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ARCHITECTURAL PRACTICE OF DESIGN AND INNOVATION THROUGH PHOTOGRAPHY

Architecture

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ABSTRACT

Architecture has provided primary subject matter throughout the history of photography and thus architectural photography has become a unique niche in the universe of image making. It is not everyone who has the time to see a building in all its phases of beauty and effect, or has the power of isolating those beauties, and so realizing the more subtle and recondite charms a great building has, but gives up only to patient study and trained observation. Since the beginnings of architectural photography 170 years ago however, photographers have worked around the above aesthetic and technical issues, which have evolved through a succession of styles as the field advanced with developments of enterprise, technology and fashion.

Introduction

Architectural photography is the photographing of buildings and similar structures that are both aesthetically pleasing and accurate representations of their subjects. Architectural photographers are usually skilled in the use of specialized techniques and cameras. Architectural photographers take photographs of buildings and other built structures in a professional capacity. Their photographs are often intended for commercial purposes, for the developer to publish online or in brochures, or for the portfolios of the project team. Architects, builders and interior designers need photography to present their work to new clients. Architects, builders and interior designers use images to promote their brand in print media. Architectural photographers may be trained photographers who have specialized in architecture through their career, or they may be having a background training as an architect or related profession. Images are just as important as written content in telling a story about a structure. Job responsibilities of an architectural photographer include: Using a variety of techniques and equipment to produce high quality photographs.

'Architecture as Photography: document, publicity, commentary, art' It may not be possible to 'get hold of' a building, at least not in the way that it might be possible to get hold of a painting or a sculpture. But through photography one might be able to get hold of architecture. By this I mean, and perhaps the cultural critic Walter Benjamin meant, that while a physical building is owned and used, a photograph of it is able to isolate, define, interpret, exaggerate or even invent a cultural value for it. We might even go so far as to say that the cultural value of buildings is what we call 'architecture' and that it is inseparable from photography.

History

Architecture has been one of the main subjects for photography since the technology first emerged. The earliest surviving photo is of building rooftops, in Nicéphore Niépce's 'View from the Window at Le Gras' taken in 1826 or 1827. Buildings were particularly well-suited to early photographic techniques, which required long exposure times, and so subjects that did not move. This made architectural photography one of the first photographic specialisms. However, the first architectural photographs were primarily taken as record images, and had little creative ambition.

Approach

A perception of architectural photography is the use of perspective control, with an emphasis on vertical lines that are non-converging (parallel). This is achieved by positioning the focal plane of the camera at so that it is perpendicular to the ground, regardless of the elevation of the camera eye. Historically, photographers have tended to exclude people and traffic from their images. This in part was because it was considered that the people would then become the subject, rather than the building, but also because they obscure the view of the building, they move, and there may be issues regarding permissions and the need for release forms.

Exterior Architectural photography: Indeed, architecture serves as a voice to express the artistic stance of the architect at that time.

Photography takes a step further to interpret architecture in several ways. Architectural photography typically shows either the exterior or the interior of buildings. The techniques used in each of these types of photography are similar, but do have some difference and sometimes require different equipment. Exterior architectural photography usually takes advantage of available light by day, or at night it uses ambient light from adjacent street lights, landscape lights, exterior building lights, moonlight and even twilight present in the sky in all but the darkest situations. In many cases, the landscaping surrounding a building is important to the overall composition of a photograph, and even necessary to communicate the aesthetic harmony of a building with its environment. The photographer will often include flowers, trees, fountains or statues in the foreground of a composition, taking advantage of their ability to help lead the eye into the composition and to its main subject, the building.

Shoot in Different Weather Conditions Clouds, rain, snow, these are all particular situations that can turn your photo into a unique one! Crystal-clear sky and sunny days don't create interesting photographs in most cases.

Interior Architectural photography

Interior architectural photography can also be performed with ambient light transmitted through windows and skylights, as well as interior lighting fixtures. Frequently though, architectural photographers will use supplemental lighting to improve the illumination within a building. Either electronic flash "strobes" or incandescent "hot lights" can be used. A feature of architectural photography is that the principal subjects rarely move. It is therefore possible to use post-processing editing to achieve a balanced lighting scheme, even in the absence of additional lighting.

Trade organizations- The architectural photography profession is primarily represented by three trade organizations, which strive to spread best practices amongst architectural photographers, as well as promote the sound business practices, consistency, quality and copyright protection.

* The American Society of Media Photographers (ASMP)
* The Association of Independent Architectural Photographers (AIAP)
* The International Association of Architectural Photographers (IAAP)
* The Association of Photographers (AOP)

Mastering the Art of Photography-
* Symmetry

- Rule of THIRDS
- Point of VIEW

SYMMETRY- The simplest form of compositional structure is symmetry hereby both sides of the image are identical, but opposite, around a vertical central axis. The simple, clean perfection of this type of composition is both its strength and its corresponding weakness. Unless a building demands such treatment through the perfect symmetry of its own structure, symmetrical images can appear dull and unimaginative.


The Rule of THIRDS – Framework composition of NINE DIVISIONS so that subject is away from Centre. The rule of thirds is a compositional "rule" that suggests diving the image into thirds and placing the subject on one of those sides, instead of in the center. Like other rules in photography, the rule of thirds is meant only as a guideline — but more often than not, helps create stronger images.
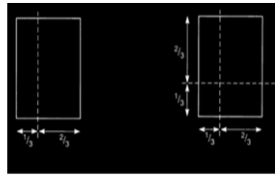
LINE DYNAMICS- When a composition is viewed in a purely two-dimensional abstract linear way, those lines in the picture that are out of parallel with the edges of the frame are considered dynamic. The closer their angles are to 45° (i.e. half-way between vertical and horizontal), and the more dramatic their juxtaposition at opposing and unequal angles, the greater the sense of excitement generated within the image, and therefore the more powerful its impact. Lines generally work well to draw the eye of an image's viewer through the photograph. They create points of interest as they intersect with other lines and often give images depth by suggesting perspective. They can also add a sense of action to an image and add a dynamic looks and feel. If the camera is tilted 45° for deliberate dynamic abstract effect on a detail shot, the sight of brickwork or a street lamp, for example, at a 45° angle disturbs our sense of gravitational normality and at the same time stimulates our creative thirst for an alternative approach.

Reflections Ponds, windows, water features, wet streets, sunglasses - everything can be used as a reflective surface. Playing with these surfaces and warp the architecture of the building.
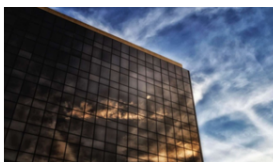
ABSTRACT DETAILS SHOTS The first impression we have of a building is often its semi distant appearance in the landscape. This can either be favourable or unfavourable, depending on how comfortably the building sits within its environment. At this range, the distances between potential accessible vantage points in a wide radius around the site can be considerable, and therefore time-consuming to explore.

Architecture photography –The   photography that focuses on buildings. It can includ shooting building exteriors and interiors, as well as bridges, other structures, and cityscapes. Much as building designs changed and broke with traditional forms, architectural photography also evolved. During the early-to-mid-20th century, architectural photography became more creative as photographers used diagonal lines and bold shadows in their compositions, and experimented with other techniques.By the early 1950s, architects were hiring more photographers for commissioned work, resulting in architectural photography being viewed as more of an art form.

Historical and Modern Architectural Photography– Framing the particular lines and shapes. Highlighting any contrasts between these modern architectures and more classic surroundings.

SCOPE: Architectural Photography is not just a profession, but a passion which is constantly evolving. Architecture is one of the few professions that is never static. In that case, considerable time might be spent finding customers and new assignments. Travel might be required, and photographers often work on their feet for extended periods of time .This is to document and create a captivating visual narrative of a built environment for publication .The architect tries to capture the purity of the form at least in ever-lasting photographs before the users make their mess.

Conclusion: Today, the range of uses for architectural photography has expanded, from vast images printed on vinyl and used to enclose construction sites, to an increasing need for small digital images that are readable as thumbnails, and can be shared on social media. Architecture photography usually provides an innovative way of looking at what might seem dull and boring at the first sight. The eye of an experienced photographer of architecture can find interesting angles and frame shots that we wouldn't think of. By using geometry and cropping, photographs of architecture can often convey different feelings – you might feel overwhelmed by, say, enormous volumes of concrete, or invigorated by lots of colorful window reflections. With the rise in prevalence of visualization modes such as CGI (Computer Generated Imagery) and virtual reality, there is some concern that traditional architectural photography may be under threat. However, despite the increasing sophistication of the technology available, it is generally felt that high-quality photographic representations give more accurate and dynamic renderings of buildings than computer simulations.

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