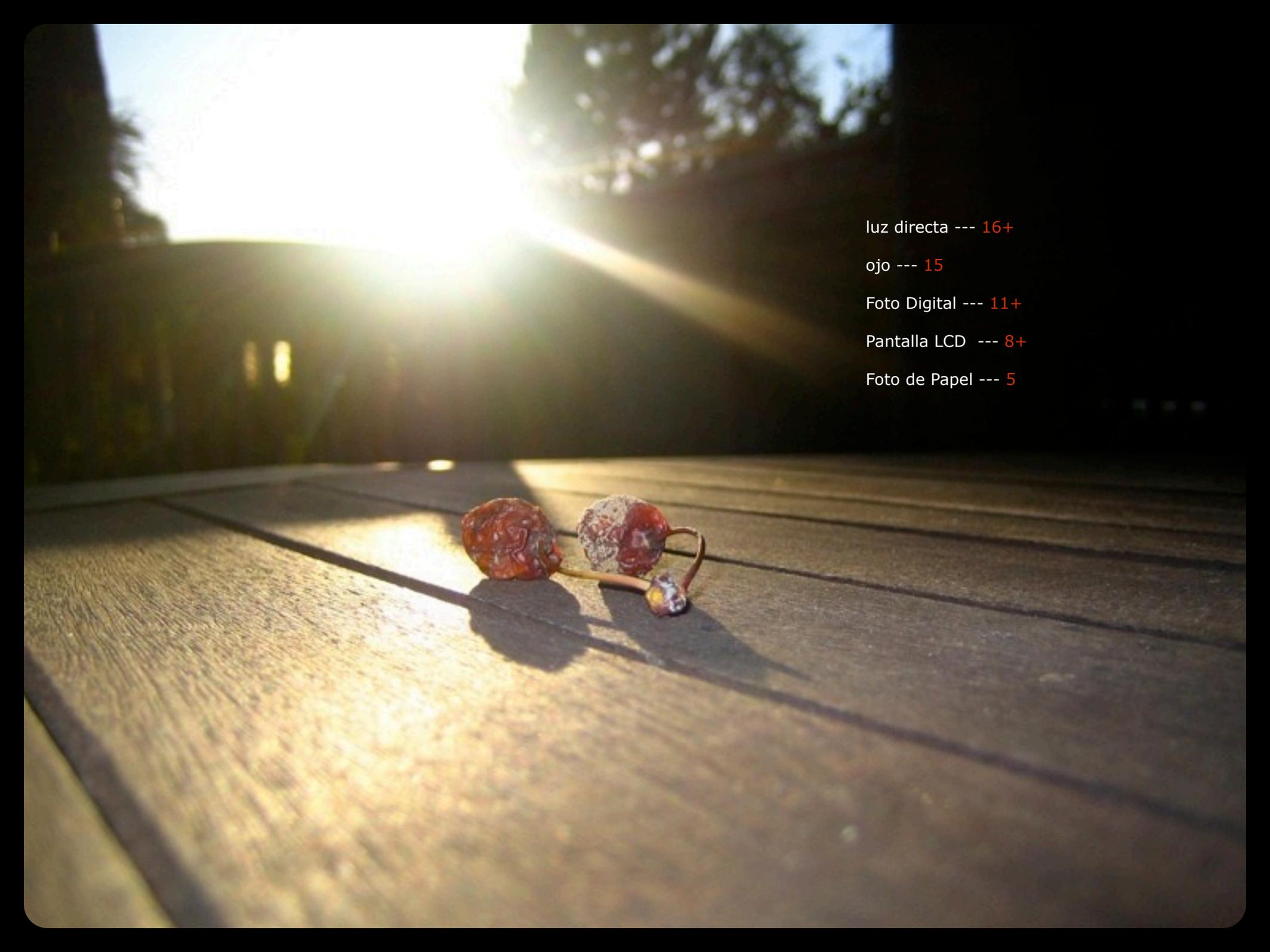






 . luz

rango dinámico . escalones de diafragmas . color de luz . exposición y medición



luz directa --- 16+

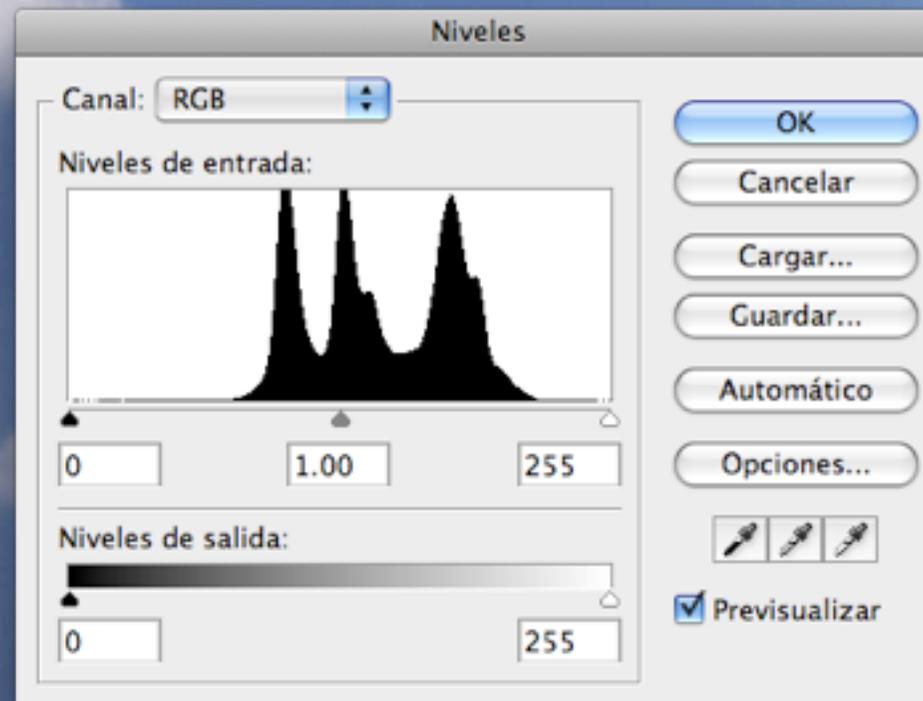
ojo --- 15

Foto Digital --- 11+

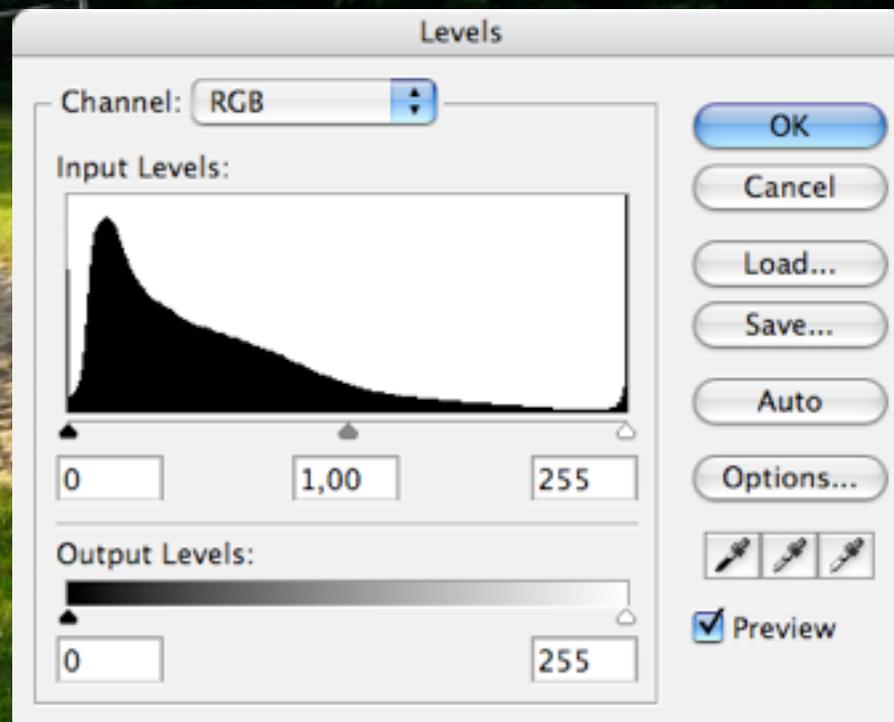
Pantalla LCD --- 8+

Foto de Papel --- 5

rango dinamico escaso



rango dinamico normal



rango dinamico alto

Niveles

Canal: **RGB**

Niveles de entrada:



0 1.00 255

Niveles de salida:



0 255

OK

Cancelar

Cargar...

Guardar...

Automático

Opciones...

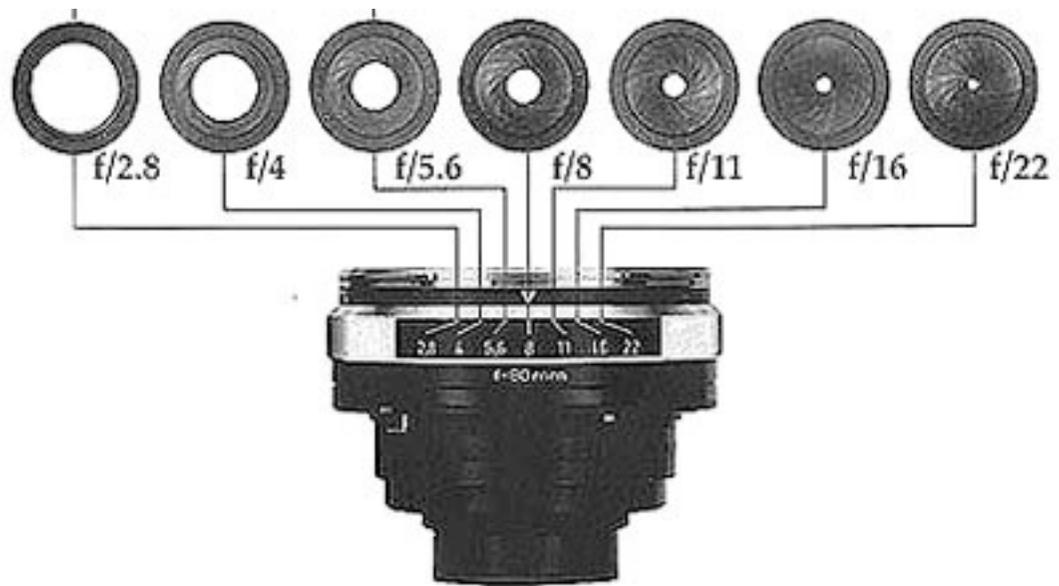
Previsualizar

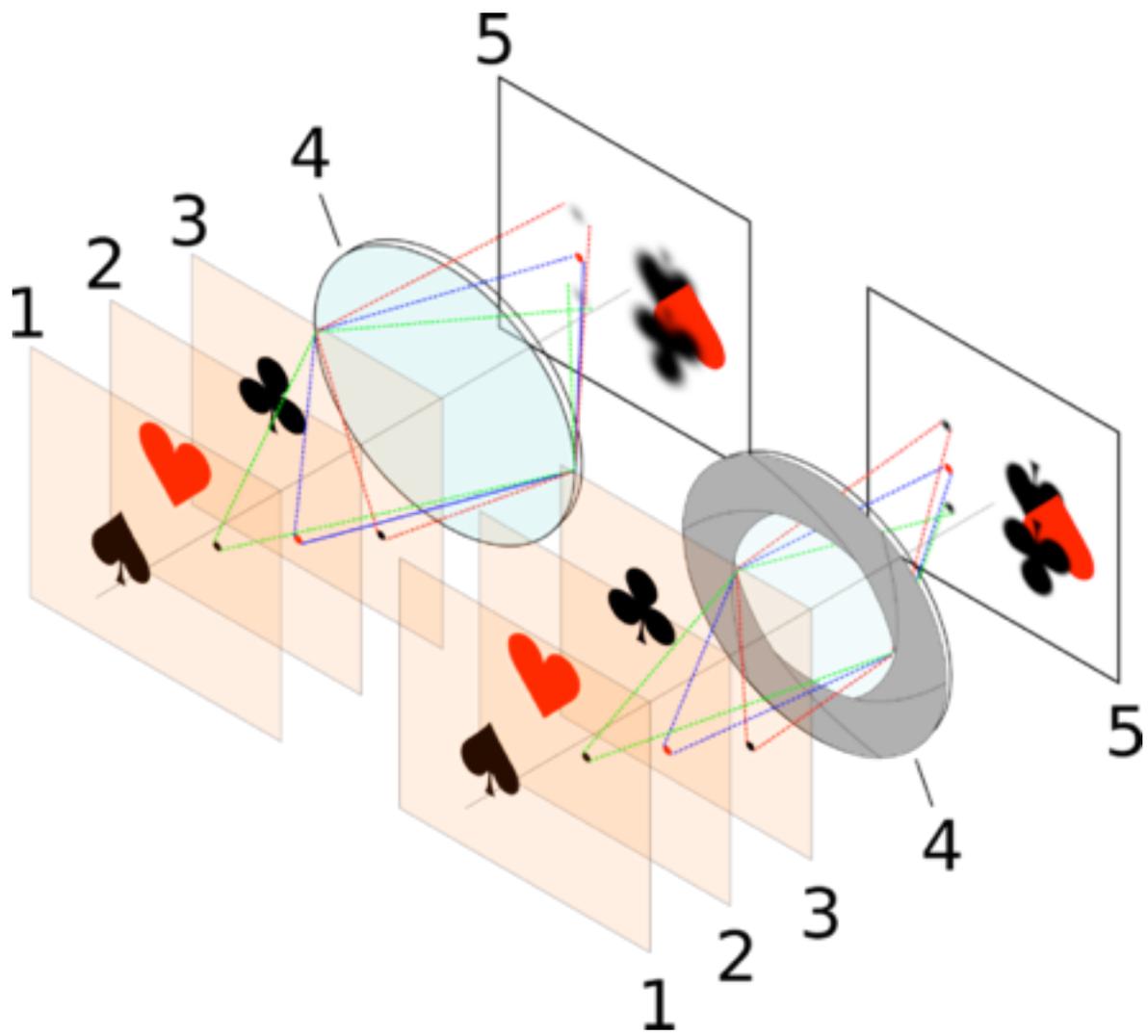


HDR = High Dynamic Range
DRI = Dynamic Range Increase















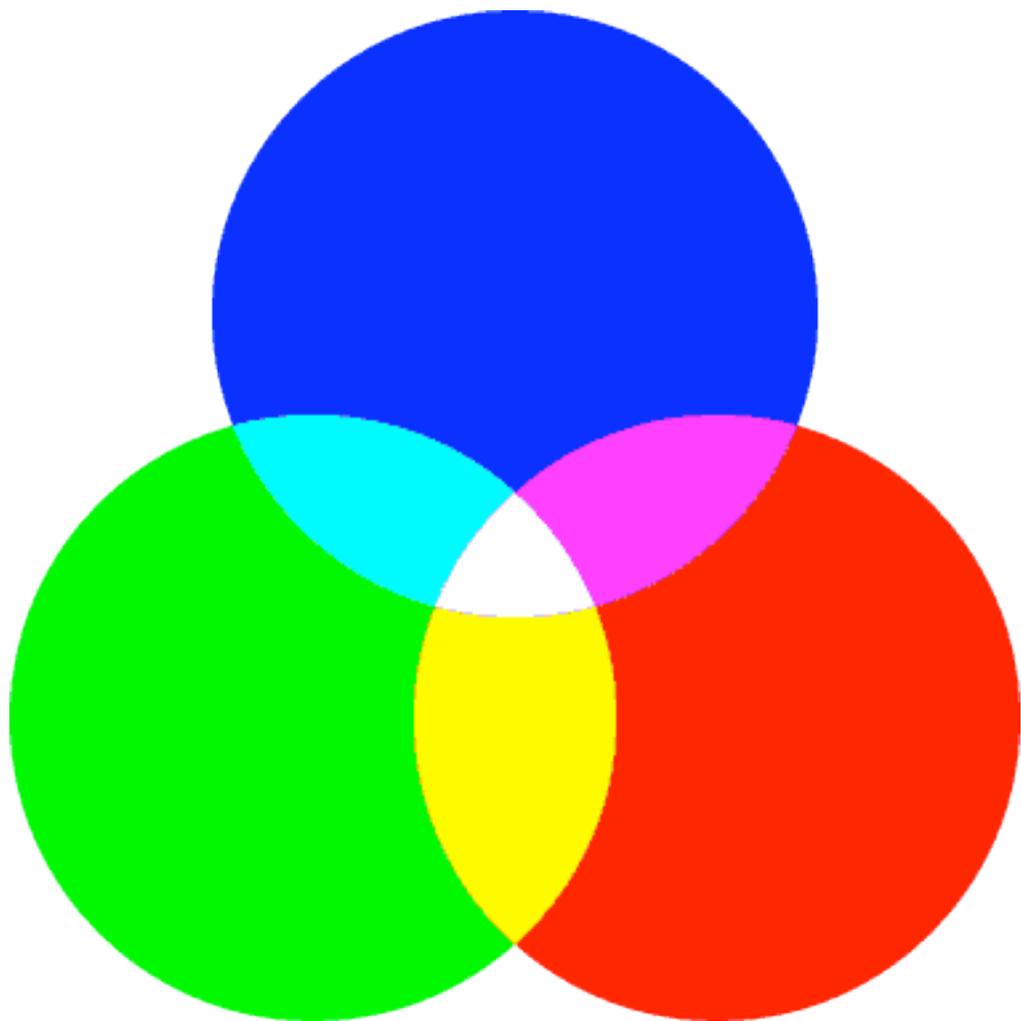
. unidades fotográficos

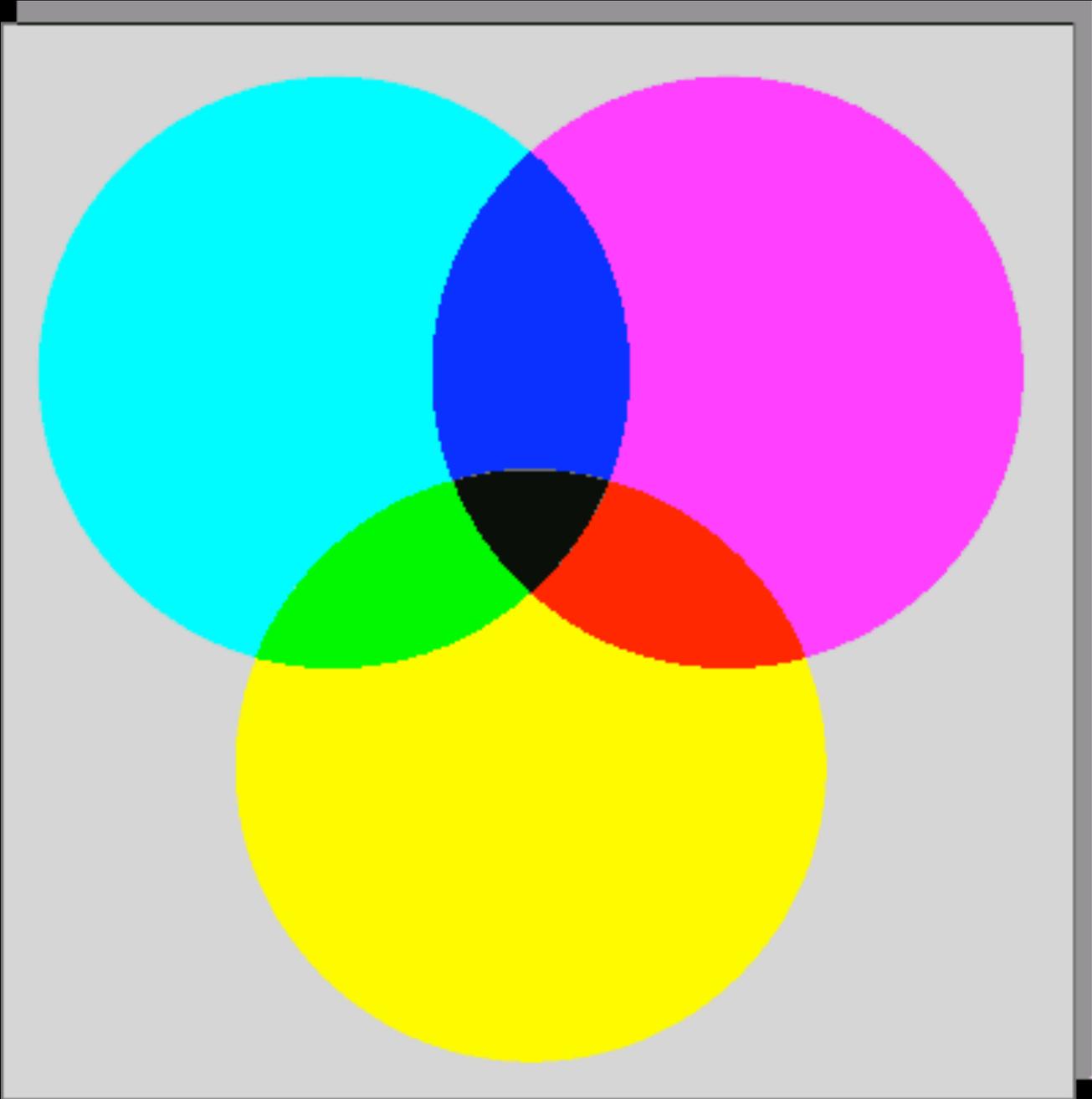
nm / nanometro --- la longitud de onda de la luz

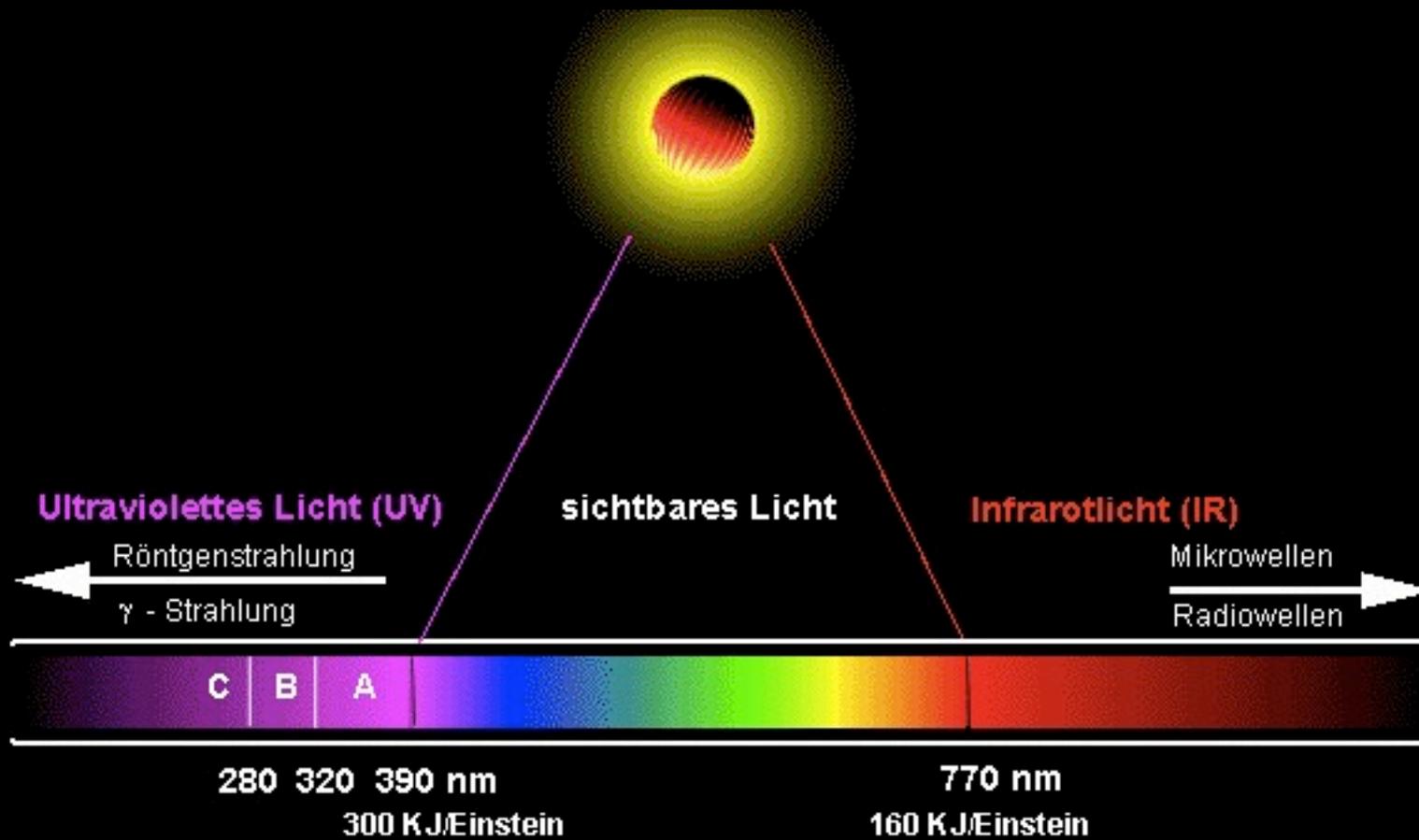
k / kelvin --- temperatura de luz

lx / lux --- intensidad luminosa

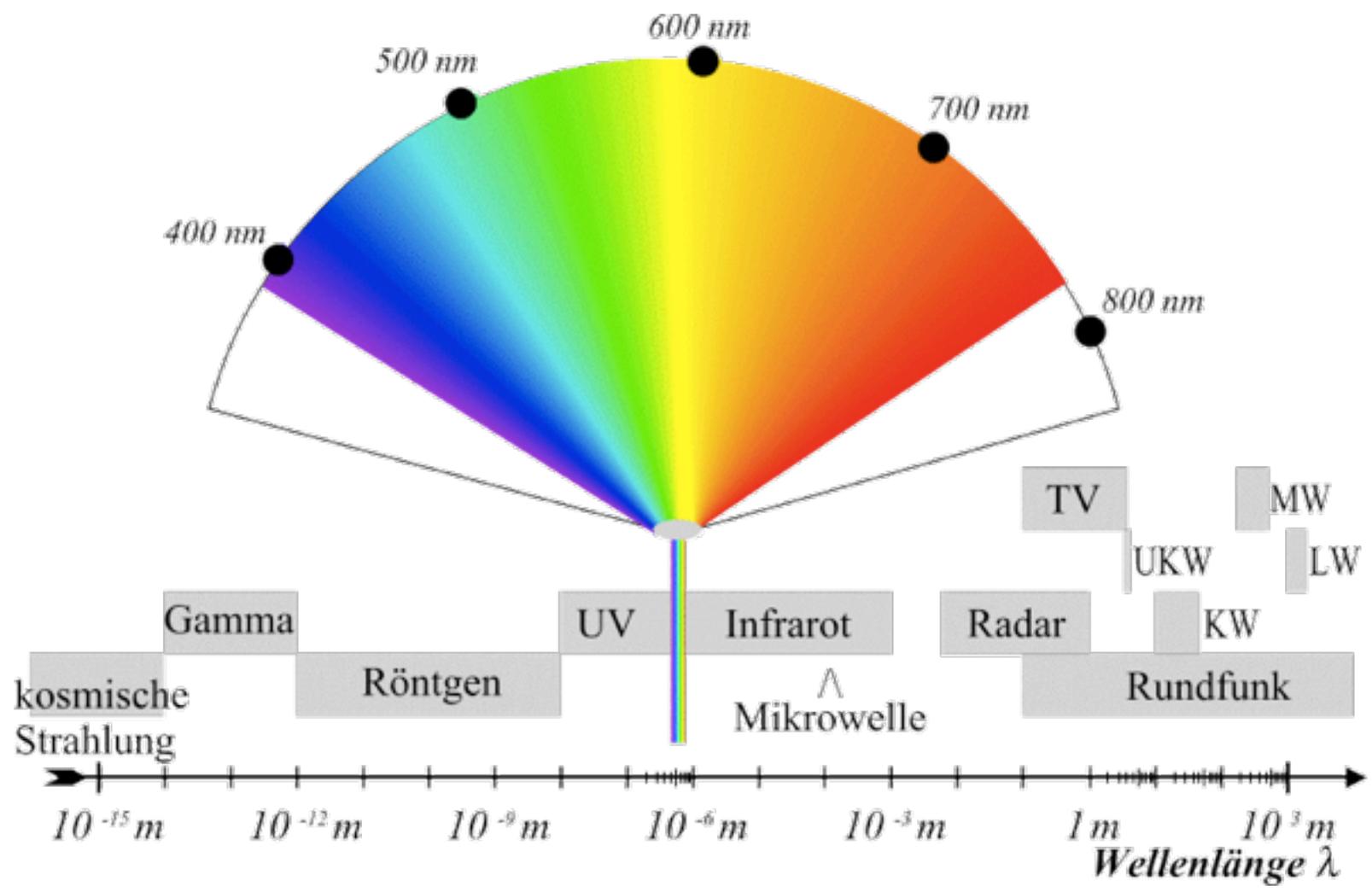
ISO --- escala de sensibilidad fotográfica







Elektromagnetisches Spektrum der Sonne





1800K

4000K

5500K

8000K

12000K

16000K



1930 K



3500 K



4500 K



6000 K



7500 K



10000 K



2700 K



3200 K



4000 K



5200 K

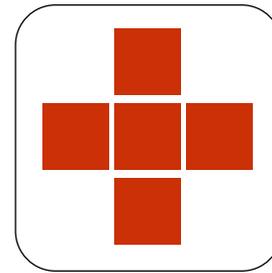
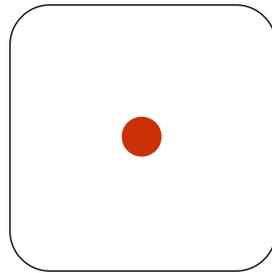
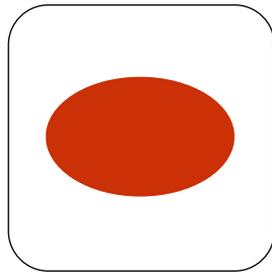


6400 K



. medición de la luz

MEDICION PUNTUAL

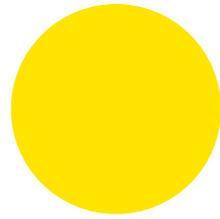
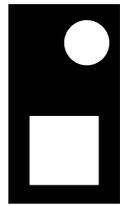


MEDICION CENTRAL

MEDICION MULTIZONAL

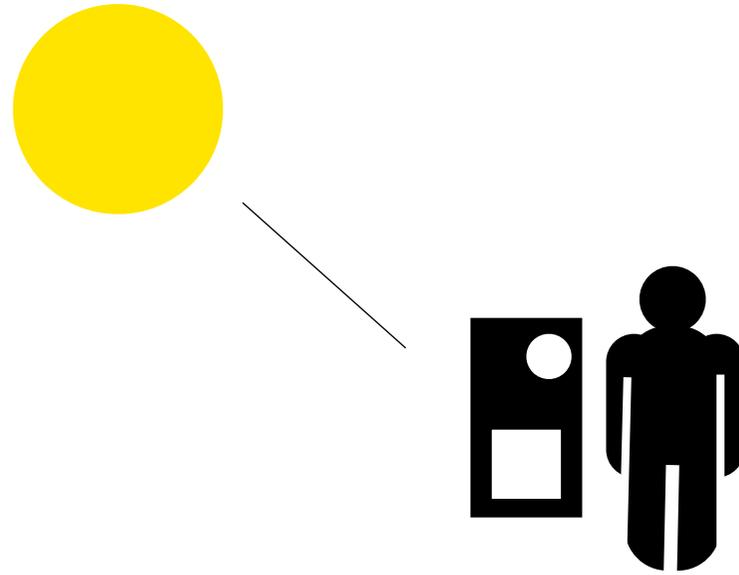


CÁMARA



medición de luz reflejada / indirecta

CÁMARA



medición de luz directa / del objeto



. equipo de iluminación

flash . luz continua . reflectores . luces de efectos





luz flash



luz continua



ringflash





Boris Pale



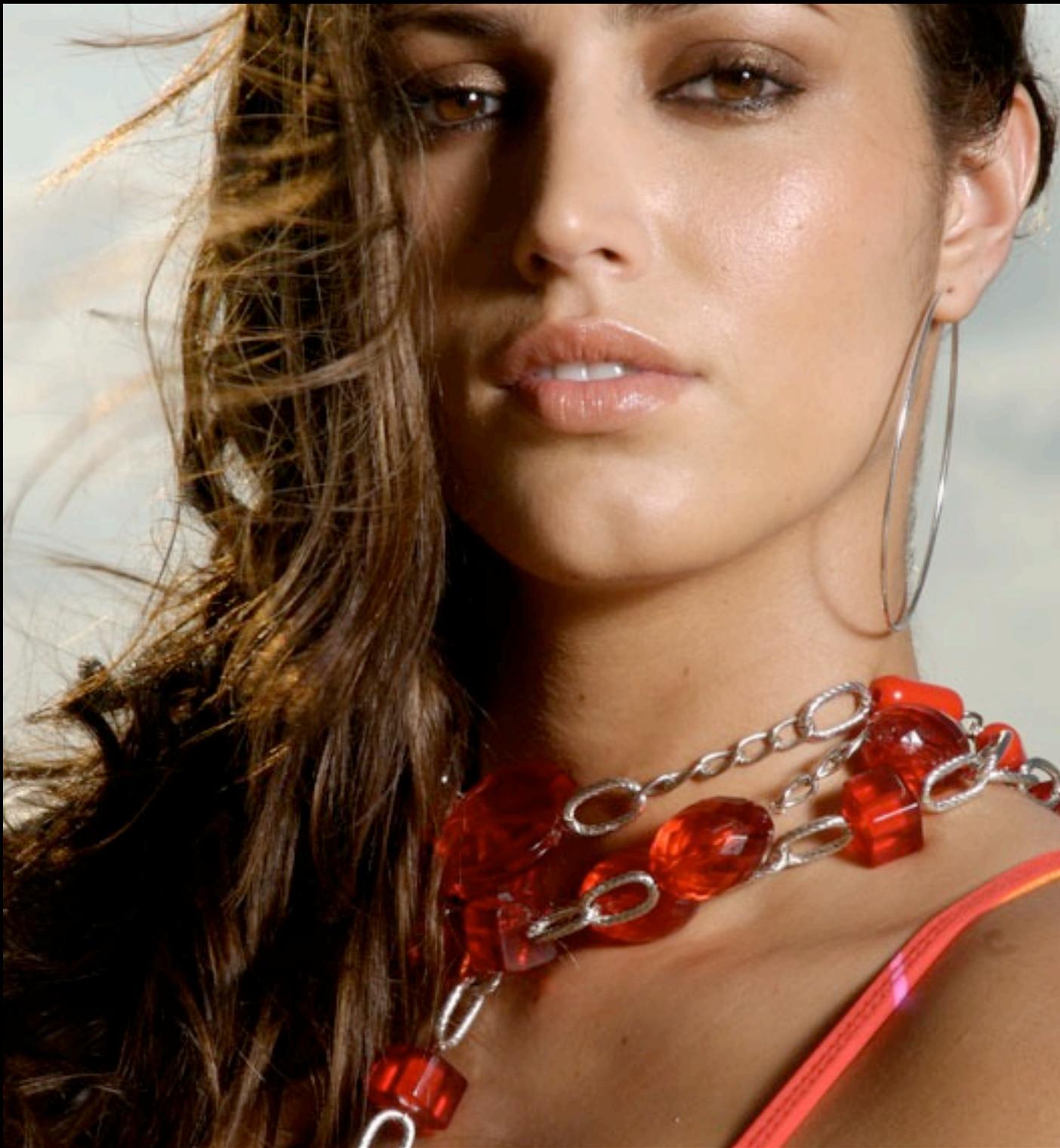


reflectores 50°, 43° y snoot



reflector 55°







cajas de luz / softbox





deep throat / octago 100 cm





octa 190 cm

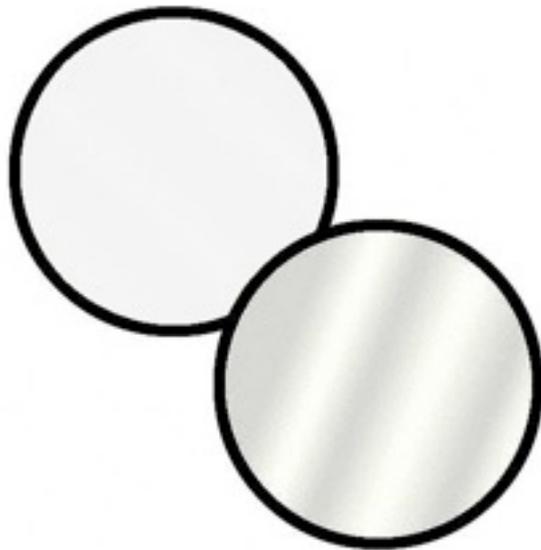
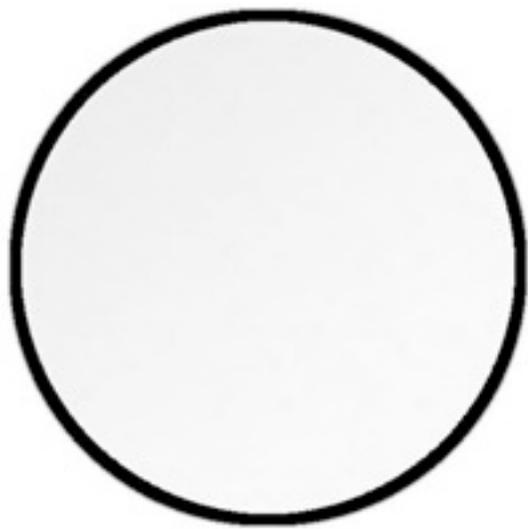




sombrillas



reflectores plegables





. iluminación

luz principal . luces secundarias





























✿ . gracias



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