**Photography Terms**

**ANGLE** The specific location from which a photo is shot. Variety in angle creates more interesting photography and can tell the story in different ways.

**BIRD’S-EYE VIEW** A photo shot from above, taken from a high angle.

**CENTER OF VISUAL INTEREST (CVI)** Primary subject that catches readers’ attention first. Should be the focal point or dominant element within the photo.

**COMPOSITION** Position or arrangement of the elements in a photo; content of a photo.

**CROPPING** Editing the image area to be reproduced. Cropping enhances a photo’s visual impact by removing dead space from the sides, top or bottom.

**FORMAT** A horizontal or vertical orientation for a photograph. A variety in format makes a spread or module more interesting.

**FRAMING** Composing a photo so that the subject is surrounded (framed) by content — sky, ground, people, architecture — that highlights the subject.

**LEADING LINES** A photo composition technique in which real or imaginary lines in a photo lead the eye to the dominant element, primary subject or center of interest.

**NOISE** An undesirable electronic pattern in the dark areas of a digital photo.

**PERSPECTIVE** The angle at which a photo is shot. A wide shot shows the overall event or scene, introducing the story. A medium shot brings readers close to the action, telling more of the story. A close-up/detail shot focuses on a single, interesting subject, showing one small element that provides information on the subject matter.

**PHOTO ASSIGNMENT** The time, place and event/activity the photographer is to shoot.

**PHOTOJOURNALISM** The art of telling a visual story with photographs. Photojournalists capture life as it happens, with an emphasis on emotion in motion. Photojournalistic images are not staged or posed.

**PHOTOJOURNALISTIC PHOTOS** Tell stories, show action and reaction. Provide a variety of subjects and points of view.

**PHOTO EDITING** Brings together photographer and designer and involves selection, cropping, sizing and the display of photos to optimize storytelling.

**REFERENCE PHOTOS** Group shots and portraits that provide a record of the school population and the membership of organizations and teams.

**REPETITION OF PATTERNS** A photo composition technique in which texture, lines or another visual element repeats in the photo.

**RULE OF THIRDS** A method of dividing the photograph into thirds vertically and horizontally creating four intersection points. The main subject should usually fall into one of the intersecting points, a little off-center in the photo.

**SEQUENCE** A complete visual story that results from shooting before, during and after the event or activity.

**SIZING** Matching the dimensions of the original photo to the proportions of a photo module on a design. A horizontal photo cannot fit into a vertical space and vice versa.

**SUBJECT** The main focus of a photo (a single person, a couple, a small group, a large group). Varying the number of people in photos tells different stories.

**WORM’S-EYE VIEW** A photo shot from below, or a ground-level angle.