

# CANON

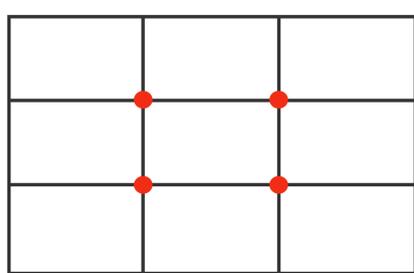
## HOW TO USE RULE OF THIRDS AND THE GOLDEN RATIO IN PHOTOGRAPHY

Rule of Thirds and the Golden Ratio are two of the most important techniques in photographic composition. There are many composition techniques you can apply, but mastering these two will give your photo a balanced look that is aesthetically pleasing to the human eye.

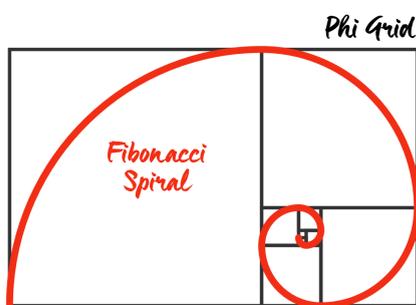
### RULE OF THIRDS

### THE GOLDEN RATIO

#### WHAT IS IT?



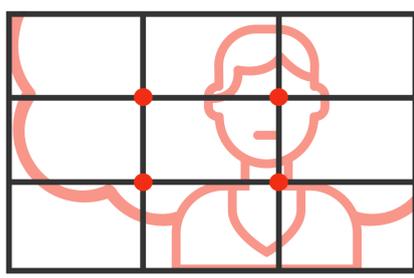
This technique consists of two horizontal and two vertical lines, **forming four intersections and nine equal boxes, in an image.** It thus helps you break down the image into thirds. Applying this technique will also encourage you to experiment with negative space, helping to create emphasis on your subject and lets you see shapes and sizes more effectively.



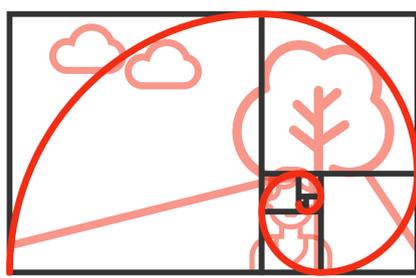
The Golden Ratio is designed on the principle of the ratio **1:1.618**. The spiral is called the Fibonacci Spiral and the grids are called the Phi Grid. Fibonacci Spiral helps guide the eye, while Phi Grid helps you place your subject at the best possible spots. It lets viewers identify your main subject and guide their eyes through the entire image.

#### WHERE TO PLACE YOUR SUBJECT?

### PORTRAIT

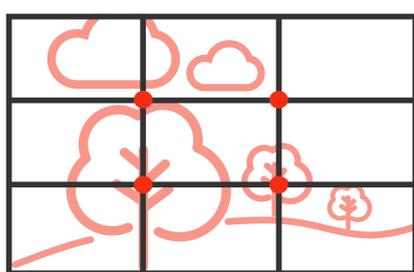


For portraits, place your subject either along the vertical lines, or use one of the intersections as a guide so that the face/eye of the subject falls nicely onto it.

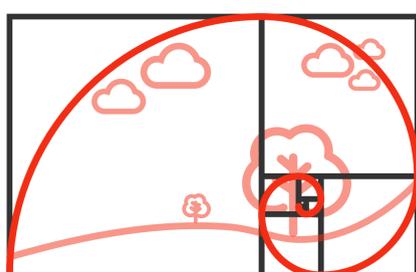


Place your point of interest on the smallest part of the spiral. Like the Rule of Thirds, your subject should be placed along the grid lines.

### LANDSCAPE

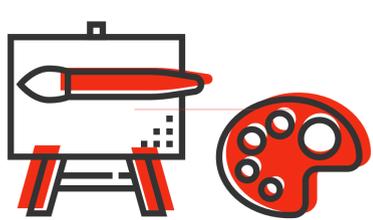


Decide on the subject you want to focus on (e.g. a tree, the tip of a mountain within a mountain range, etc.) and adjust your frame until it is either along the vertical lines or on one of the intersections.



Make sure your subject falls on the smallest part of the spiral, which will help guide the eye to move along the Fibonacci Spiral and towards the rest of the photo, giving the entire shot a sense of space.

#### DID YOU KNOW?

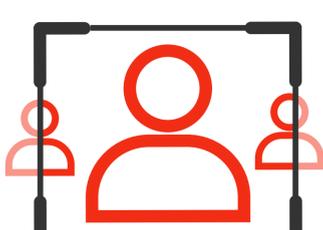


The Rule of Thirds was not invented by photographers, but by painters in the Renaissance era. They found that our eyes do not rest on the centre of the painting but instead, tend to roam outside of it.



Leonardo Da Vinci applied The Golden Ratio in his works such as Mona Lisa and The Last Supper.

#### OTHER COMPOSITION GUIDES YOU CAN EXPLORE



#### Frames

Frames help to isolate your subject and draw your eye directly to it. It creates a sense of depth and gives context to your image. Try framing your subject using tunnels, branches and leaves, or fences.



#### Fill Your Frame

If you must shoot your subject against a busy background, crop in tight around your point of focus. In this way, the viewer will concentrate on your subject instead of getting distracted by the surroundings.