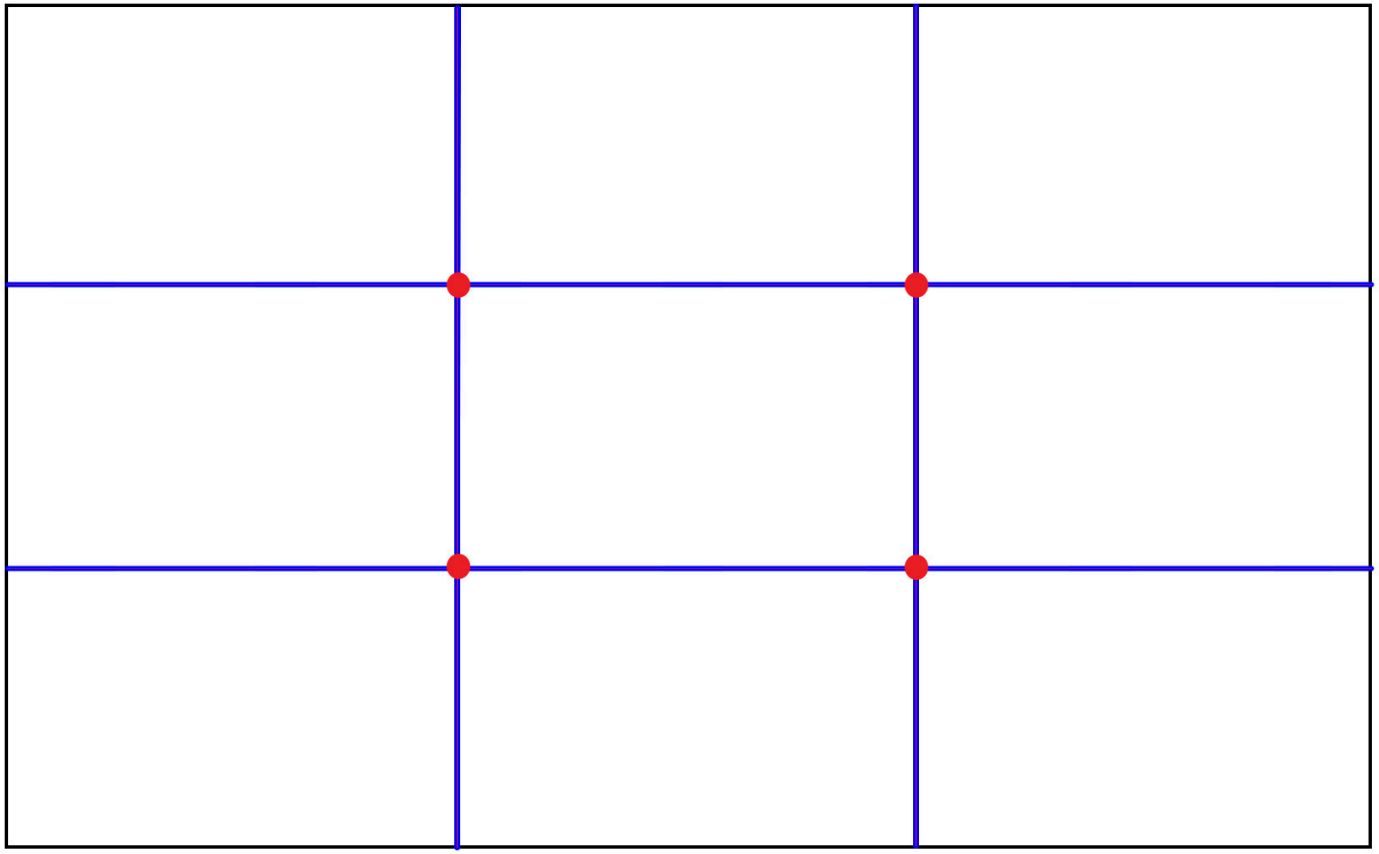
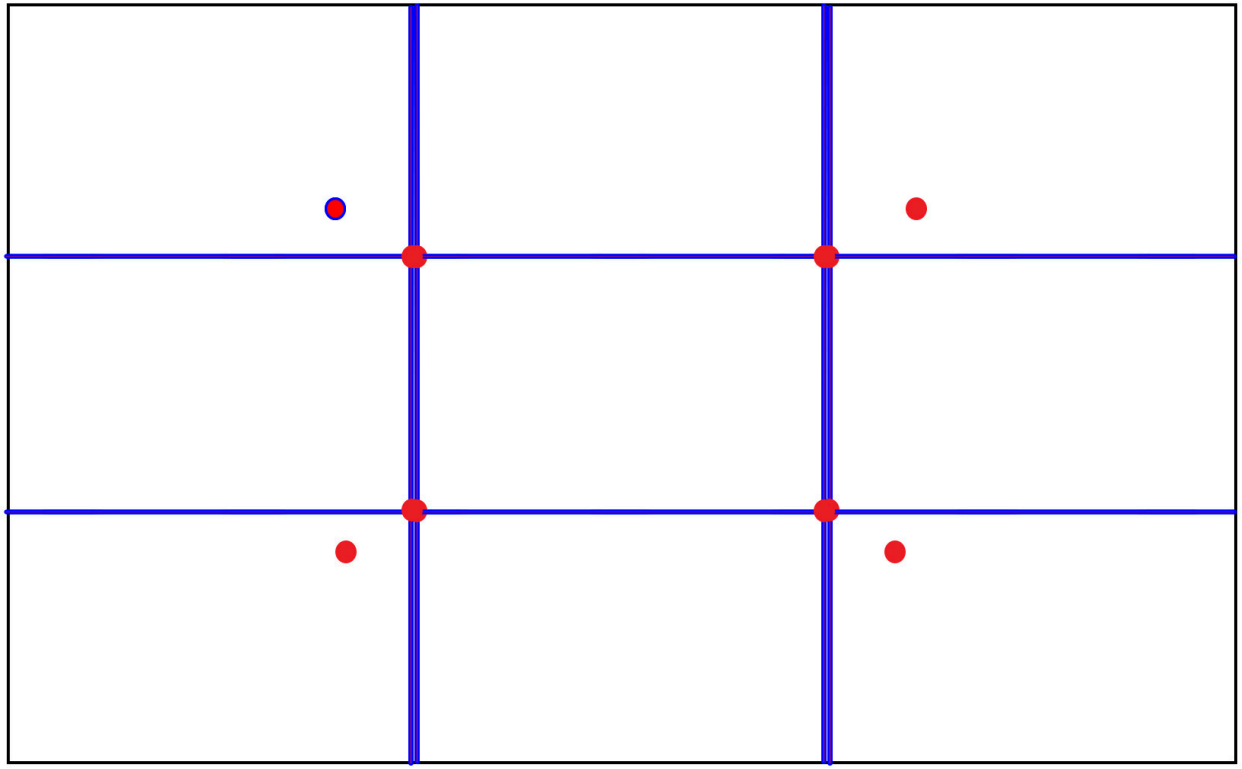
Rule of Thirds



True Focal Points



How is that focal point found?

This rectangle is drawn according to the
“Golden Ratio” - or Phi.

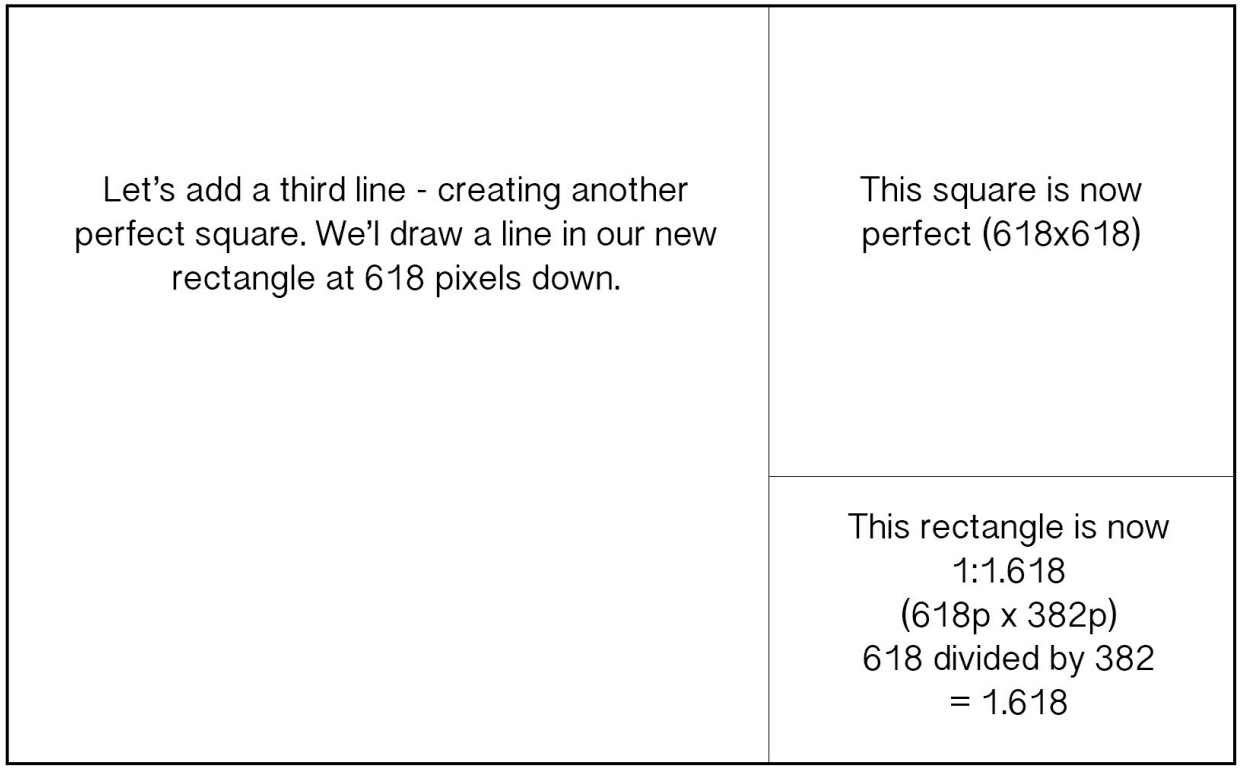
This ratio is most easily understood as
1:1.618 (1 is to 1.618)

The height of this rectangle is 1000 pixels
The width of this rectangle is 1618 pixels

How is that focal point found?

If we draw a line down at 1000 pixels along, making a perfect 1000x1000 square …	This rectangle is now perfect according to the principles of Phi. 1:1.618 The height is still 1000 pixels however the width is now 618 pixels. 1000 divided by 618 = **1.618**

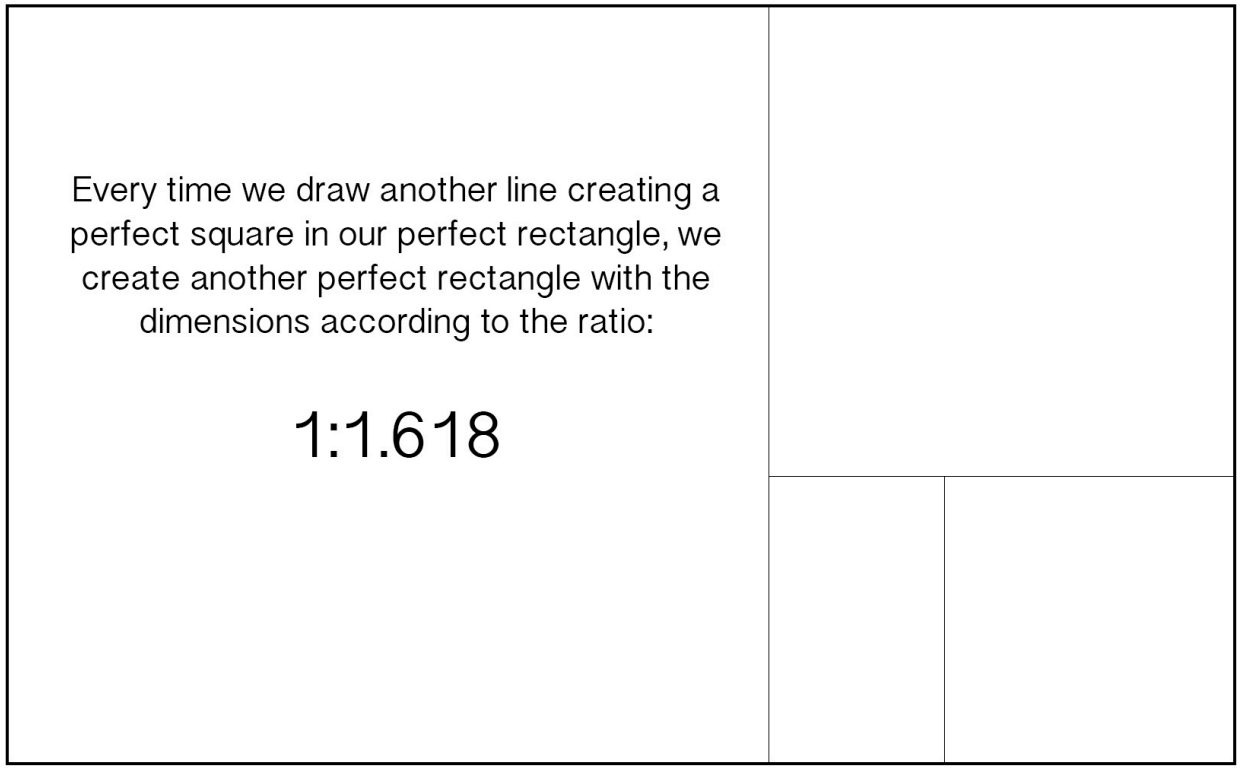
How is that focal point found?



How is that focal point found?

Every time we draw another line creating a perfect square in our perfect rectangle, we create another perfect rectangle with the dimensions according to the ratio:

1:1.618



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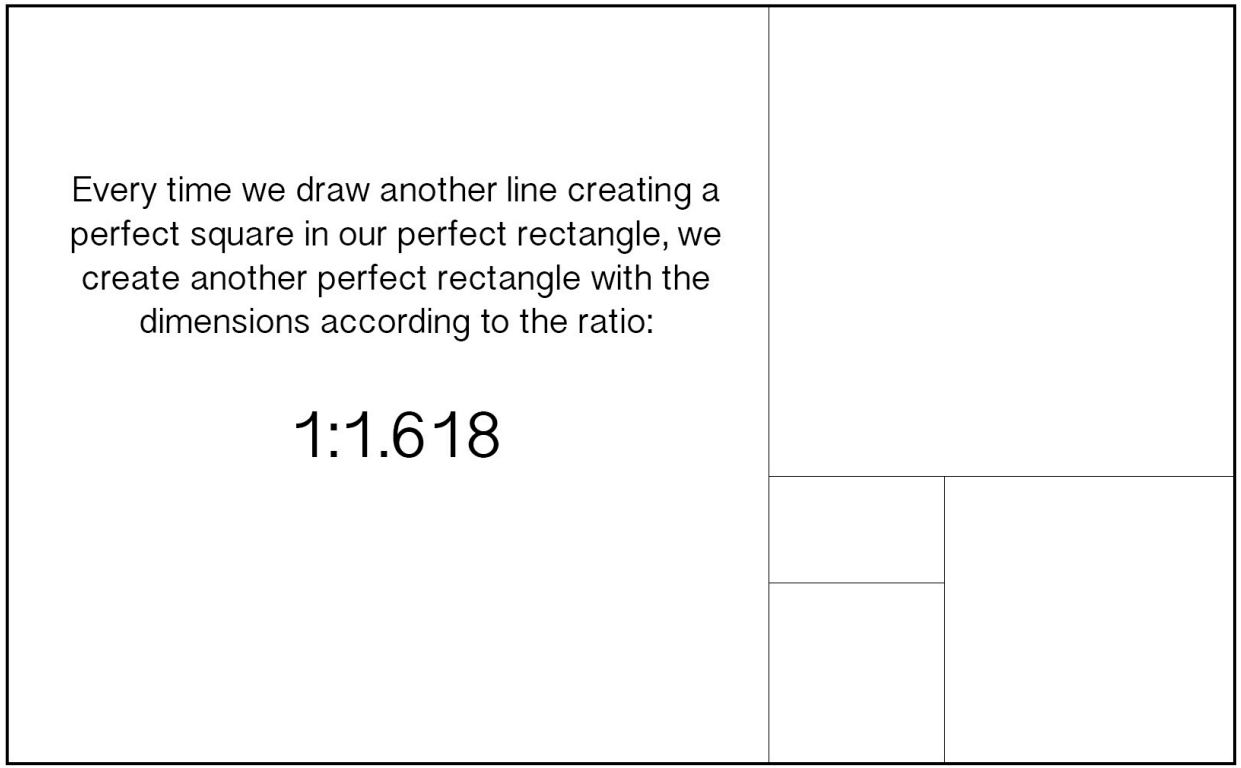
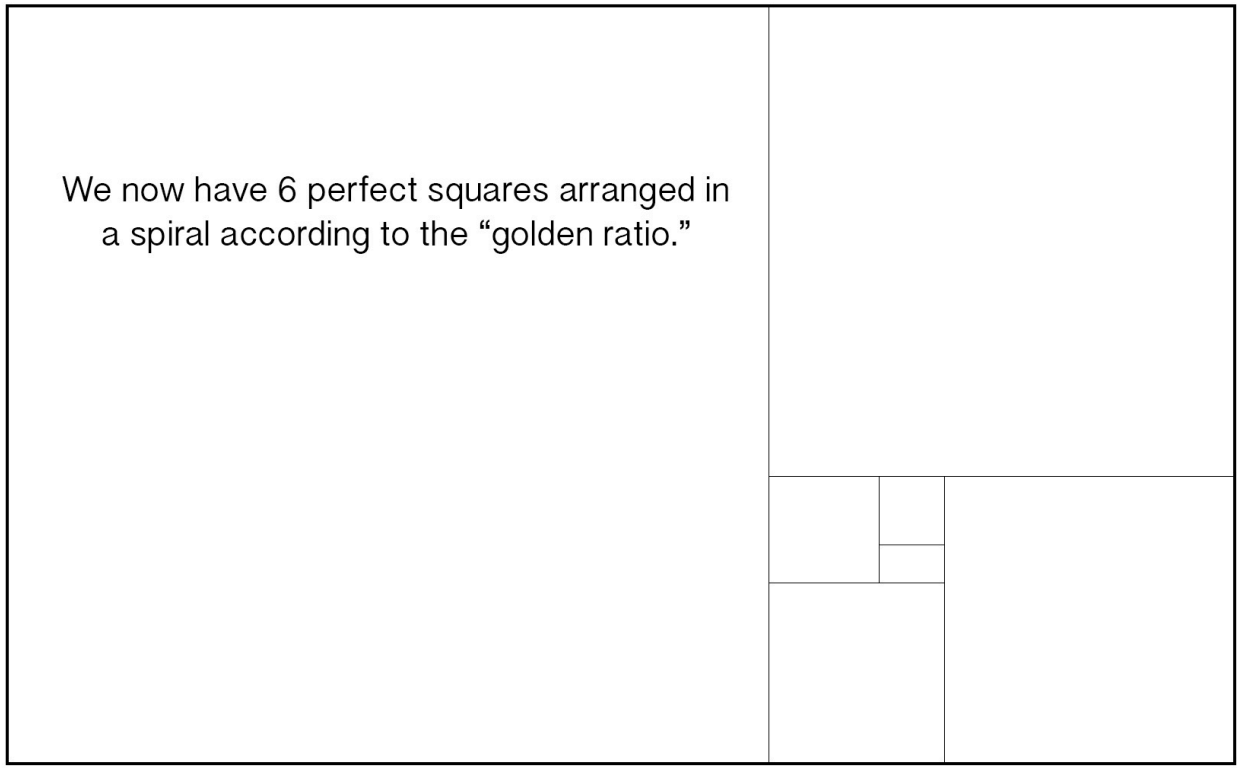
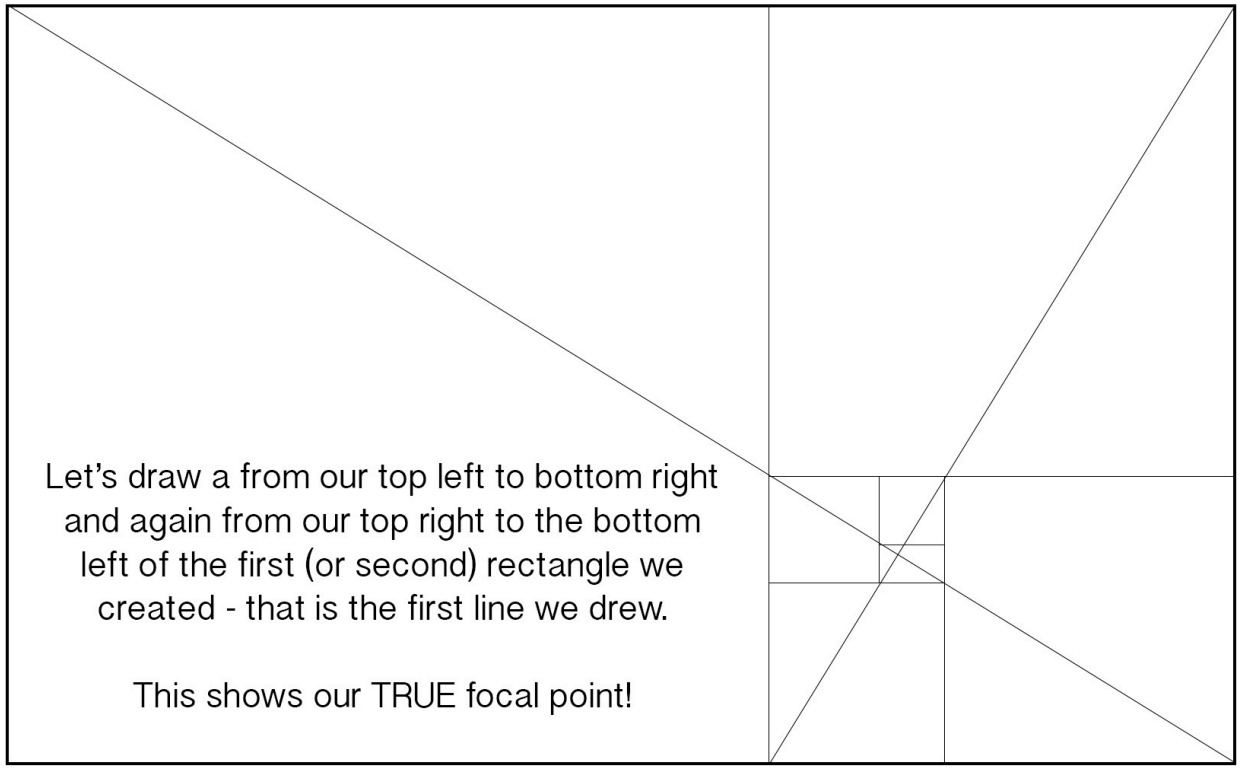


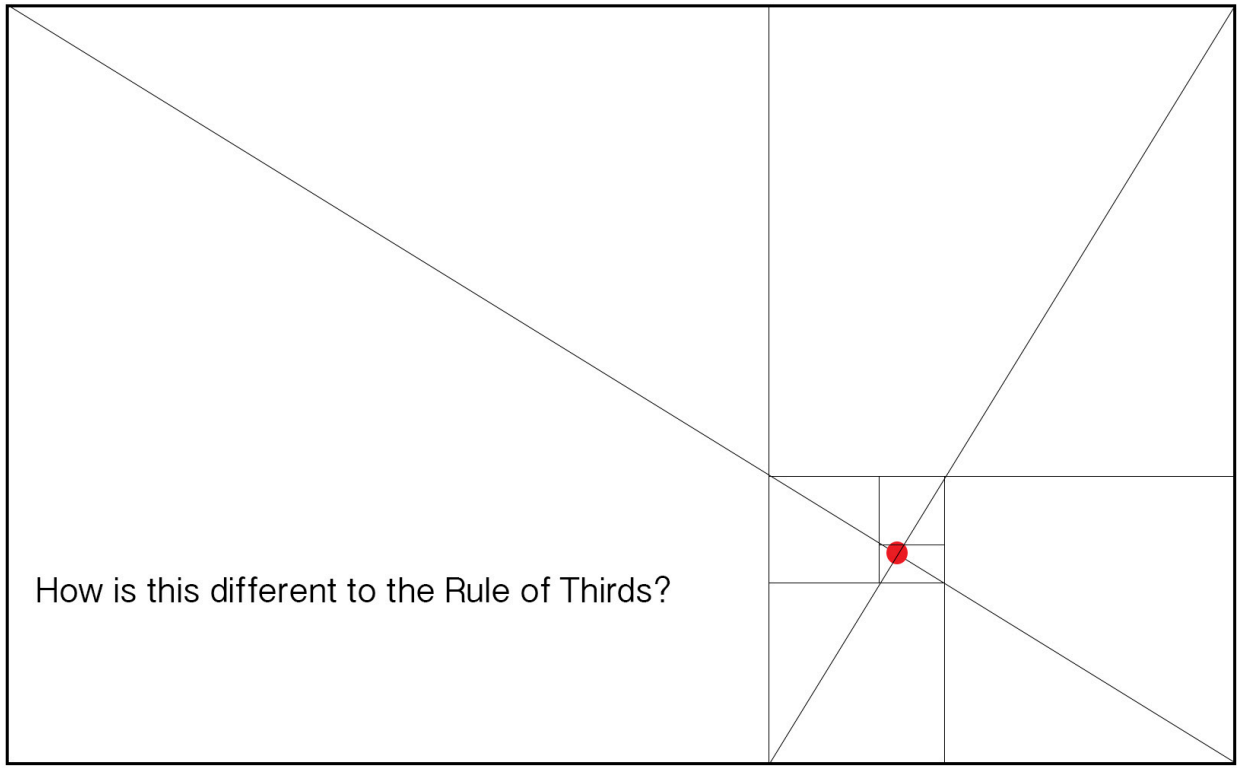
How is that focal point found?



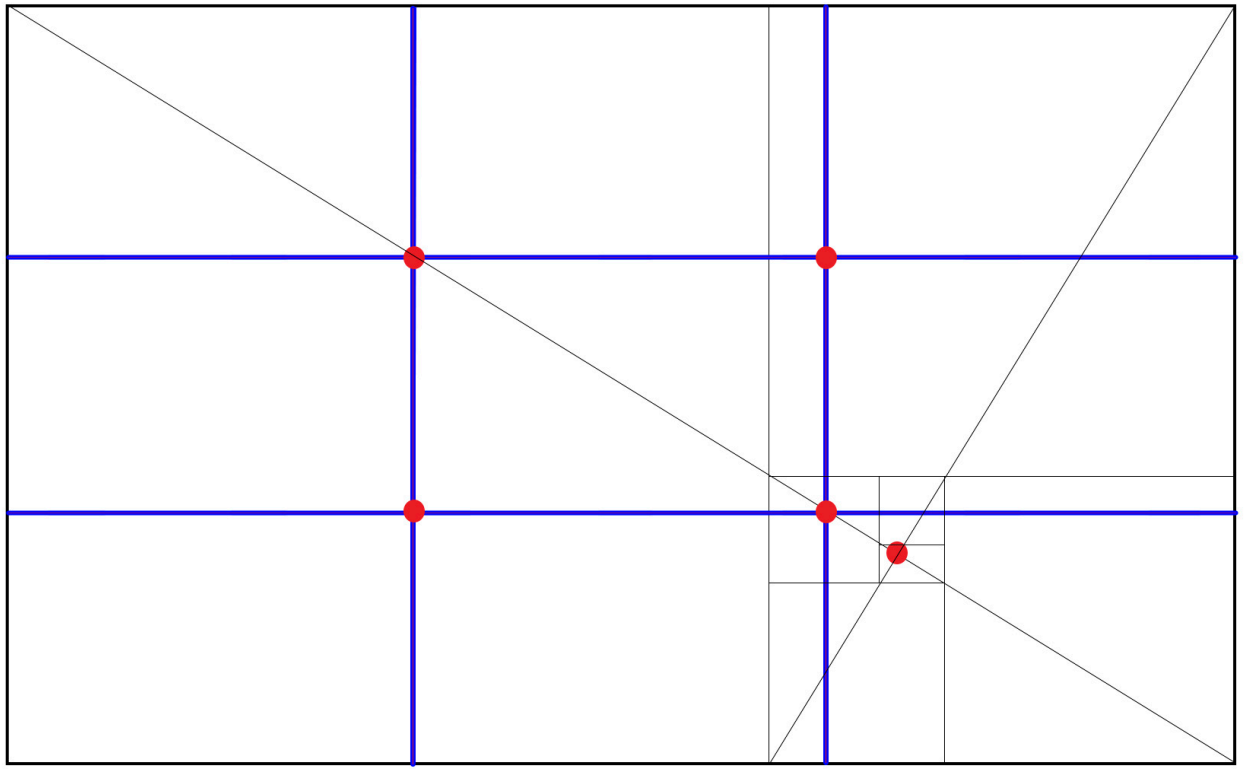
How is that focal point found?



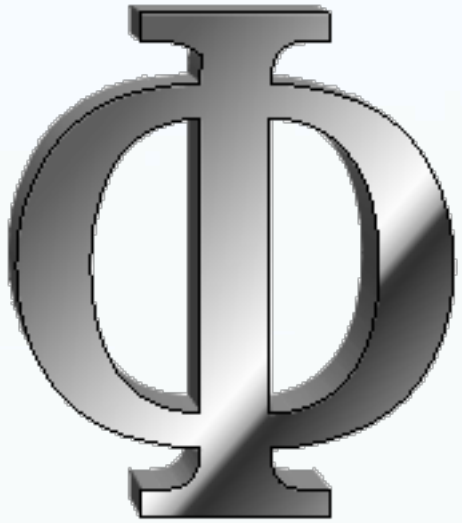
How is that focal point found?



How is it different to the Rule of Thirds



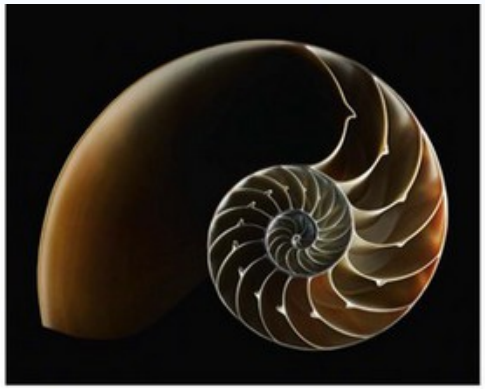
Phi : The Golden Ratio

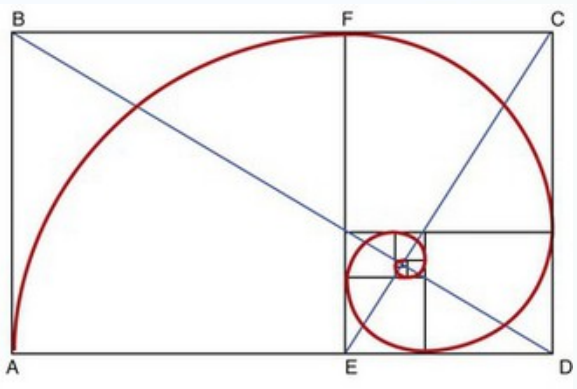


1:1.618

(x=1 y=1.618)

Who Invented Phi?

A 

B 

Phi wasn't invented … it is a naturally recurring ratio seen all through nature and anatomy

Mathematics and Anatomy

Fibonacci Series

(where the next number is the sum of the previous two numbers)

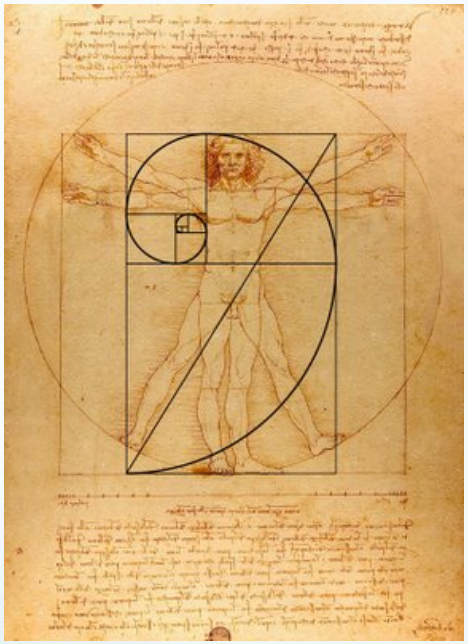
1, 1, 2, 3, 5, 8, 13, 21, 34, 55, 89 ... etc

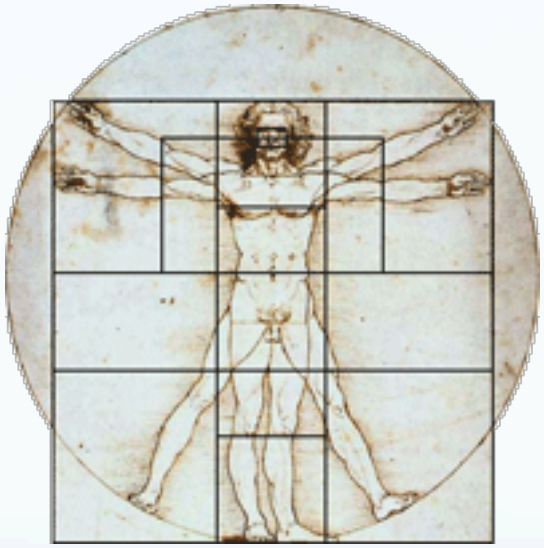
Divide a number by the number previous ... = 1.618

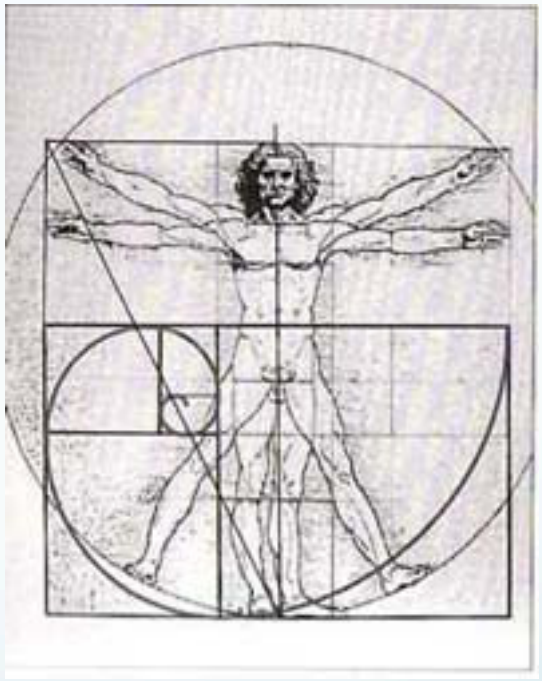
Leonardo DaVinci

... is credited for finding that “divine proportion” in the human body

Leonardo DaVinci

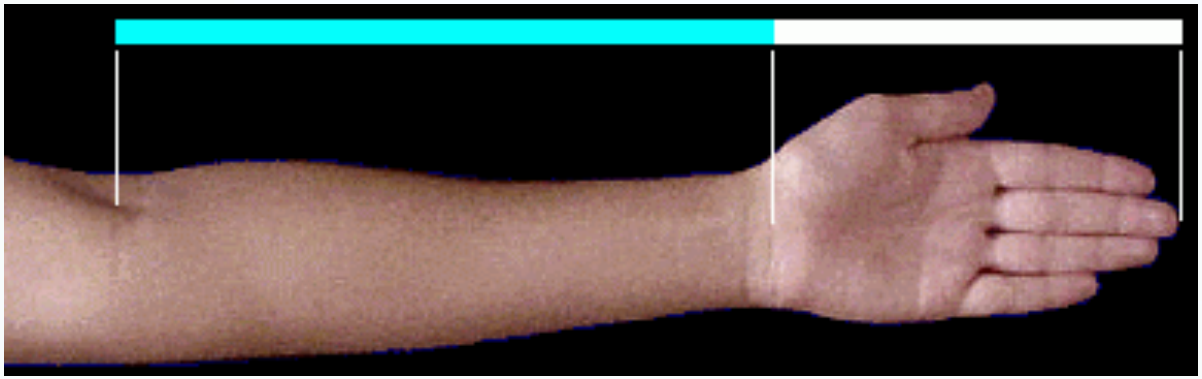


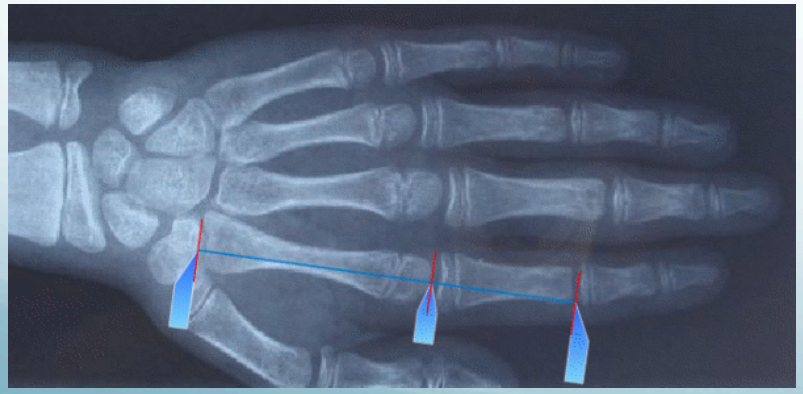


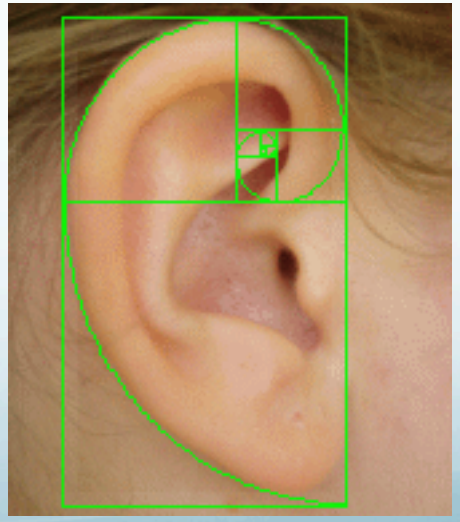


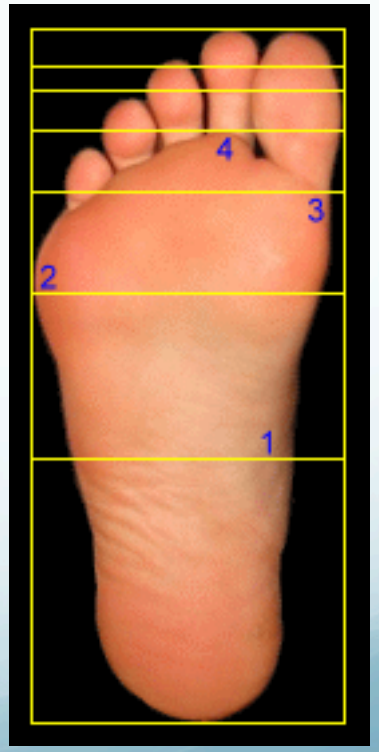
The Vitruvian Man

Anatomically Perfect

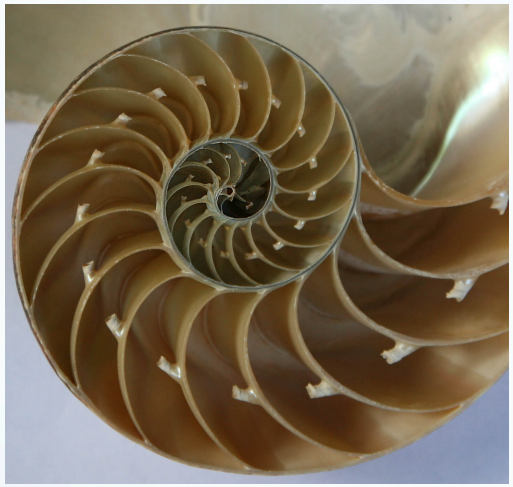


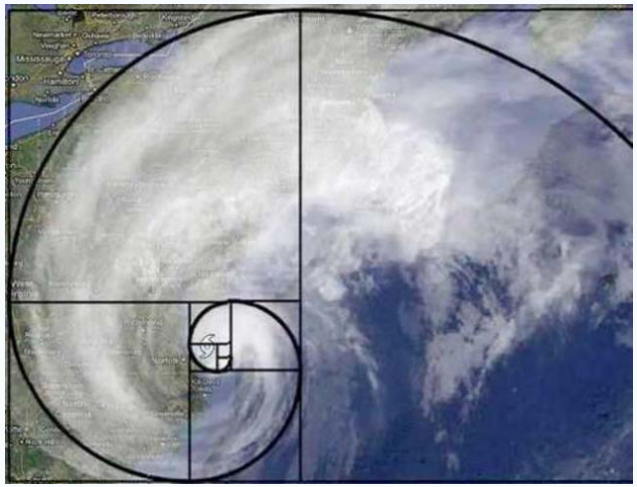




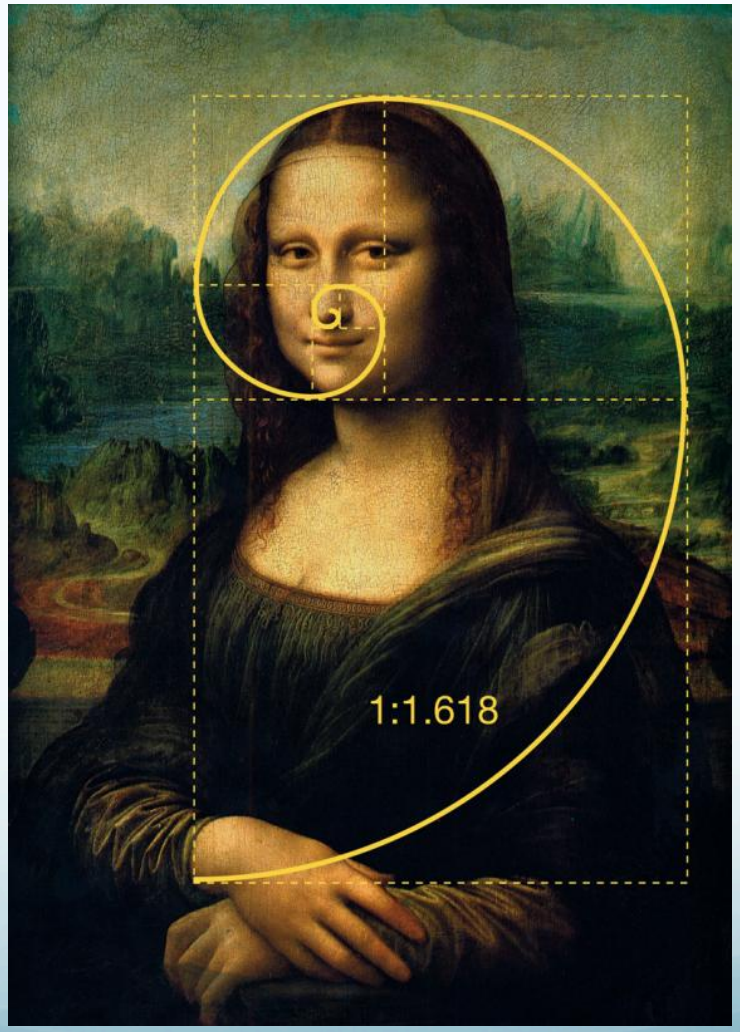


and in Nature ...





… then came Art



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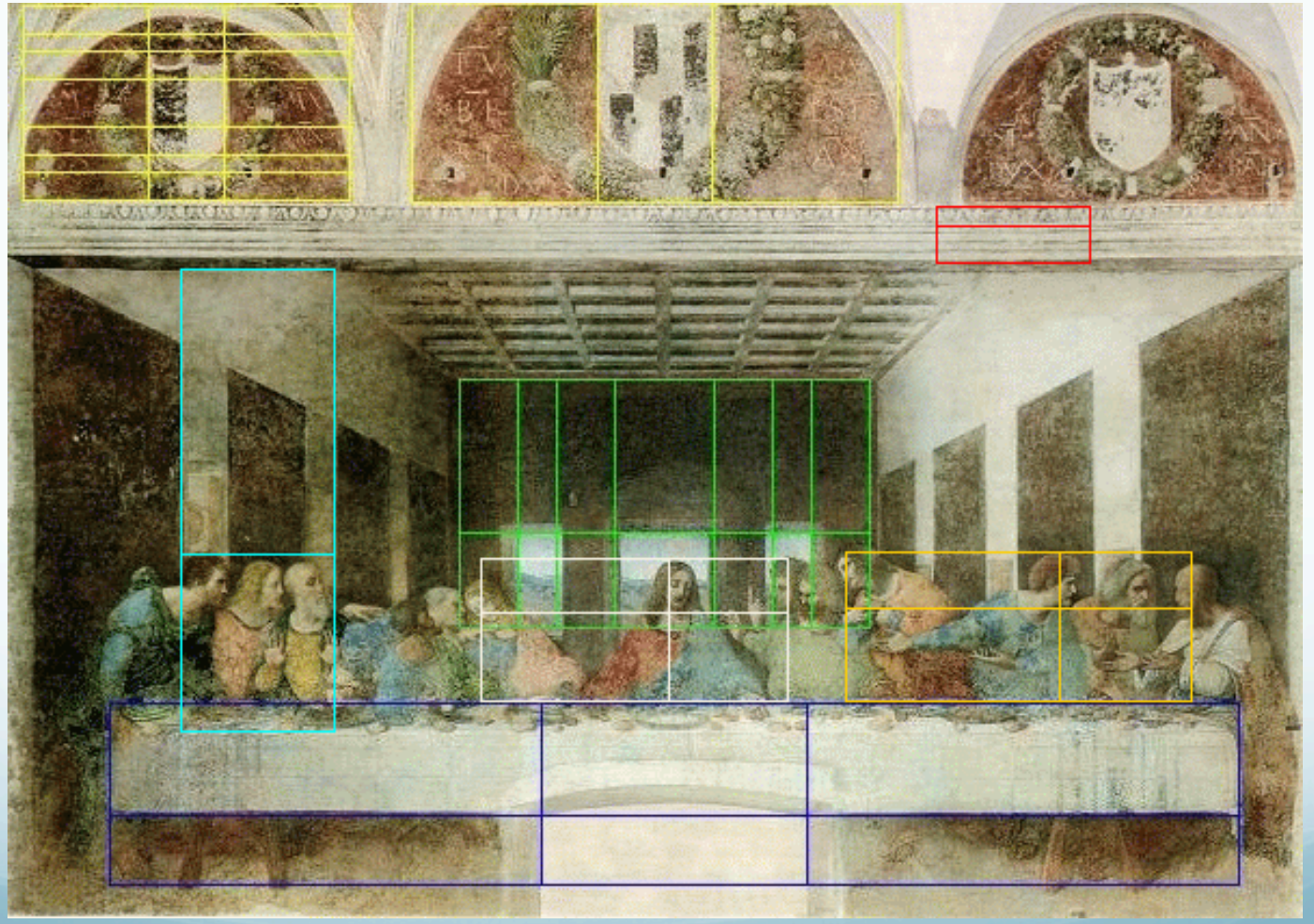
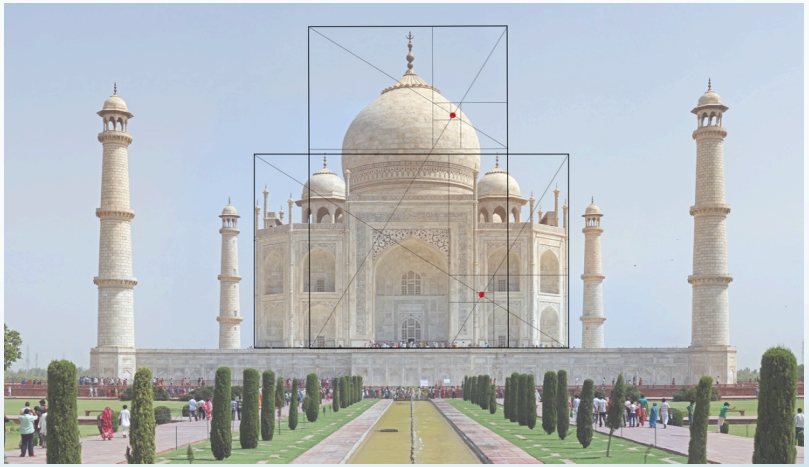


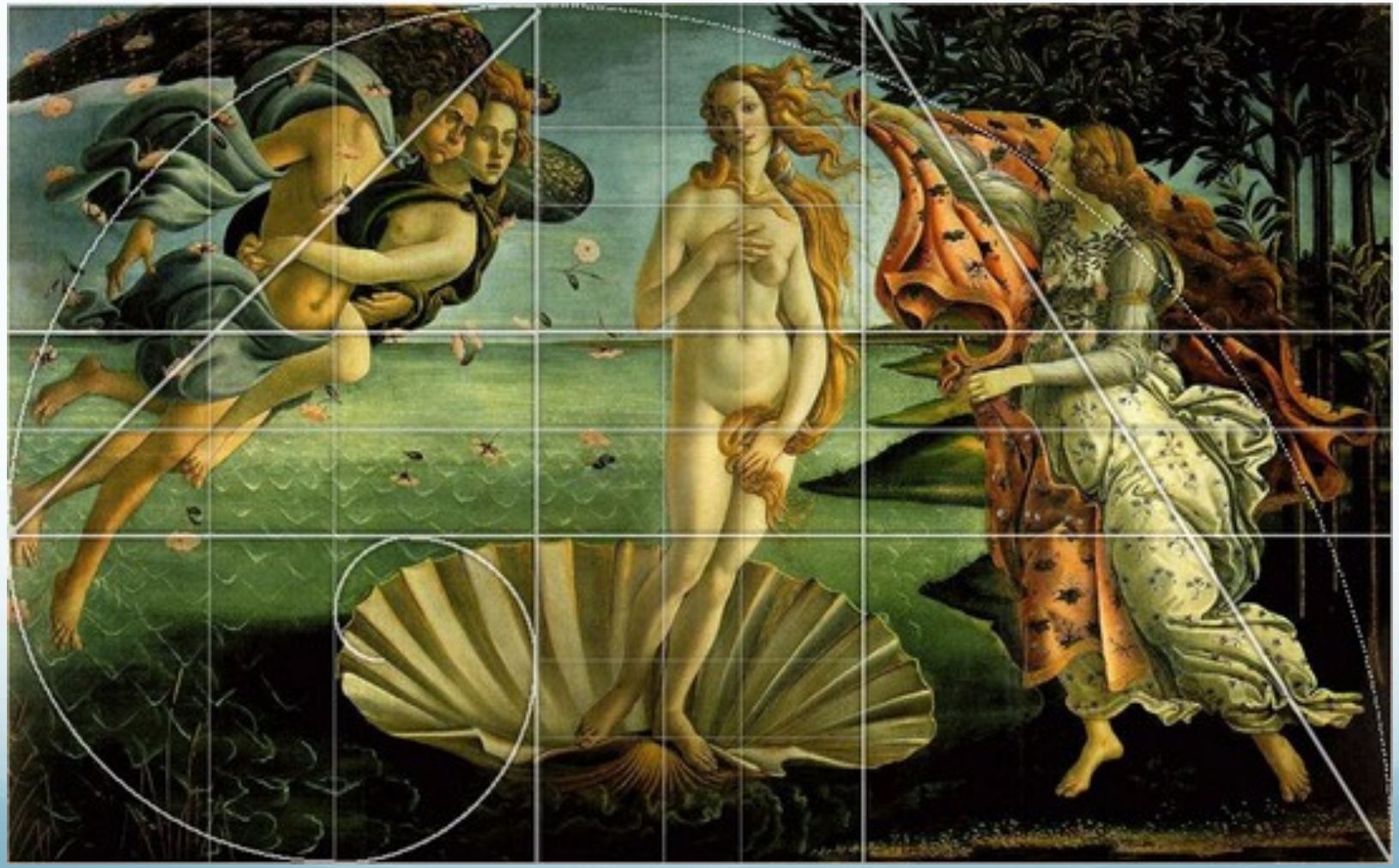
Phi in Architecture

Even before Da Vinci!

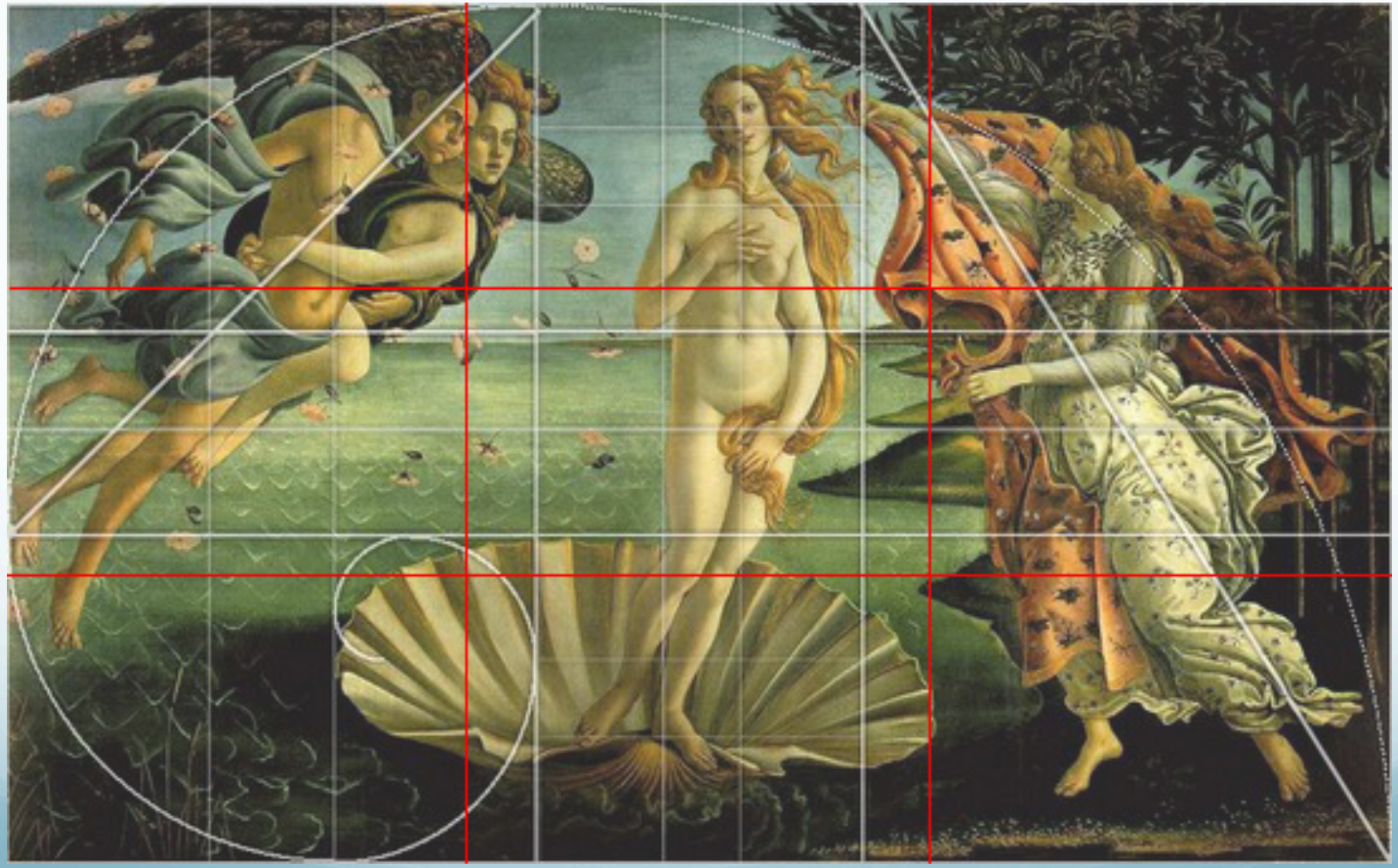
Phi in Architecture



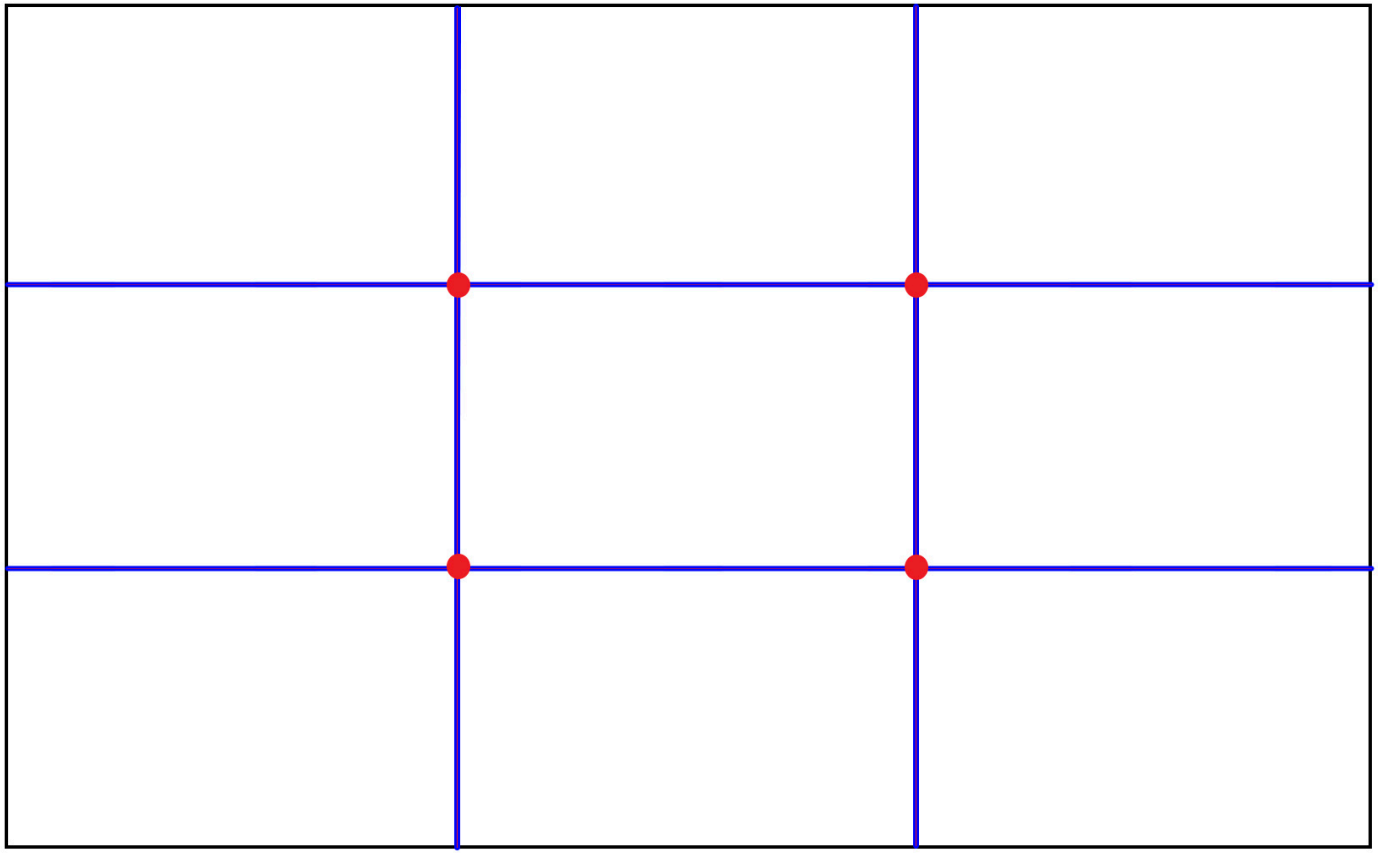
And everyone started following



Botticelli tried to simplify it!

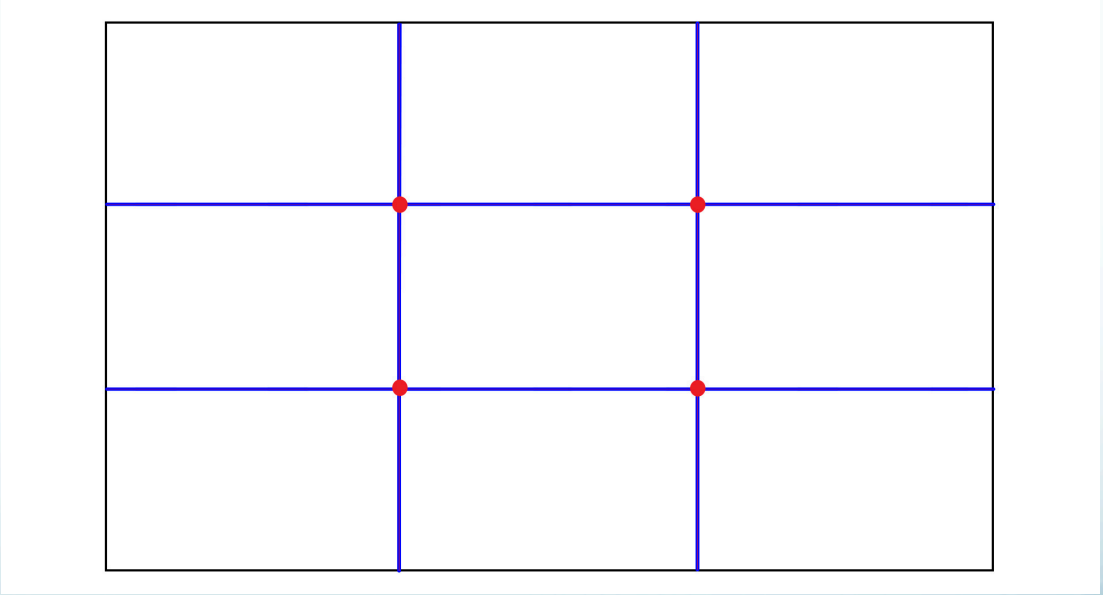


And the art world adopted the Rule of Thirds



Because of the simplicity of the Rule of Thirds ...

It became the standard!



Phi in Photography

Henri Cartier Bresson

Phi in Photography

Henri Cartier Bresson

Phi in Photography

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Phi in Photography

Henri Cartier Bresson

Phi in Photography

Henri Cartier Bresson

Phi in Photography

Luke Ballard

Phi in Photography

Luke Ballard

Phi in Photography

Luke Ballard

Phi in Photography

Luke Ballard

Storytelling

Breakdown a story!

- Focal Point – Lead Character
- Other features – Additional Characters of the Story
- Composition – The context of the story
- Background – Plot of the Story

Storytelling

Storytelling