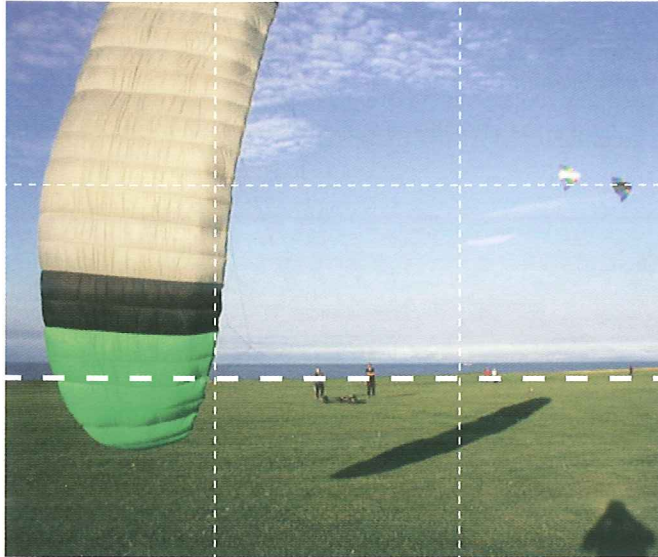


6.2 Site photography

Building up a comprehensive visual record of the characteristics of a site and its setting with photographs taken from key viewpoints can help when analysing, designing or promoting it. Having a stock of high-quality images of a site always justifies the effort involved in taking them.

Whether using film or digital technology to photograph a site, the same principles apply. Successful site photography depends upon following a few basic rules to ensure usable and informative images.



Rule of thirds – a time honoured device used by artists and designers, long predating photography.

The rule of thirds

Imaginary lines drawn to divide the image into thirds both horizontally and vertically help to compose an image in a way that feels instinctively attractive and arresting. Locating key elements along one or more of the imaginary lines will draw the eye immediately to them.

Time of day

Depending on the time of day and season, a site may be heavily shadowed or subject to failing daylight by mid-afternoon. Either could lead to unfavourable or inadequate images, while sunlight and clear conditions are likely to produce a positive result.

Zoom lenses

In the case of a digital zoom, the magnification of pixels can, depending on the resolution of the camera, cause a loss of detail and sharpness in the image.

Optical lenses re-create the image by magnifying it. With an optical zoom, the focal length of the lens is physically changed, comparable to walking closer or further away from the subject. There is no loss of image detail apart from when a wide angle zoom is used. Very long focal length zooms will tend to flatten the image, with loss of perspective.



Original photograph



Photograph using digital zoom



Original photograph



Photograph using optical zoom