

## The importance of an image

A clear message.

Alejandro Lorenzo - Photographer



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HAPPY MAN

HAS A VINTAGE POLAROID



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STUDENTS  
TAKE PHOTOS

WITH MODELS



## The importance of an image

A clear message.

THIS IS WHERE THE GUYS ARE.

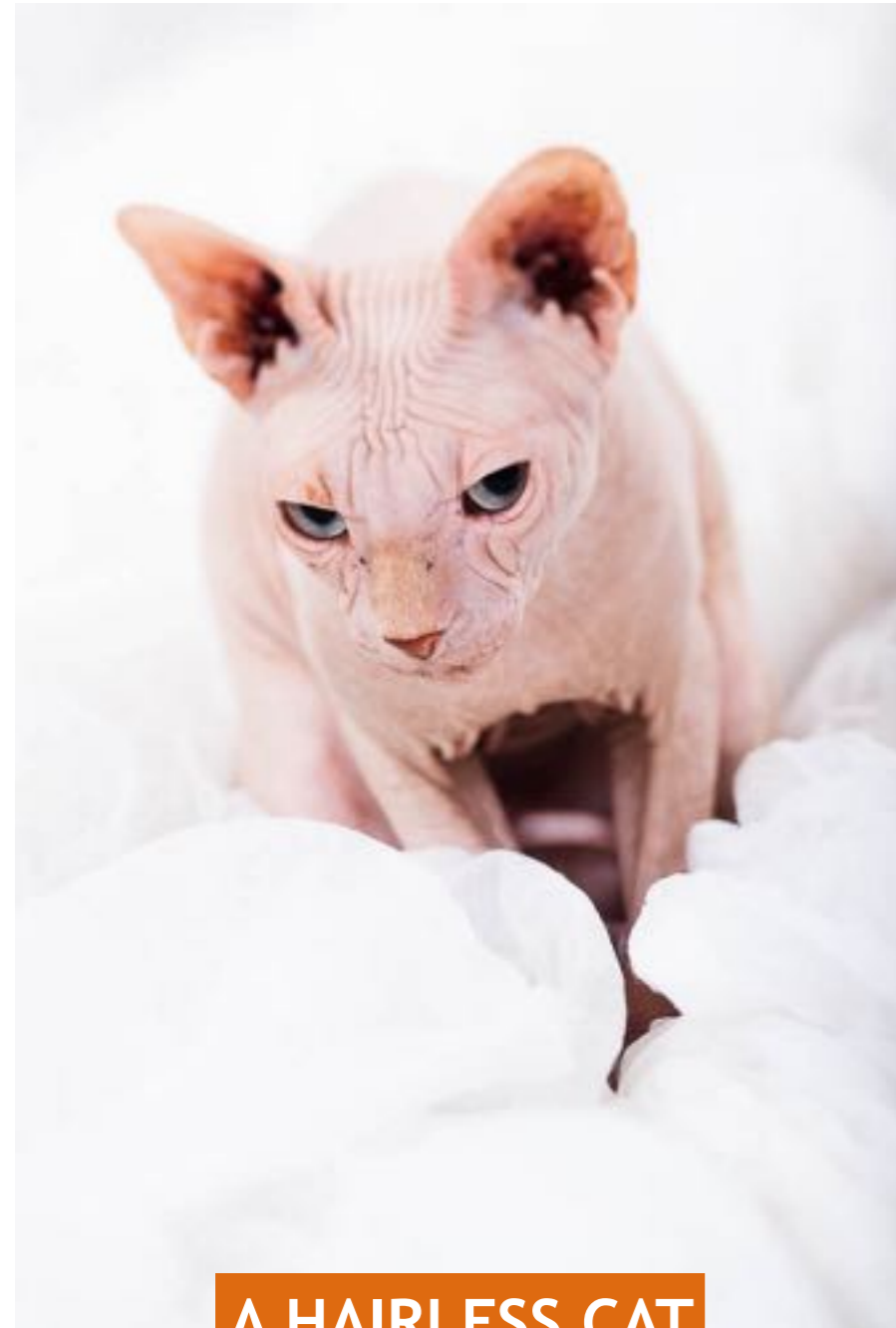


THESE ARE THE GUYS



## The importance of an image

A clear message.



A HAIRLESS CAT

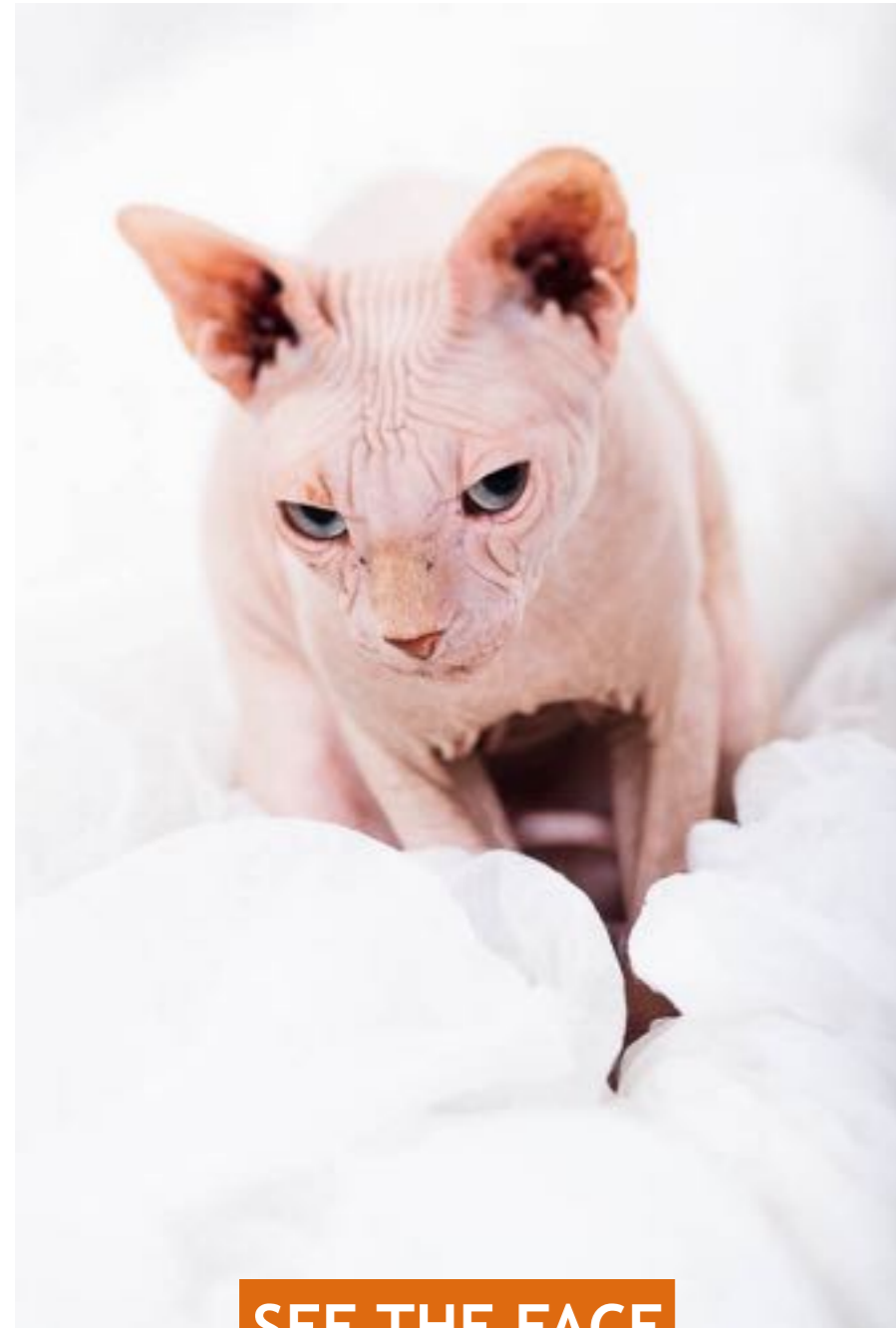


TWO GUYS



MEXICAN BEER AND NACHOS

Pay attention to what's the image.



SEE THE FACE



SEE THE FACES



SEE THE FOOD  
AND THE BEER BRAND

Pay attention to what's the image.

SEE THE BRAND

SEE WHAT THEY ARE WATCHING

SEE THE PUBLIC





Pay attention to what's the image.

SEE THE FACE

SEE THE CAMERA  
AND THE BRAND

SEE THE HAND  
HOLDING THE CAMERA



Pay attention to what's the image.

SEE THE STUDENTS

HOLDING AND USING CAMERAS

SEE THE MODELS



Pay attention to what's the image.

SEE THE WHOLE PLACE

SEE THE GUYS OUT THERE

SEE THE PLACE A BIT

SEE THE GUYS CLOSE UP



Pay attention to what's the image.

SEE THE FACE CLOSE UP



SEE THE FACE IN THE MIDDLE OF A LOT OF STUFF



Pay attention to what's the image.

A portrait taken from above.  
The eyes get bigger, the expression is soft.



Pay attention to what's the image.

A portrait from below.

The eyes get smaller, the expression is mean.



Keep it clean!

Avoid unnecessary empty space.



**Pay attention to what's the image.**

The statue looks small, there's too much empty space, trash and ugly buildings.





Pay attention to what's the image.

Now it looks bigger, the background is cleaner



**Pay attention to what's the image.**

You can see the church but the friend is small in the picture.

**SEE THE CHURCH  
BIG**



**WHERE'S MY FRIEND?**

**Pay attention to what's the image.**

Tell the friend to come closer and to the side.  
Now you see both and big and close up!

**SEE THE CHURCH  
BIG**

**SEE THE FRIEND  
CLOSE UP**



Pay attention to what's the image.

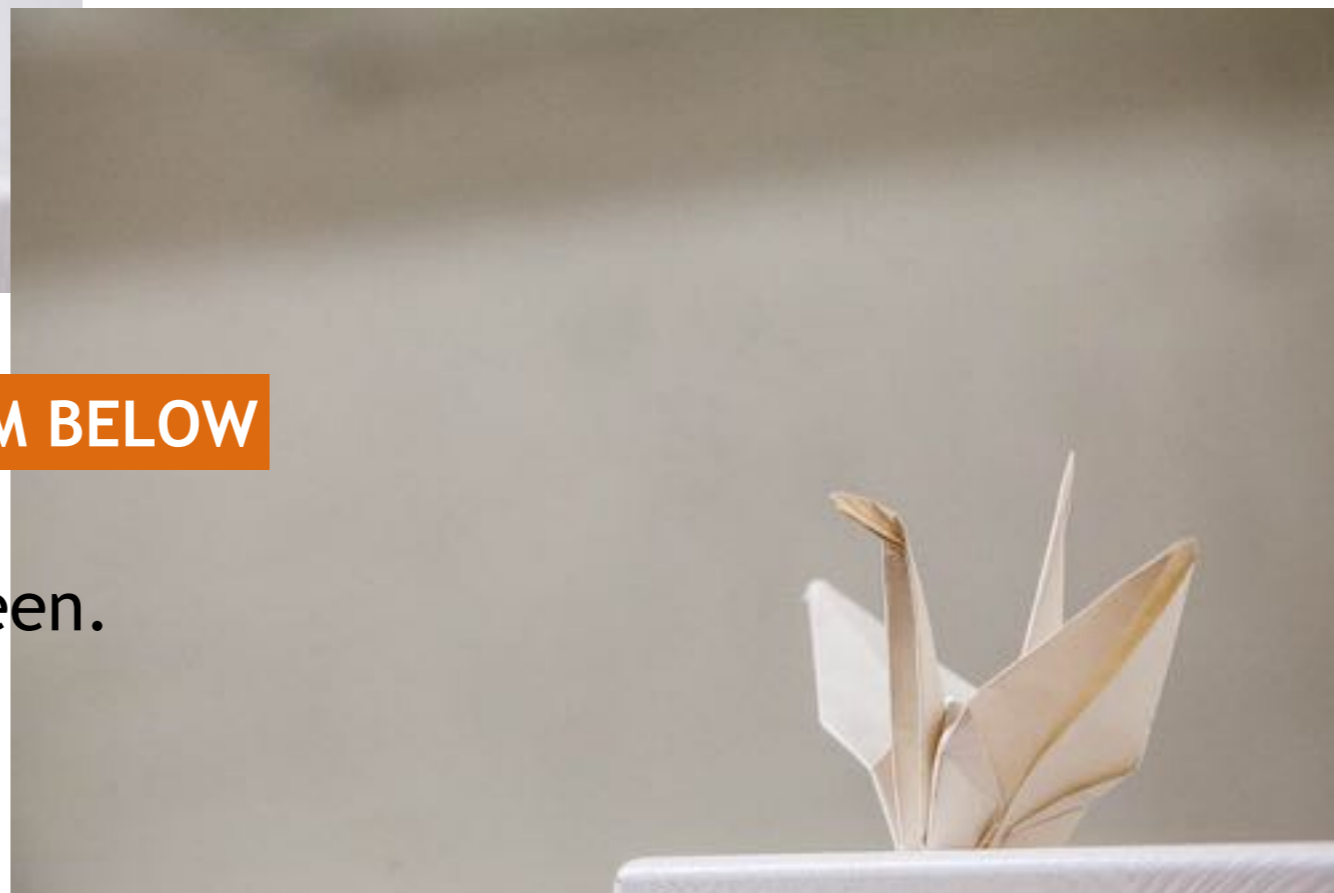
FROM ABOVE

There are boxes on the ground.  
The face and the wing are overlapped.  
It's messy.



FROM BELOW

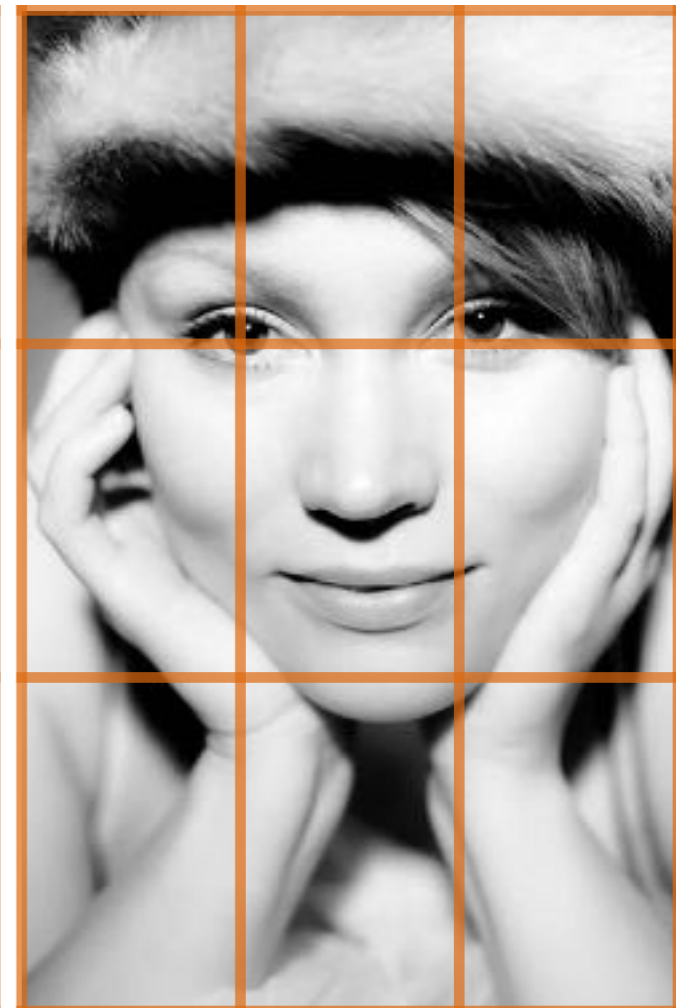
There's space to fly.  
The face and the wing can be seen.  
It's clean and tidy.



## Rule of thirds

Use the guides to keep order.

**AVOID UNNECESSARY EMPTY SPACE**



## Rule of thirds

Use the guides to keep order.

**CHURCH ON ONE SIDE.  
FRIEND ON OTHER SIDE.**



## Rule of thirds

Use the guides to keep order.

**2/3 FOR THE STUDENTS.  
1/3 FOR THE MODELS.**



## Rule of thirds

Use the guides to keep order.

**1/3 FOR THE SKY.  
2/3 FOR THE CITY.**





## Rule of thirds

Use the guides to keep order.

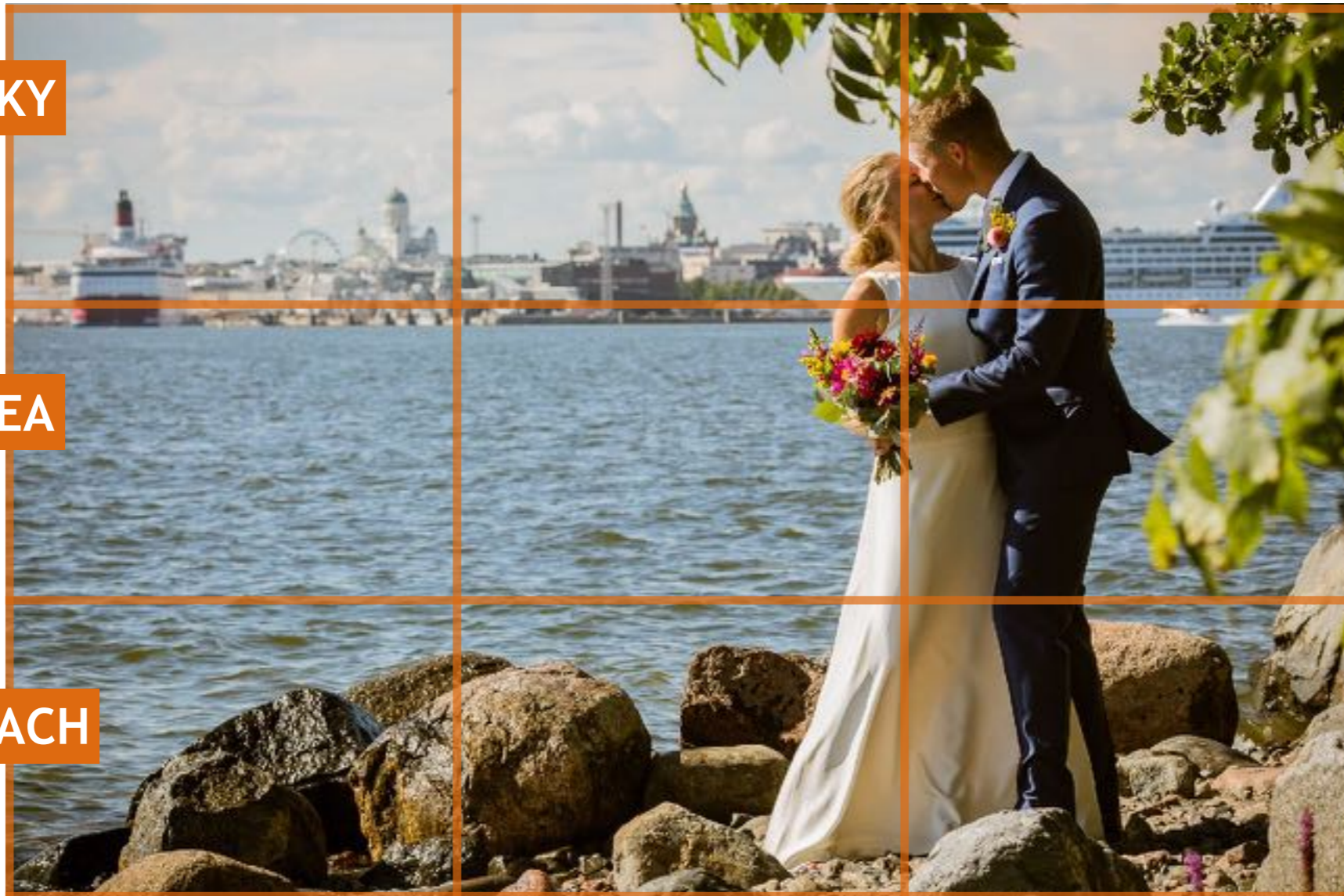
THE LANDSCAPE

THE COUPLE

THE SKY

THE SEA

THE BEACH



**If you are ready, start to make it complicated!**



**HORIZONTAL**

Stillness, balance.

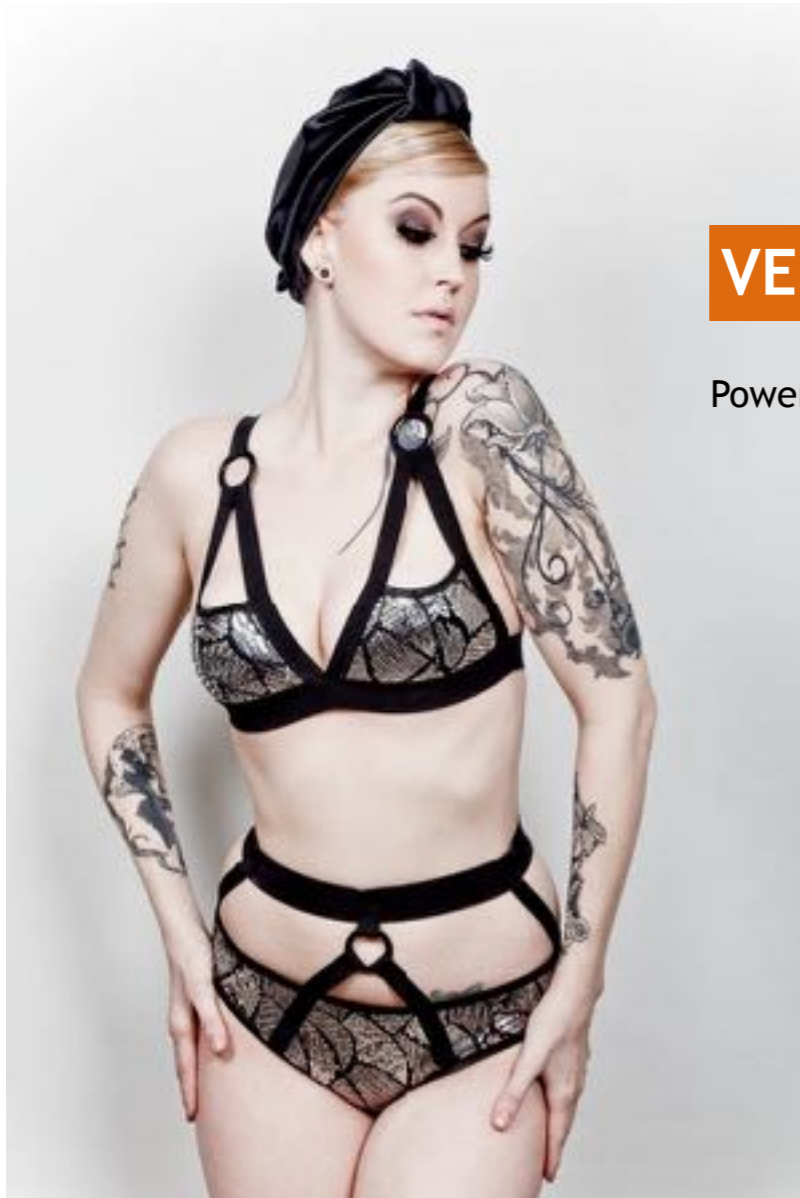
**DIAGONAL**

Activity, change.



**VERTICAL**

Power, domination.



**CURVES**

Nature, life.



If you are ready, start to make it complicated!

Repetition and rhythm.

**GEOMETRY**

Organised, industrial.



**IRREGULAR**

Random, living.



Remember the importance of an image

Do you think this guy is a professional photographer?

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