

# IMBALANCE

## BLUEPRINT

By depicting visual tension and imbalance we can make truly memorable and unique images. Imbalance tends to have a lot of visual weight because it offers something unpredictable and refreshing to the viewer's eye.

In other words, visual imbalance is a compositional technique that uses a variety of non-standard framing approaches to create dynamic elements in a photograph which can draw and provoke the viewer's eye. Imbalance can be achieved by not following any traditional compositional guidelines (such as the rule of thirds, golden ratio and so on) and by including more than one main subject.

However, such an image would still have to have a story or a meaning or some interesting individual elements strong enough to dominate the frame.

You can practice imbalance in photography by using unusual perspectives and angles, placing your subject on the edge of the frame, making interesting color combinations that don't rely on complementary or analogous colors, and so forth.



Examples of imbalance in photography

## 1 CONCEPT

Imbalance should never be something that just randomly happens in your photos - you need to give it a thought!



For instance, if you're a portrait photographer, think about your subject's personality and mood and try to create an imbalance which is related to the nature of your subject. If you're photographing a cheerful person, go overboard with colors. On the other hand, try underexposure with moody subjects.

### TIP:

Before you start a photo session, you should have some basic idea about what kind of imbalance you want to create!

## 2 BREAKING RULES

In order to create an eye-catching unbalanced composition, you'll probably have to break some rules.



Don't break too many rules at once because you'll end up with a chaotic scene. For instance, break the rule of thirds and use strange color combinations, but introduce some interesting leading lines. Even if you shoot abstract images, you should embrace some aesthetic qualities.

### TIP:

Be open-minded and forget about the rule of thirds, golden ratio and similar guidelines!

## 3 THE ESSENTIALS

### 3 SECONDARY SUBJECTS

If an image feels too unbalanced or too boring, you can place one or more secondary subjects in the remaining space. This will make the photo more dynamic.



Secondary subjects are a great way to enrich the composition. You can break the rule of odds by introducing an even number of subjects or play with the sense of scale by positioning your subjects in a certain way.

### TIP:

The easiest way to include secondary subjects is to ask some friends to pose in your portrait sessions.