

RULE OF ODDS

BLUEPRINT

The rule of odds simply means composing a photo that contains an odd number of the subject you are photographing.

The rule of odds also allows you to use a triangle to compose your photograph when capturing three or more subjects and it is known that the human eye and brain respond to triangles in a positive way.

The rule can also work with spacing to emphasize disorder — the more random you place your subjects, the more energetic the composition will feel (you don't have to stick to triangles)! There are many opportunities to use the rule of odds - you can apply it to the number of lines, shapes or even colors. You can apply this rule in any genre of photography - it is really versatile.

The rule of odds is all about using that psychological condition of the human brain in order to make some really interesting and pleasant compositions in photography. If the elements of an image are arranged according to the rule of odds, the viewer's eye is allowed to flow around the image easily. This leads to a greater feeling of harmony in the image.



Examples of rule of odds in photography

1 PROPER GROUPING

The human brain has a better chance of feeling attracted to smaller arrangements. The rule of odds is most effective with three and five elements in an image.



What if you have many elements?

For instance, if you do have a crowd of people, divide that crowd up into three or five groupings for strong composition. This will help your viewer process the crowd much more easily. This can be very helpful if you shoot weddings and other types of event photography.

TIP:

You should try to capture small groups of subjects, otherwise you can fall into the trap of repetition.

2 LINE

Aligning your subjects side by side is a powerful way to create a sense of order and rhythm. This is particularly convenient in certain genres of photography.



For still life photography and food photography, you can easily set up arrangements of elements using the rule of odds. Lining up people is also an interesting strategy you can apply in posed group portraits, such as family sessions. Be aware of colors when you're lining up your subject to avoid unpleasant color combinations.

TIP:

Be creative - you can put your subjects in a line vertically, horizontally or diagonally!

THE ESSENTIALS

3 TRIANGLE

The simple shape of triangle adds soft visual interest and helps break the negative space without being too overbearing.



Triangular compositions can work wonders if you're shooting from a bird's perspective. If you have a drone, you should definitely experiment with this type of composition.

TIP:

You can ask three friends to help you create a triangular composition, if you're into portraiture.