

Framing a Shot

Communications & Media

Where to put the subject inside the rectangle.

Rules that hold most of the time.

Placement

Thirds: subject off centre

Eyes on the upper third line

Look room in the direction of gaze

Head room: a little, not a lot

Lead room ahead of movement

Cleanliness

Check the background before the subject

No lines growing out of heads

Level horizon unless deliberate

Nothing cut at a joint

Keep the edges free of clutter

Centre framing is a valid choice, not a mistake, when the symmetry is doing work. Breaking a rule by accident is the problem.