

POINT OF VIEW

Point of view in photography means the position from which the camera sees the scene.









ПОИ

ИЛА

ТИХЭ











BECOMING THE SUBJECT

This means that you shoot the photo from the angle of the subject.



These shots allow the viewer to feel like they are experiencing the event first hand.





Every decision you make about point of view
will change how your viewer sees the photo.

Shooting a subject from an “unexpected” angle will have more impact than the angle encountered in everyday life.



For example, looking up at an ant will have much more visual impact than...



looking down on an ant.

ANDREAS GURSKY



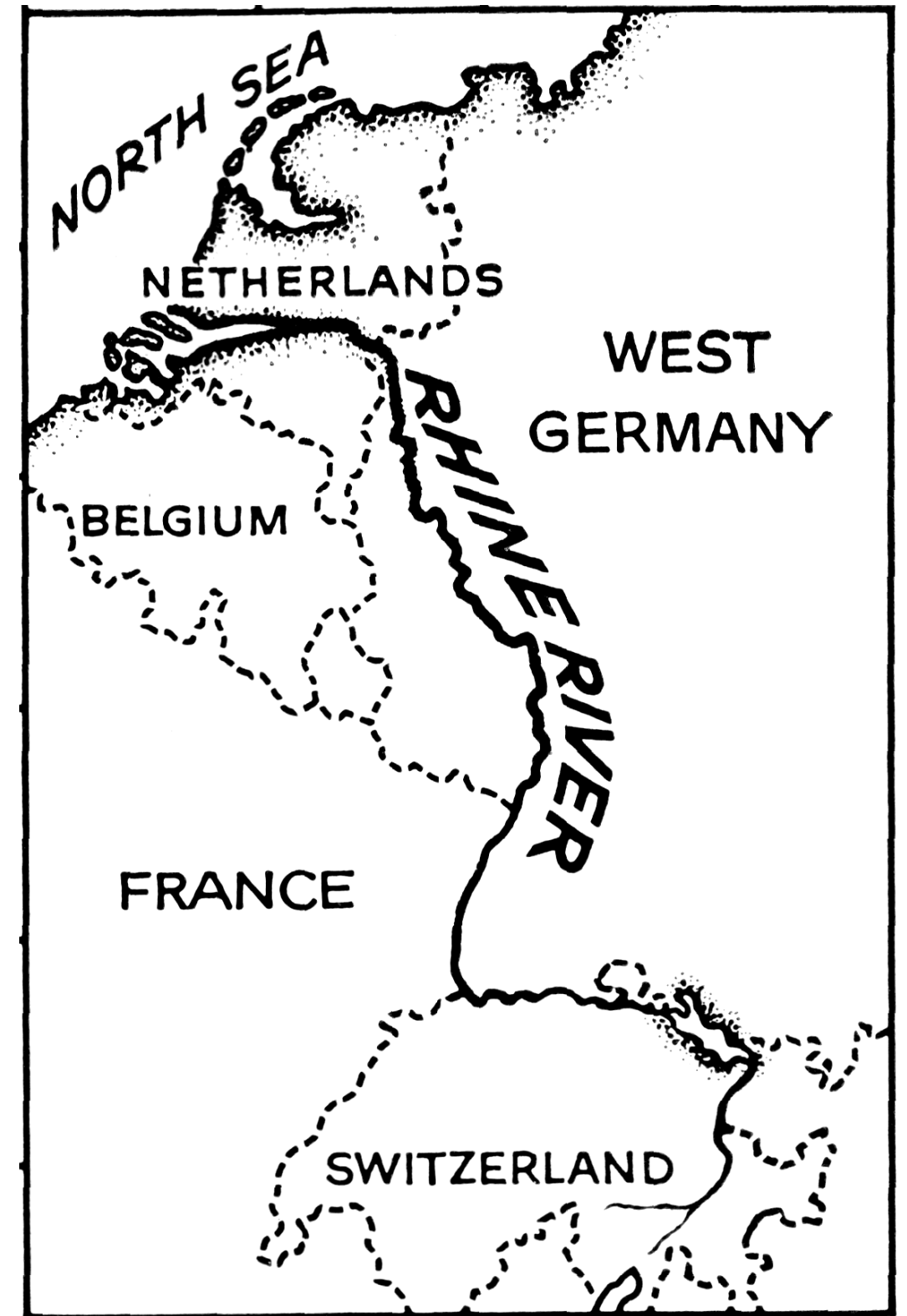
Andreas Gursky (born in 1955) is a German visual artist known for his large format color photographs using a high point of view.

RHINE II

His photograph *Rhine II* sold for \$4.3m -
the most expensive photograph ever sold.



The *Rhine II* (1999) depicts
a stretch of the Rhine River.



It is first recognized as a straight stretch of water, but also as an abstract configuration of horizontal bands of color of different widths.



Before the 1990s, Gursky did not digitally manipulate his images. Gursky now relies on computers to edit and enhance his pictures.

The perspective in many of Gursky's photographs is from an elevated vantage point. This position enables the viewer to encounter scenes which are ordinarily beyond reach.

99 CENT

His photograph *99 Cent* (1999) was taken
at a 99 Cents Only store in Los Angeles.



It depicts its interior as a stretched horizontal composition of parallel shelves, intersected by vertical white columns.



The abundance of products are transformed into fields of color that reflect off the shiny ceiling.



BOARD OF TRADE I

Board of Trade I depicts the trading floor of the Board of Trade in Chicago. Seen from above, the floor is full of activity.



Gursky's process often involves taking several pictures of a subject. He merges and manipulates them on the computer.



Gursky's image seems to depict the noisy and exciting activity of the stock market.