

Representación _conceptual

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FAU_s2-2021

capítulo_3

Imagen

Francisco Rojas Miranda

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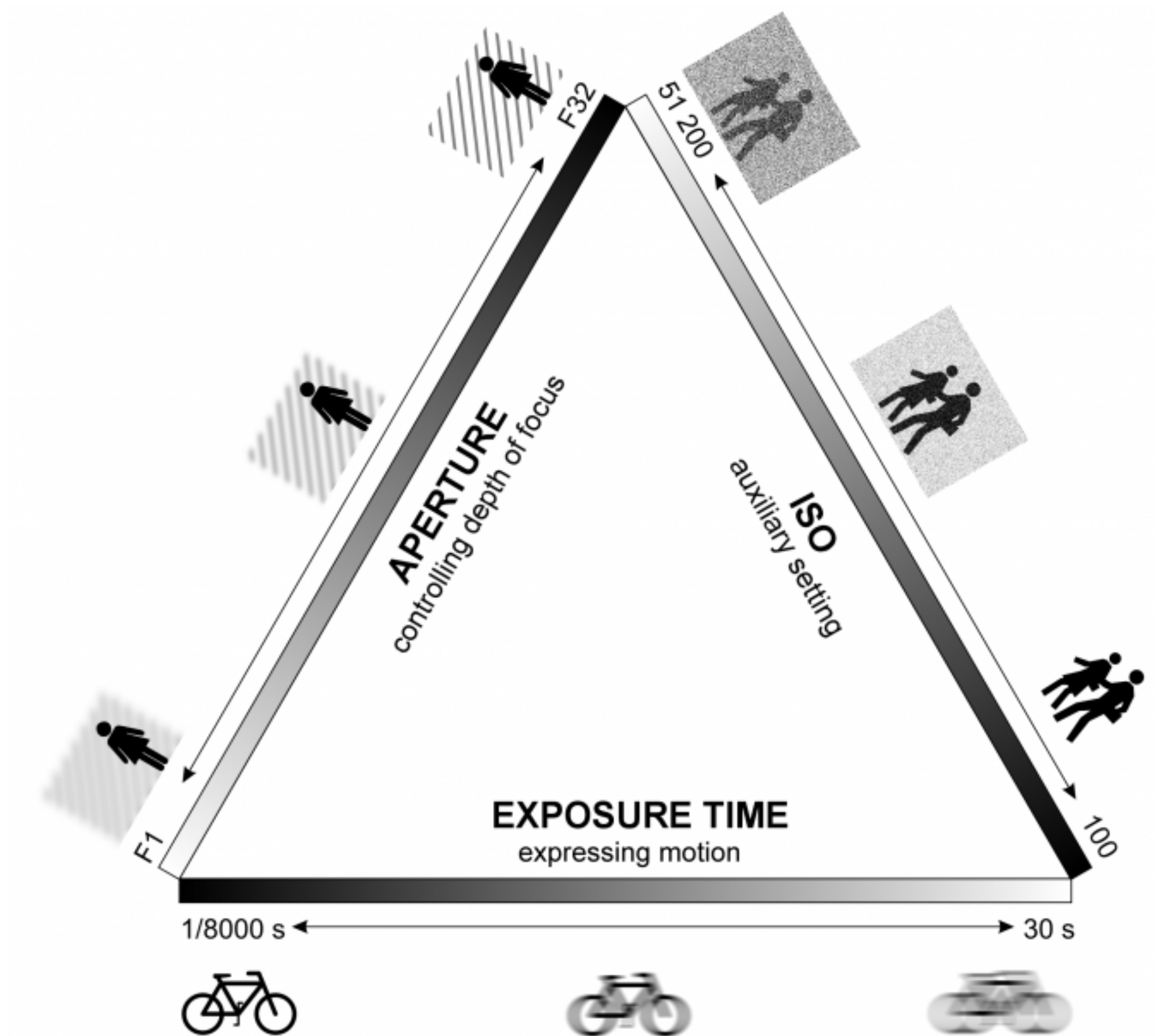
Diseñador Industrial Universidad de Chile / Chile

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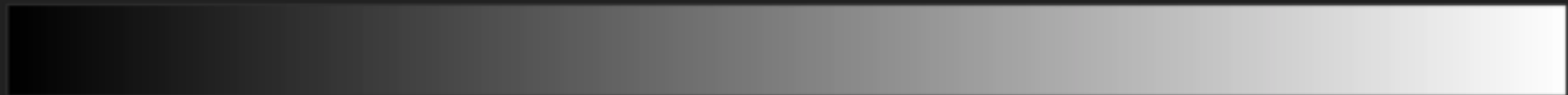




ISO



ISO



100

200

400

600

800

1000

1600

3200

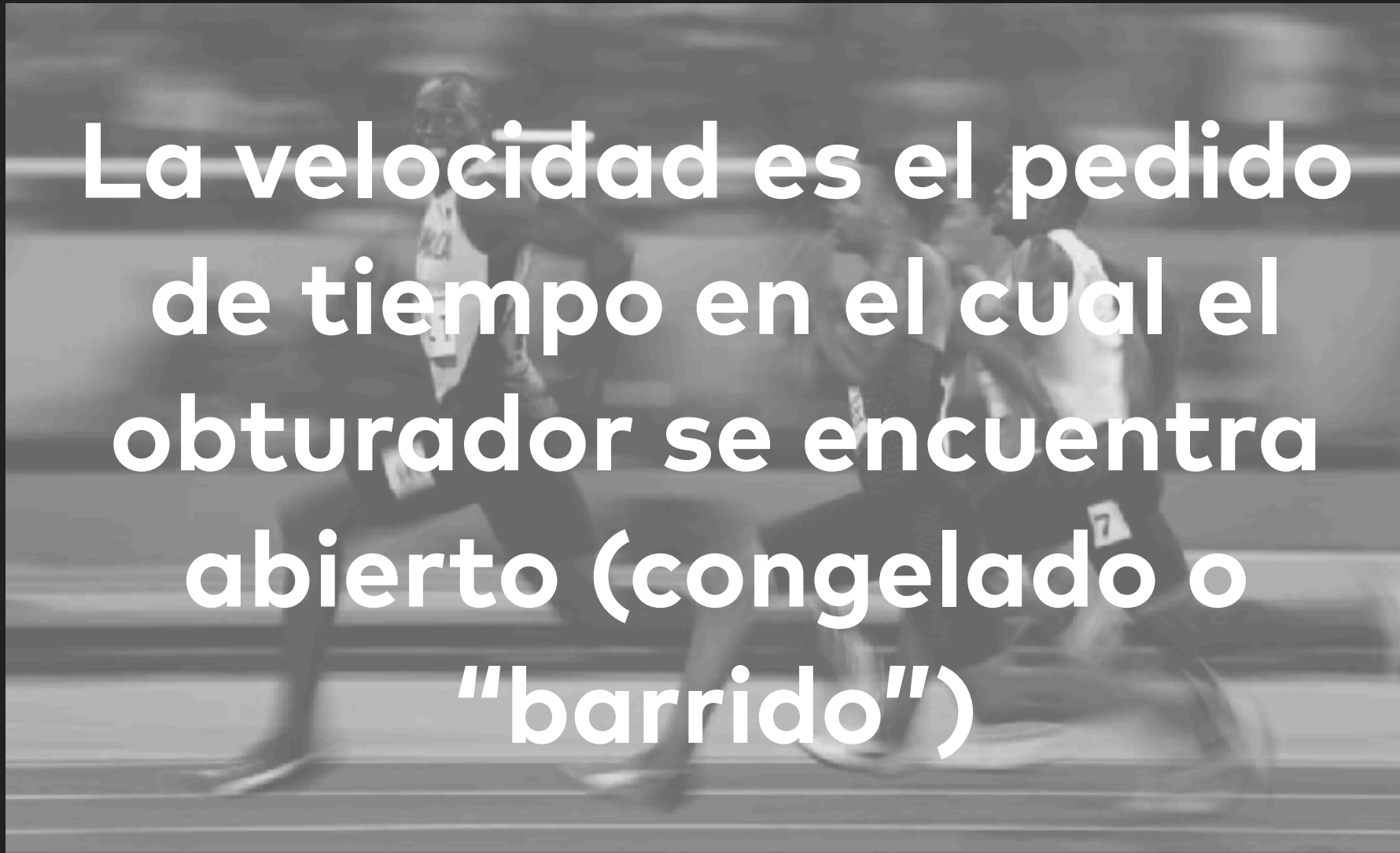
6400

Velocidad

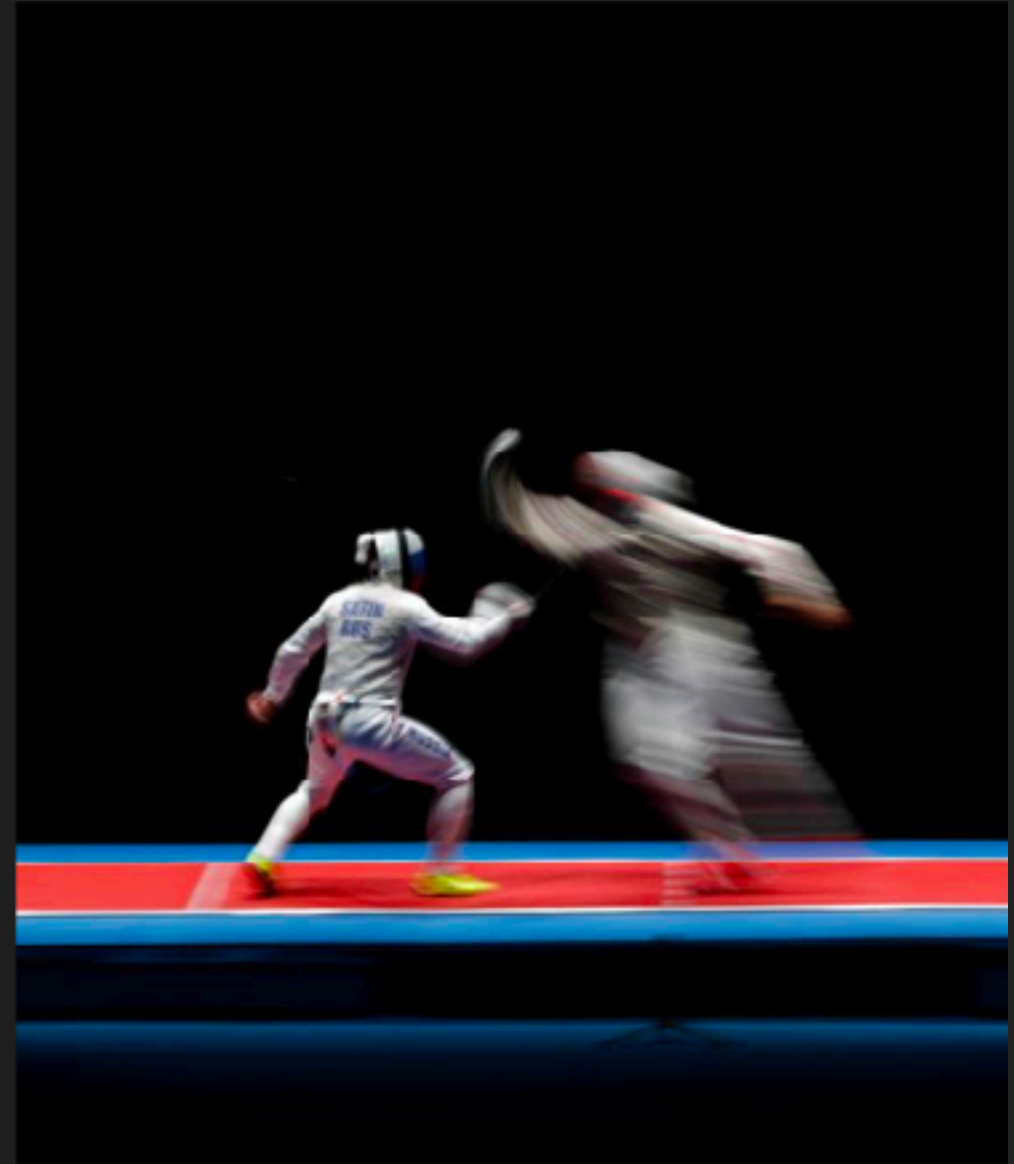


Velocidad

La velocidad es el pedido
de tiempo en el cual el
obturador se encuentra
abierto (congelado o
"barrido")



Velocidad



Apertura



F 2.8



F 4



F 5.6



F 8



F 11



F 16

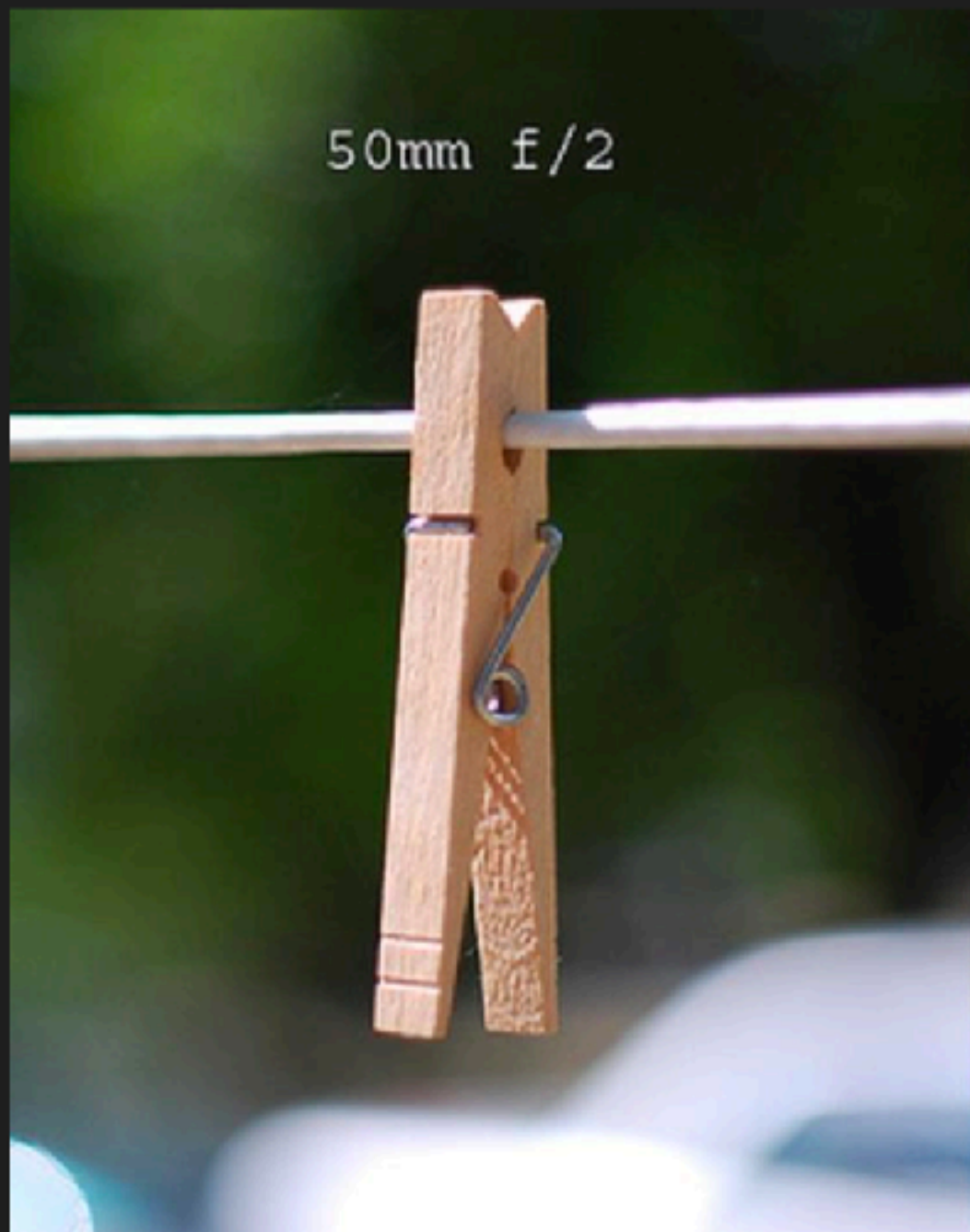


F 22





50mm f/2



50mm f/16



capítulo_3

Velocidad, ISO y Apertura

**Qué hace que una
fotografía sea
buena?**



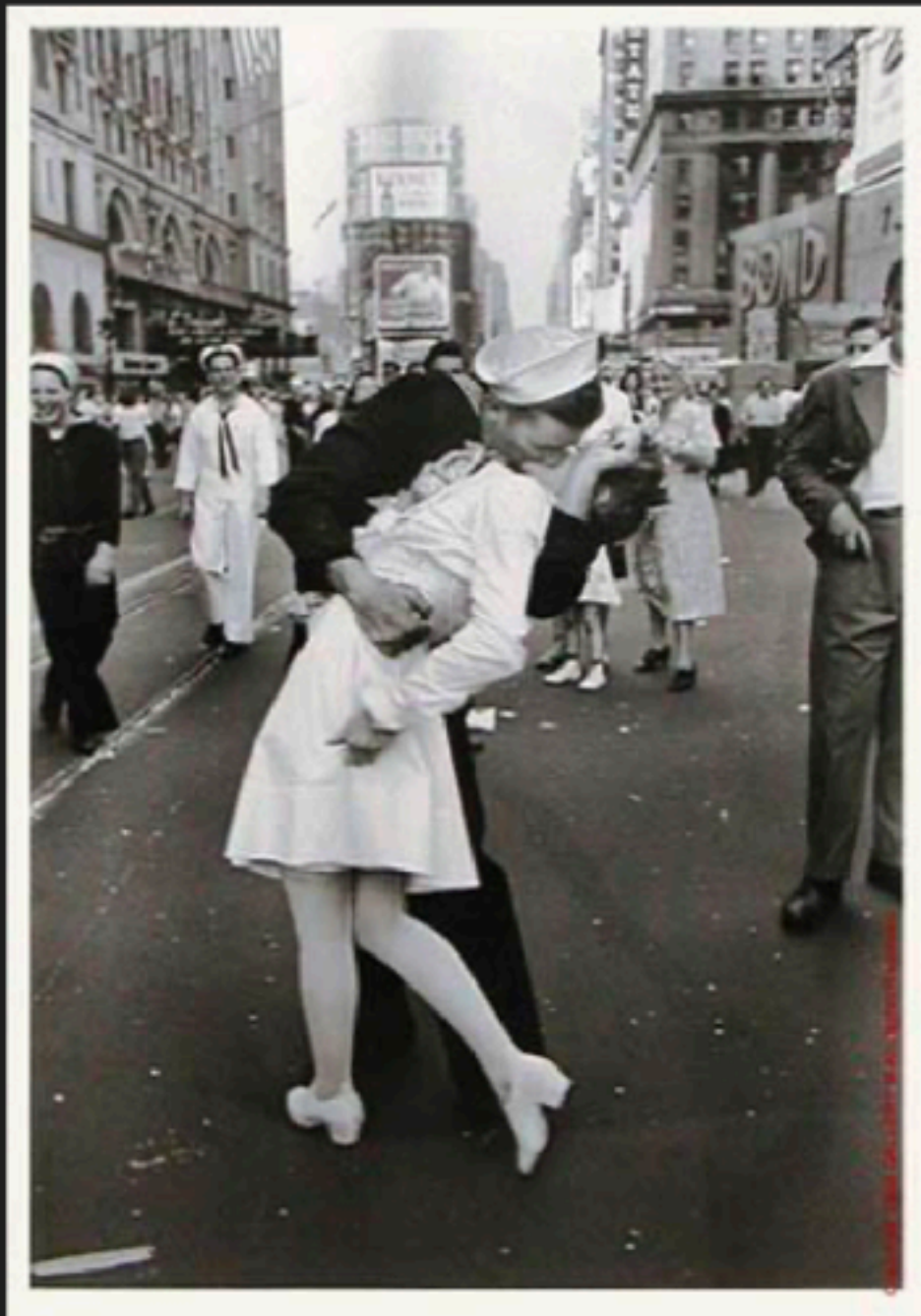
Henri Cartier-Bresson



Annie Leibovitz - Meryl Streep



Annie Leibovitz - Viola Davis



Alfred Eisenstaedt - El Beso



Burhan Ozbilici - Asesinato en Turquía



Diane Arbus - Joven patriota con bandera



Vivian Mayer - New York, 10 April 1955

Luz

Sebastiao Salgado - Génesis



Sebastiao Salgado

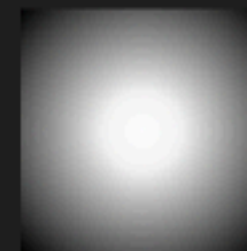


FUEGO

TUNGSTENO

DIA

FLUORESCENTE



Color

Dirección

Potencia

Bordes

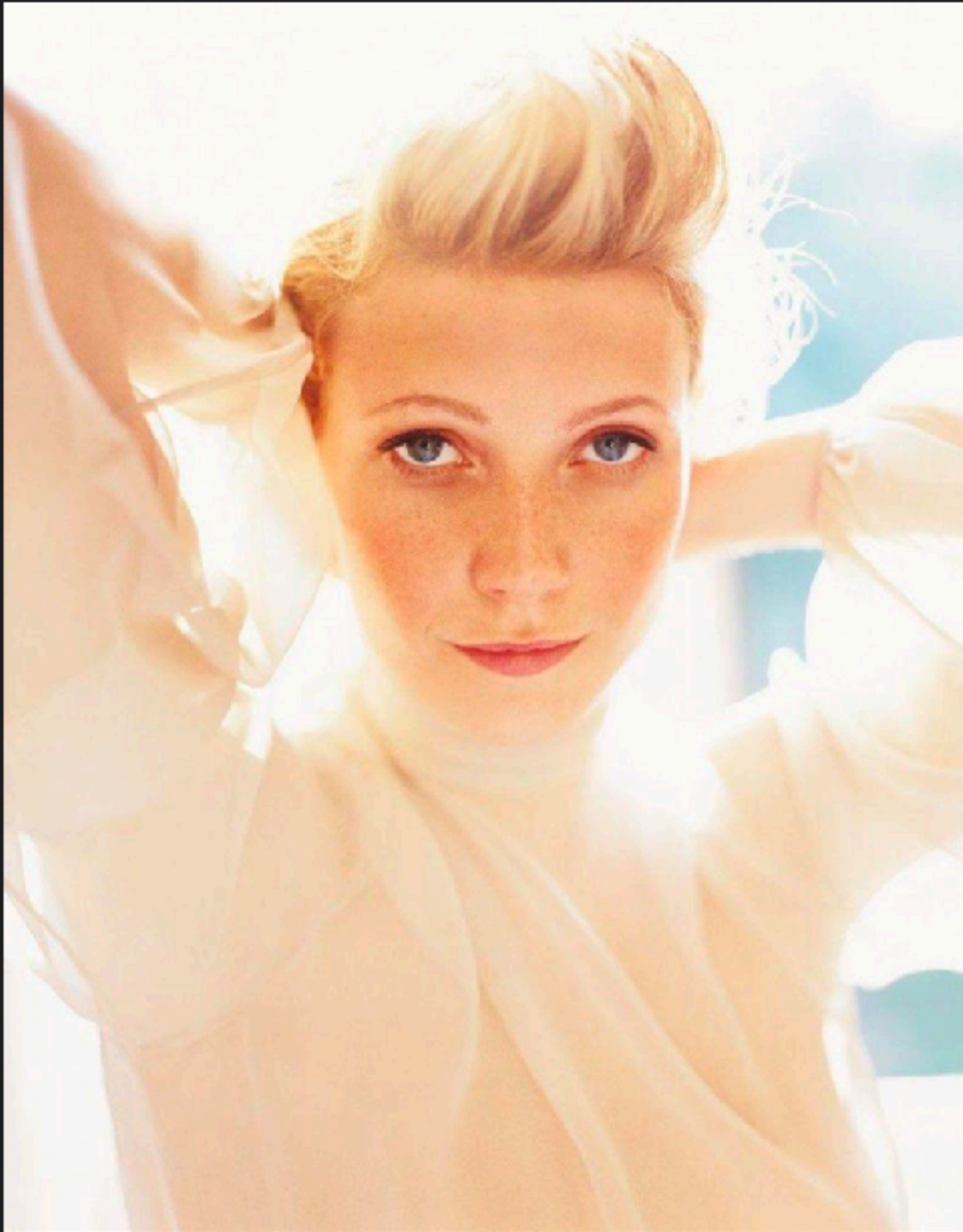




**Balance de
Blancos**

Luz + Emoción

Mario Testino - Gwyneth Paltrow



LUZ



Annie Leibovitz - Marion Cotillard



LUZ



Color

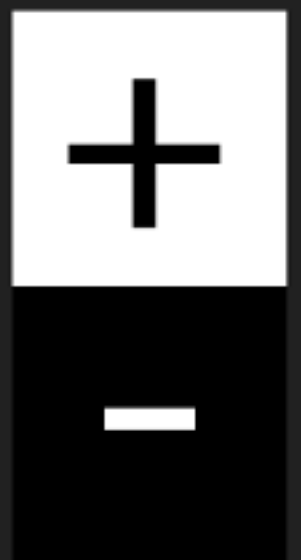
Mario Testino - Kate Moss



Peso



Peso



Formas



Texturas

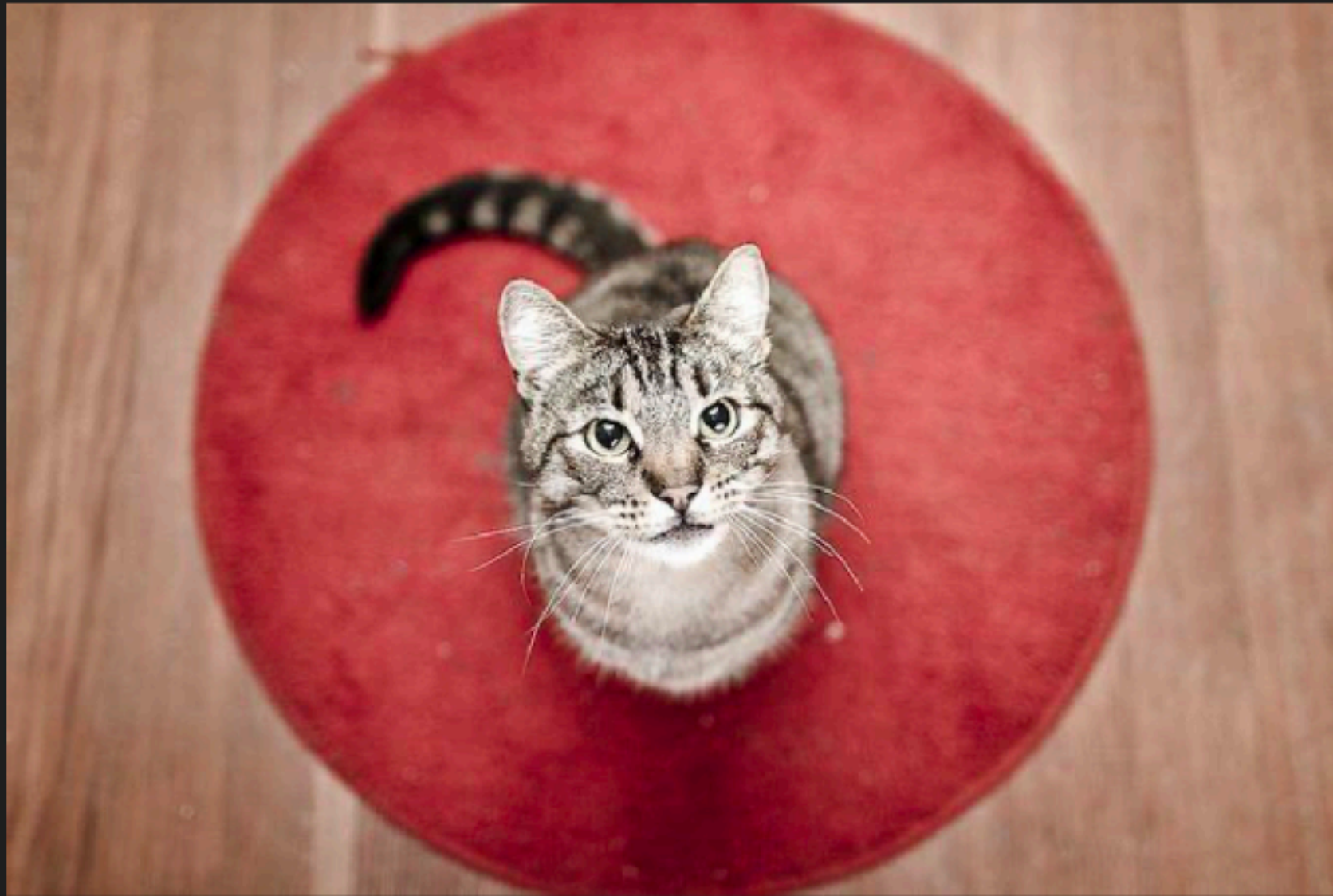


Sin Titulo
Sebastiao Delgado (20XX)

Movimiento



Ángulo

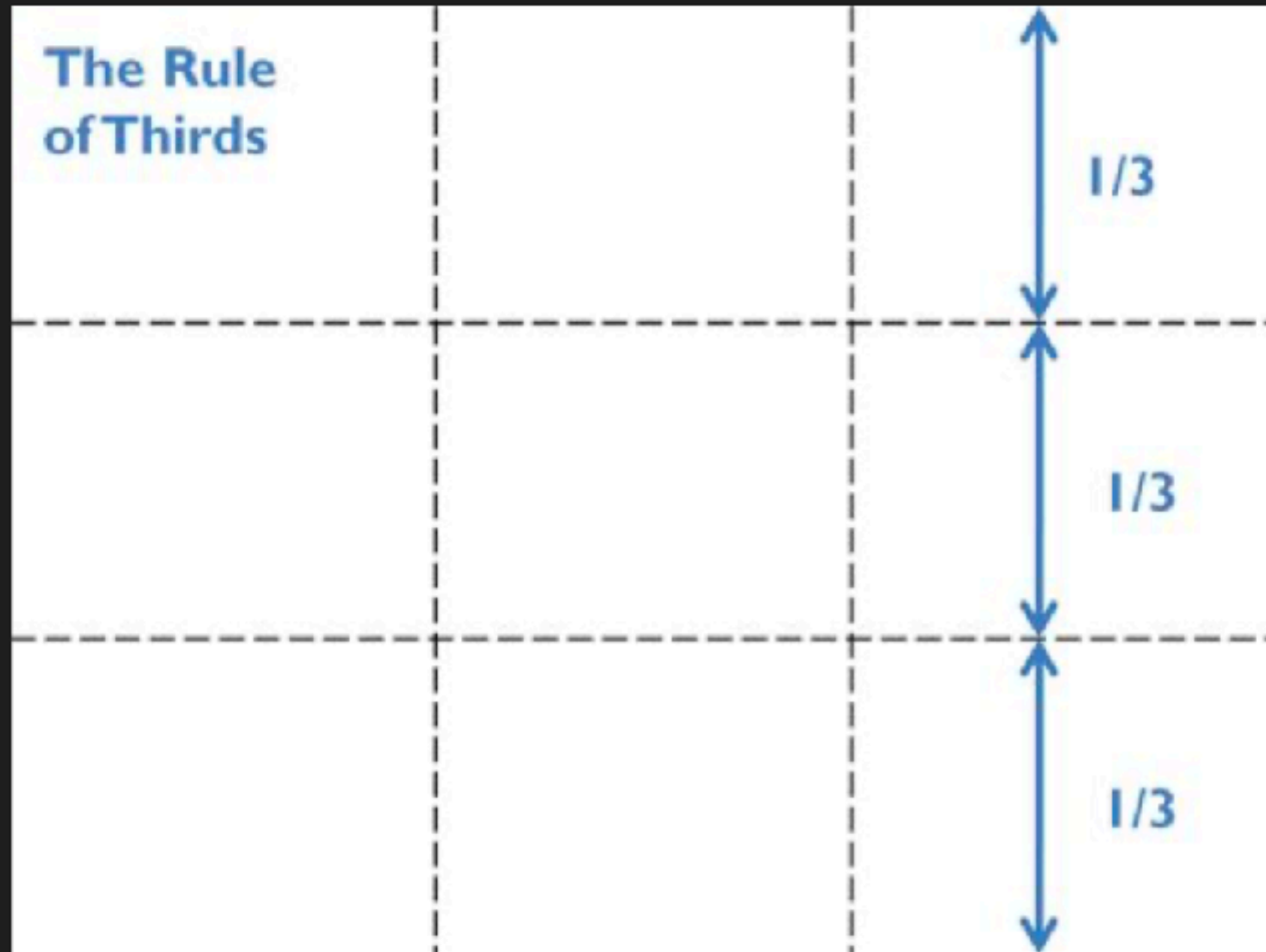


Ángulo



Principios de Composición

Regla de tercios



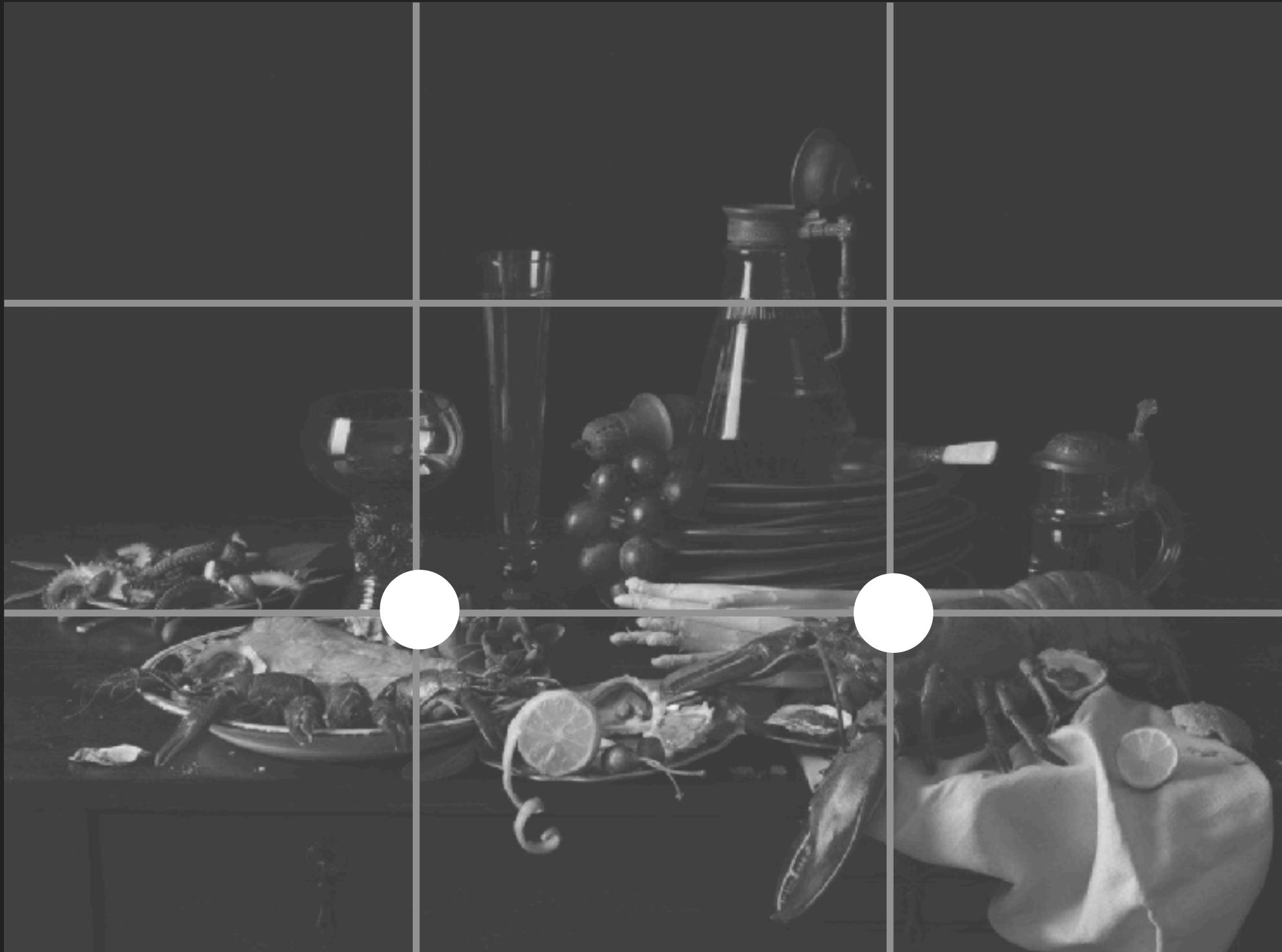
Regla de tercios



Regla de tercios



Regla de tercios



Regla de tercios



Sin Titulo
Carolina Brown (20XX)

Regla de tercios



Composition

Exposure

Light

Lenses

Seeing



'The Var Department
Hyeres, France
Henri Cartier-Bresson (1932)

Composition - leading lines



'The Var Department
Hyeres, France
Henri Cartier-Bresson (1932)

Look for the leading lines



'The Rebbe'
Marc Asnin (1992)

Composition - landscape or portrait



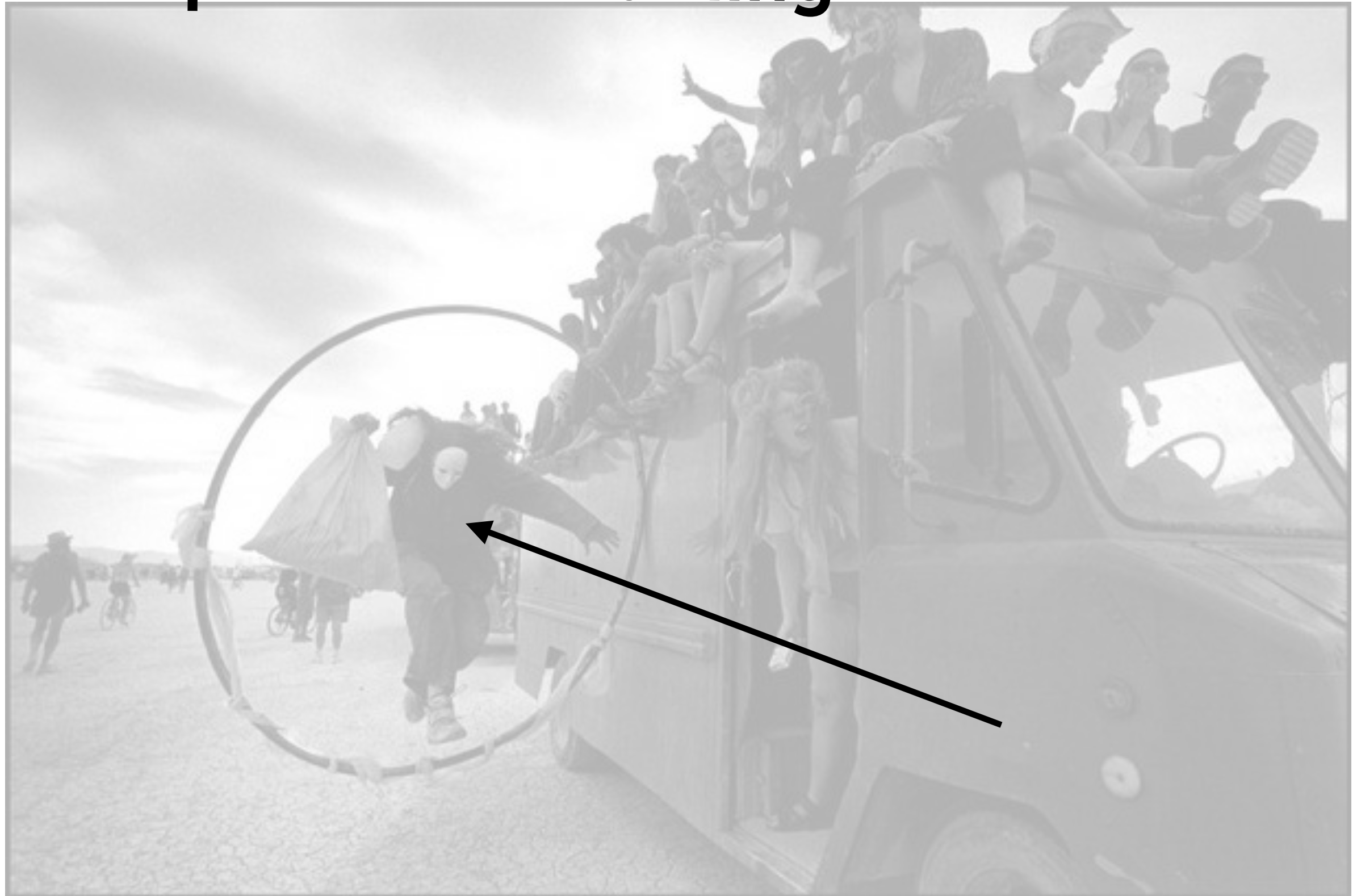
'The Rebbe'
Marc Asnin (1992)

The shape of things



'Burning Man Festival'
Black Rock City, Nevada, USA
Cristina Garcia Roderio (1999)

Composition - framing



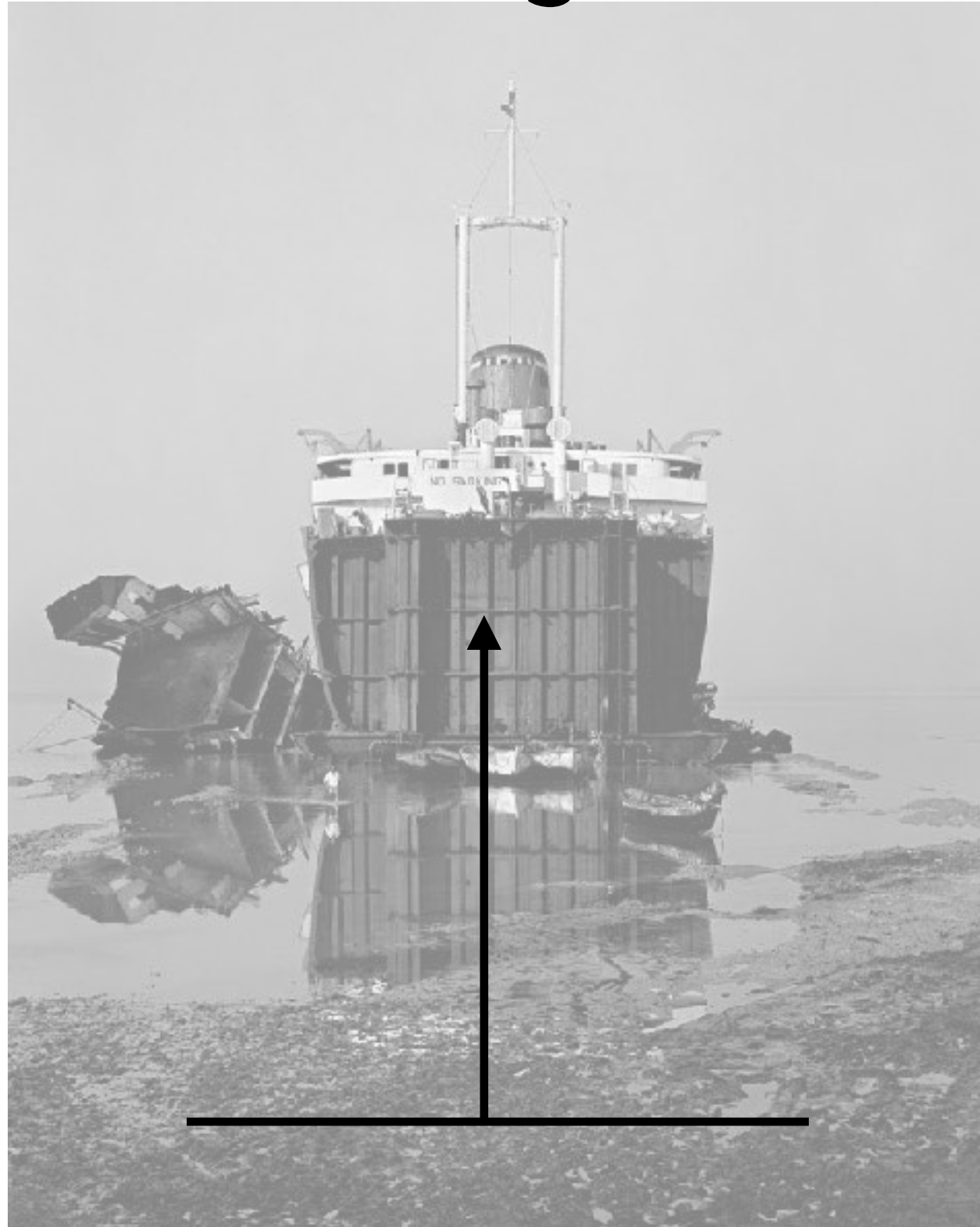
'Burning Man Festival'
Black Rock City, Nevada, USA
Cristina Garcia Roderio (1999)

Think inside the box



Shipbreaking #31
Chittagong, Bangladesh
Edward Burtynsky (2001)

Composition - foreground interest



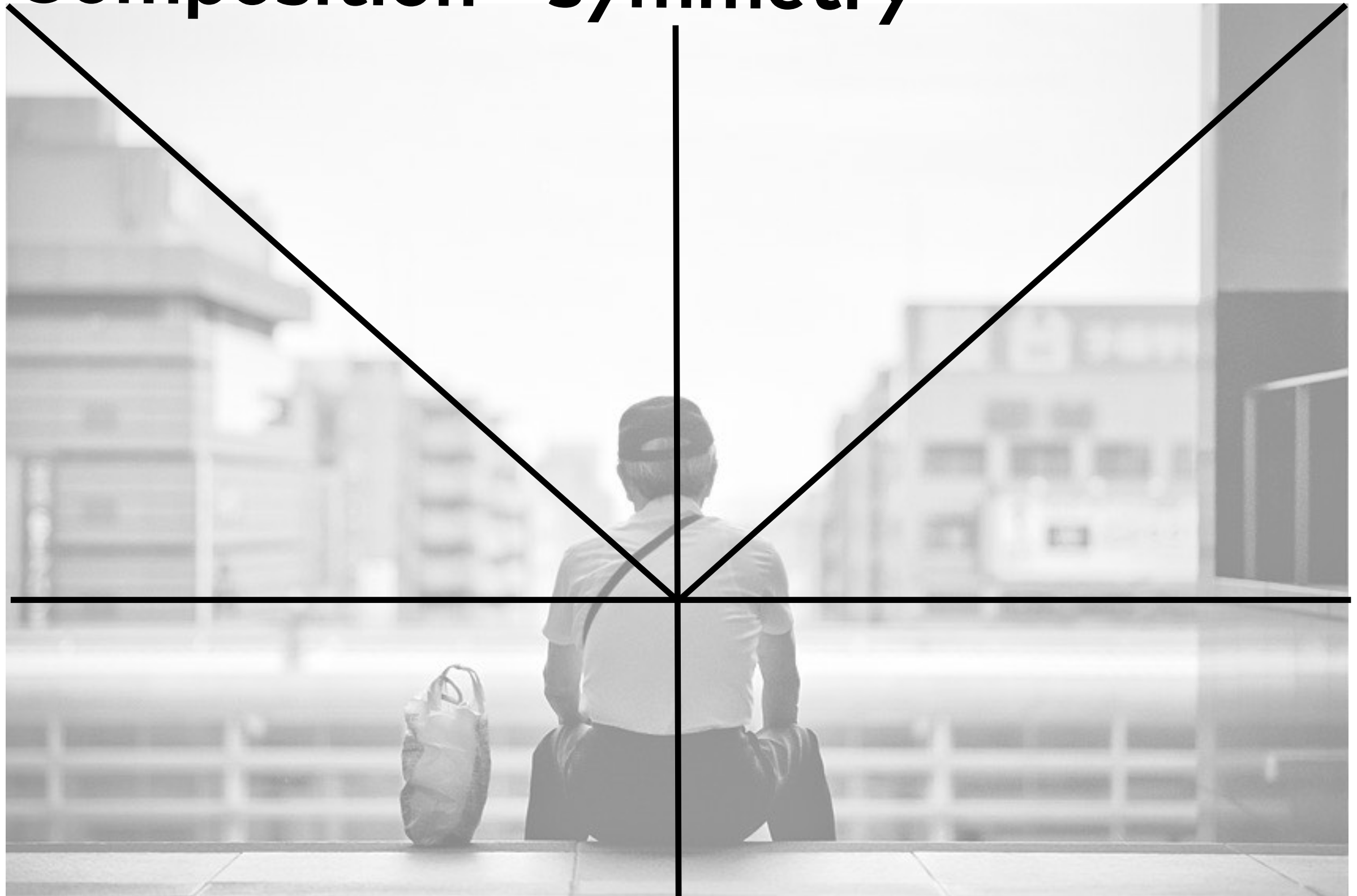
Shipbreaking #31
Chittagong, Bangladesh
Edward Burtynsky (2001)

The layered book



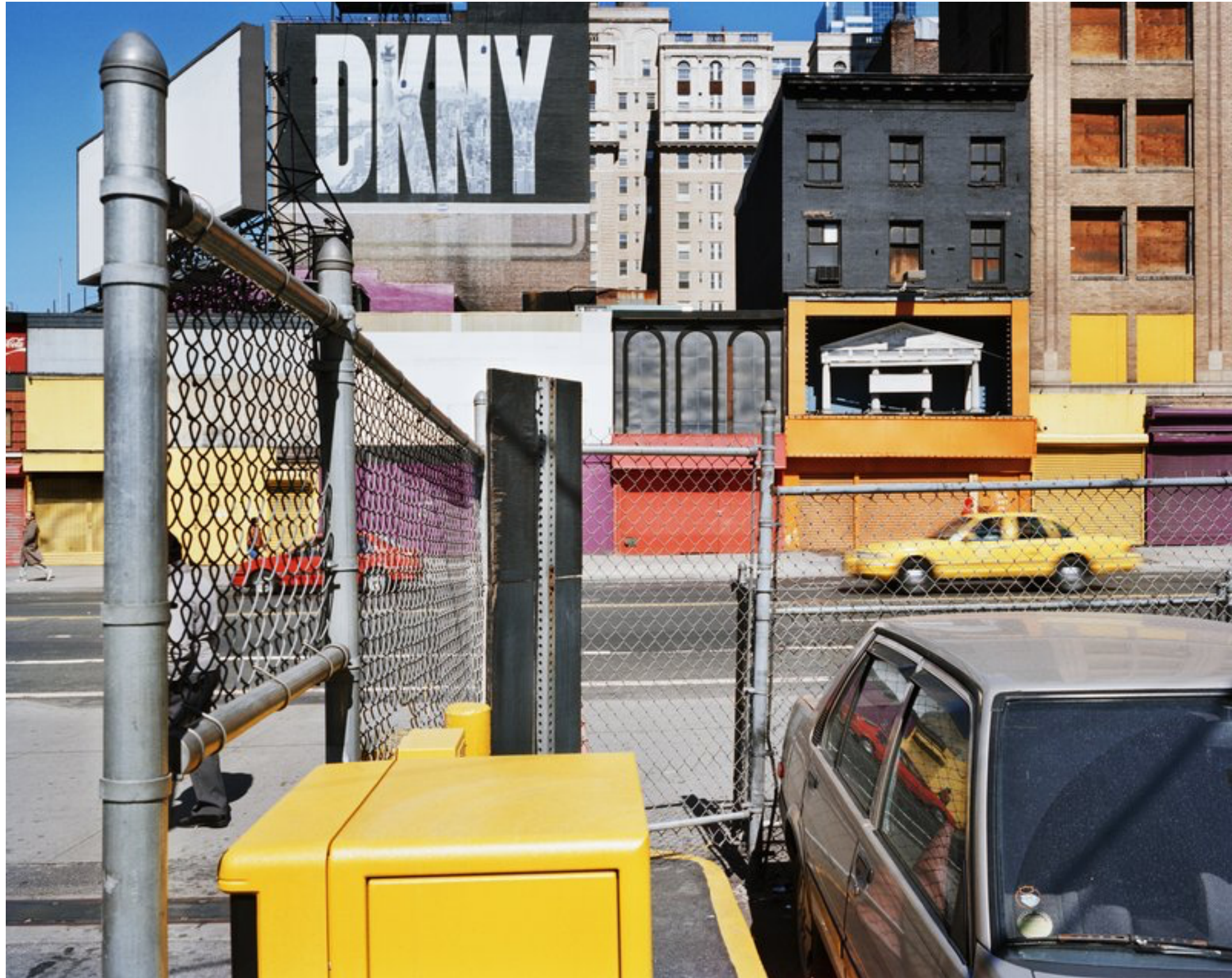
Above the City
Alkan Hassan (2010)

Composition - symmetry



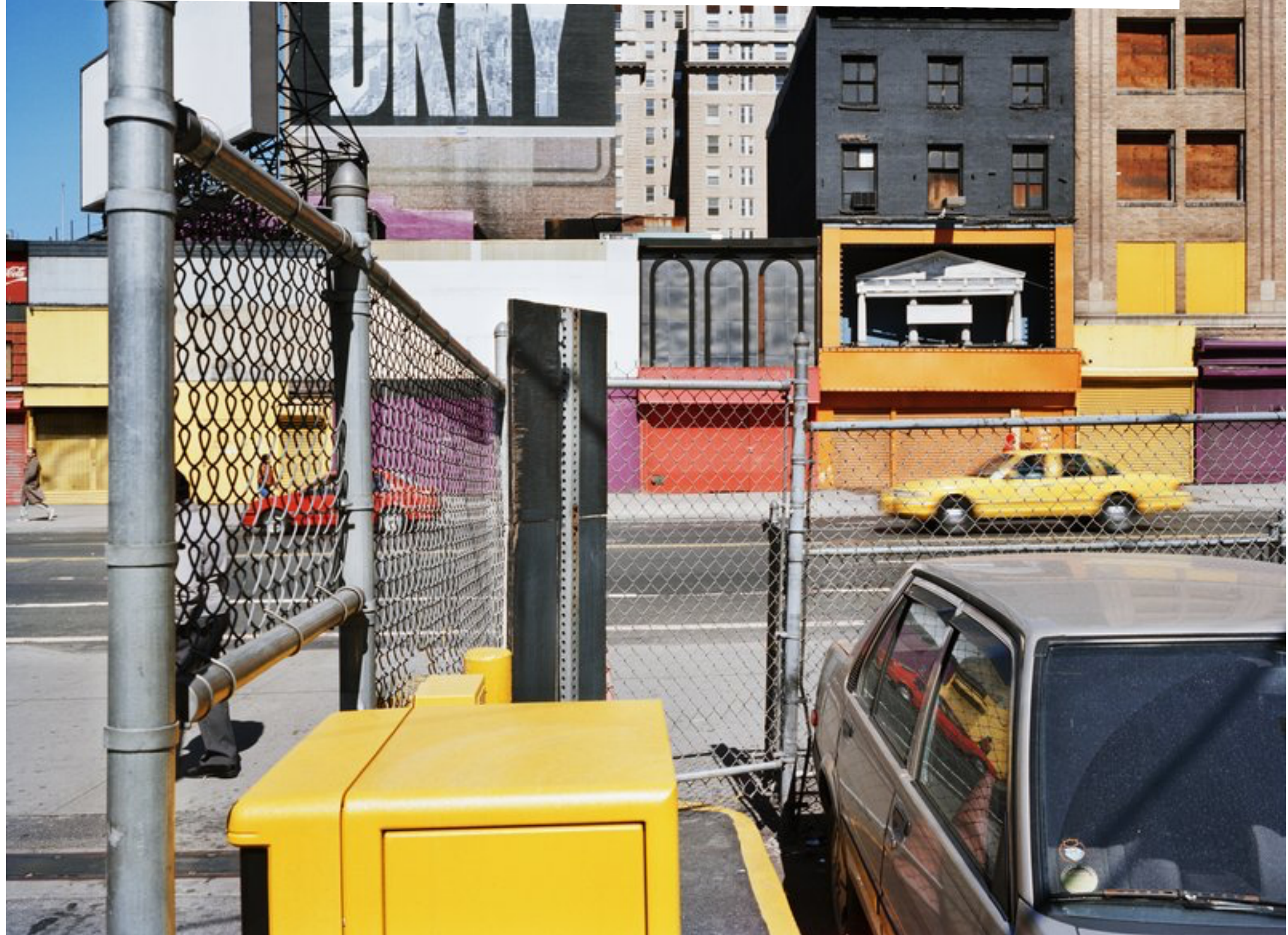
Above the City
Alkan Hassan (2010)

It's a primal instinct



42nd Street and Eighth Avenue
Lars Tunbjork (1997)

Composition - working the frame



42nd Street and Eighth Avenue
Lars Tunbjork (1997)

Make every inch count



West Wall, Business Systems Division
Lewis Baltz (1974)

Composition - visual weight



West Wall, Business Systems Division
Lewis Baltz (1974)

Reducing it down

Composition

Exposure

Light

Lenses

Seeing

Exposure - slow shutter speeds



George Balanchine
New York City Ballet
Ernst Haas (1960s)

The beauty of blur

Exposure - slow shutter speeds at night



Bangkok form cityscapes
Luca Campigotto (2006)

Light trails

Exposure - fast shutter speeds



Blast #8316
Naota Hatakeyama (1997)

The big freeze

Exposure - shallow depth of field



Hide and Seek
Slinkachu (2013)

Compelling close-ups

Exposure - deep depth of field



Bomb Crater and Destroyed Convoy
Bravo 20 Bombing Range, Nevada
Richard Misrach (1986)

Deep and meaningful

Exposure - ISO



Hyper No 03
Denis Darzacq (2007)

Access to fast shutter speeds

Composition

Exposure

Light

Lenses

Seeing

Light - hard light



Heinley Street, Adelaide
Trent Parke (2006)

Hard light creates contrast

Light - soft light

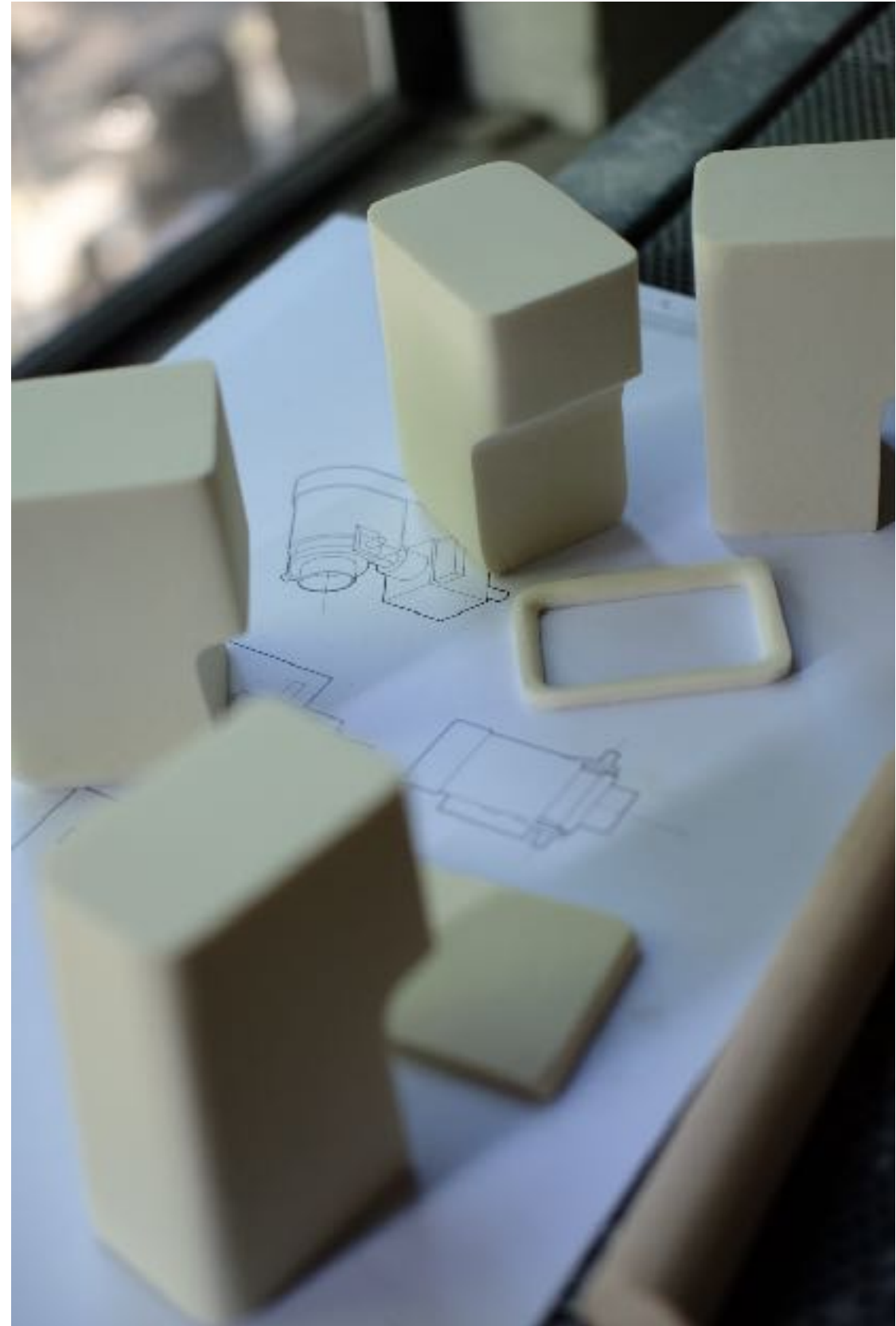


McLean, Virginia
Joel Sternfield (1978)

Soft light can be flat

Fotografía y Diseño

WIP



Honest Coffee Maker
Francisco Rojas Miranda (2018)

Process Journal

WIP



Process Journal

WIP



Honest Coffee Maker
Francisco Rojas Miranda (2018)

Process Journal



Honest Coffee Maker
Francisco Rojas Miranda (2018)

Process Journal

WIP



Honest Coffee Maker
Francisco Rojas Miranda (2018)

Record process

WIP



Honest Coffee Maker
Francisco Rojas Miranda (2018)

Process Journal

Magazine



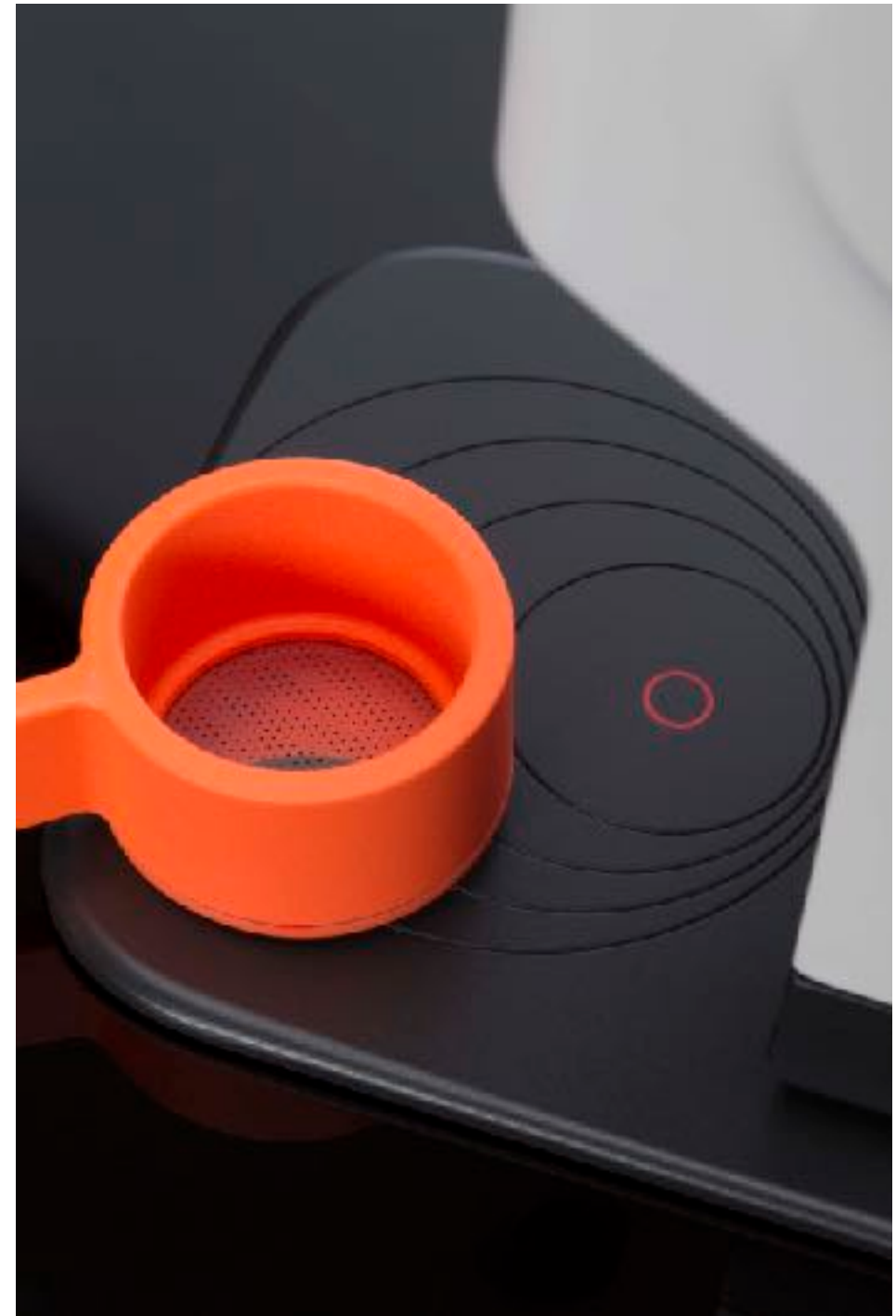
Honest Coffee Maker
Nikola Tree (2018)

Exhibition

Magazine



Honest Coffee Maker
Nikola Tree (2018)



Exhibition



Honest Coffee Maker
Nikola Tree (2018)



Sweet Holz
Francisco Rojas Miranda (2019)





Sweet Holz
Francisco Rojas Miranda (2019)





Sweet Holz
Francisco Rojas Miranda (2019)

Sweet Holz
Francisco Rojas Miranda (2019)





FourPStudio
Francisco Rojas Miranda (2019)



FourPStudio
Francisco Rojas Miranda (2019)



FourPStudio
Francisco Rojas Miranda (2019)









Tienda UC
Francisco Rojas Miranda (2019)

Gracias!

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