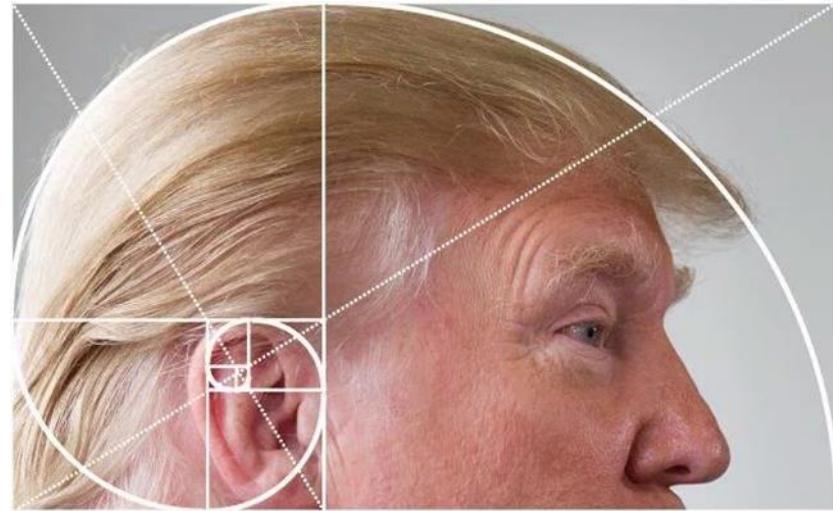


Attractive image design

Marco Hepp



Micro- and Nanoanalytics Group
University of Siegen, Germany



What makes an image attractive?



<https://tinyurl.com/y9omxycs>

M. Hepp

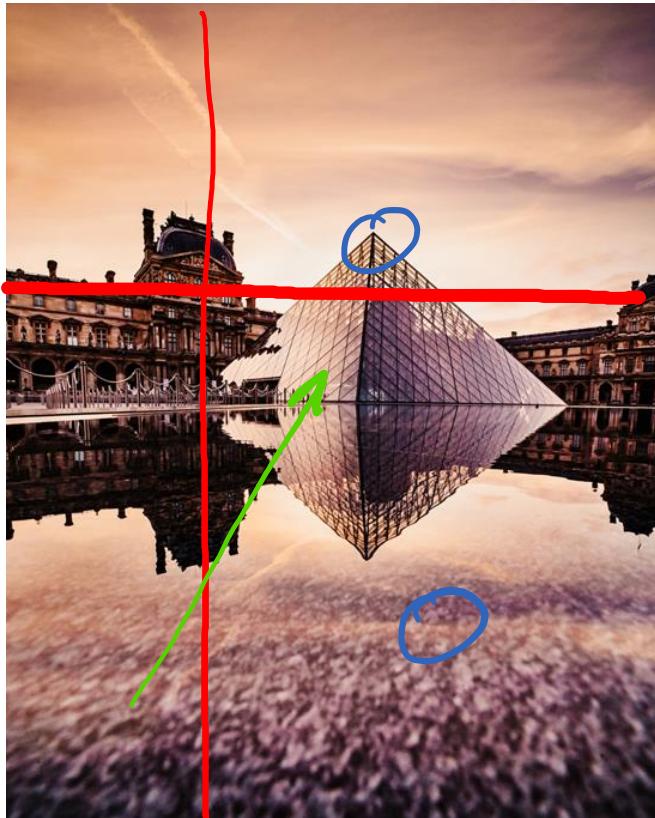
Attractive image design

<https://tinyurl.com/ybnl42r8>

What makes an image attractive?

Section

Perspective

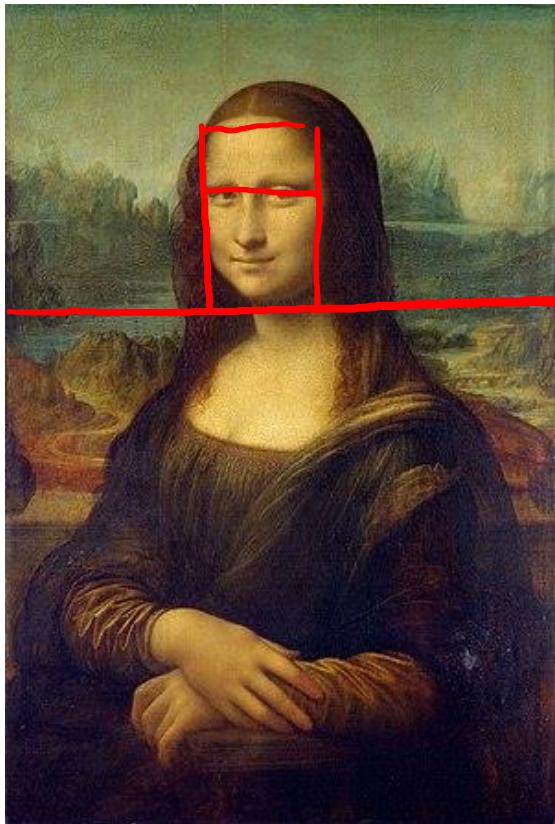


<https://tinyurl.com/ybnl42r8>

Depth of field

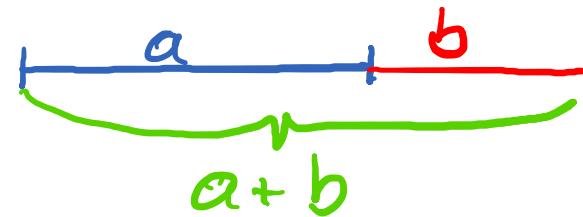
Colour design

Section - Inside the Louvre



Mona Lisa, 1503-1506, Leonardo da Vinci

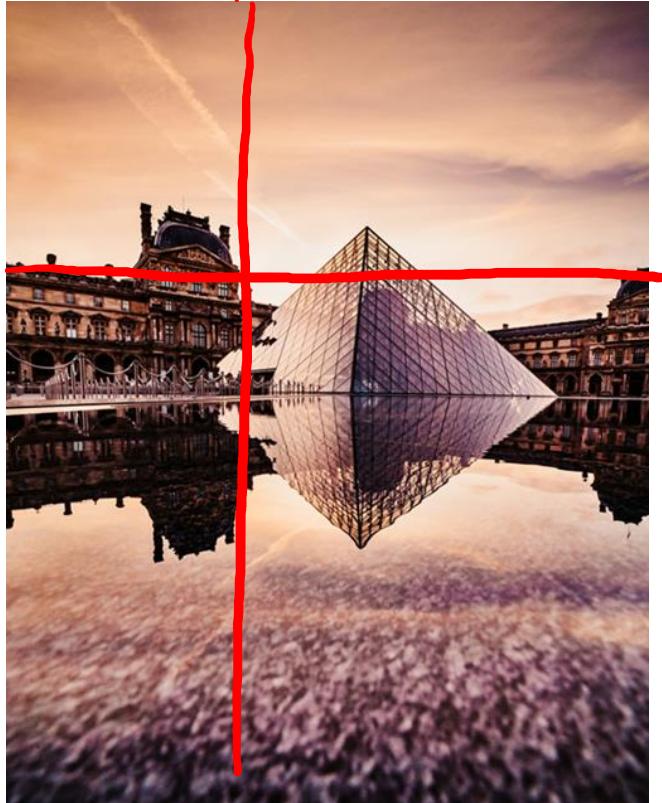
Mona Lisa → very aesthetic



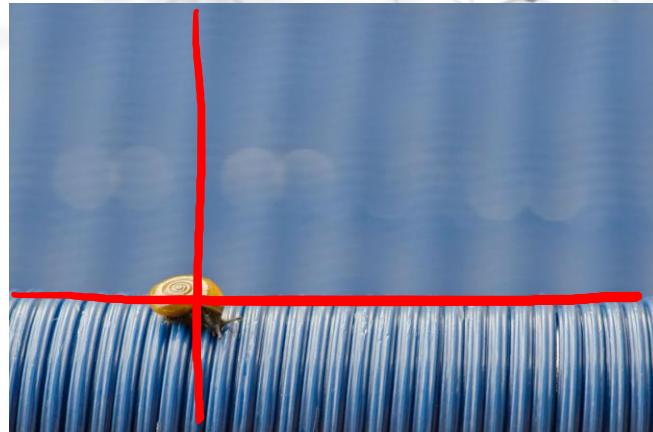
$$\frac{a+b}{a} = \frac{a}{b} = \varphi = 1.618$$

Golden section !

Golden Section

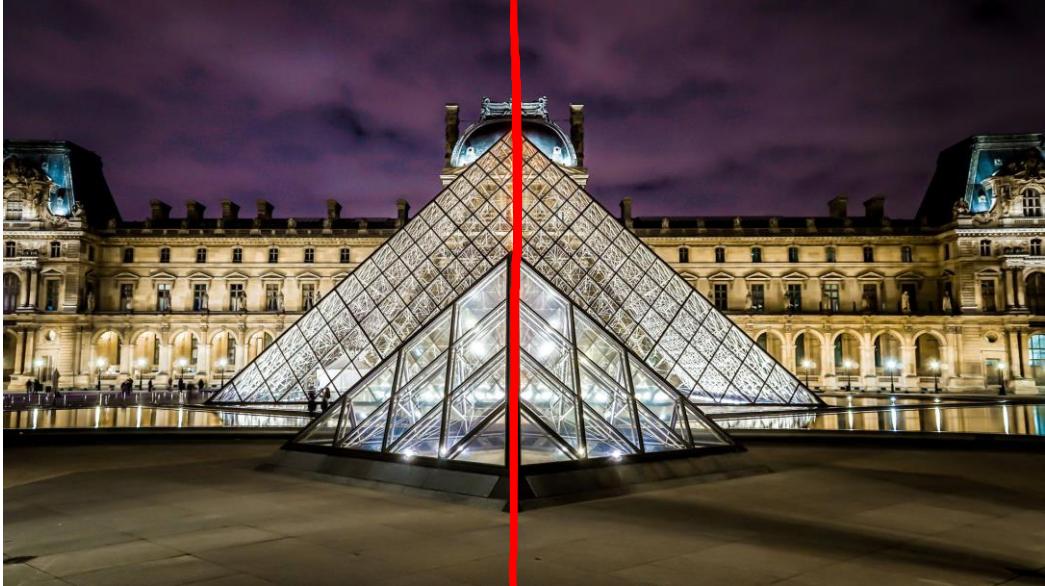


<https://tinyurl.com/ybnl42r8>



<https://www.digitipps.ch/bilddaufbau/der-goldene-schnitt-fibonacci-zahlen/>

Exception: Symmetry



Intended!
geometrical shapes

Perspective - Horizon

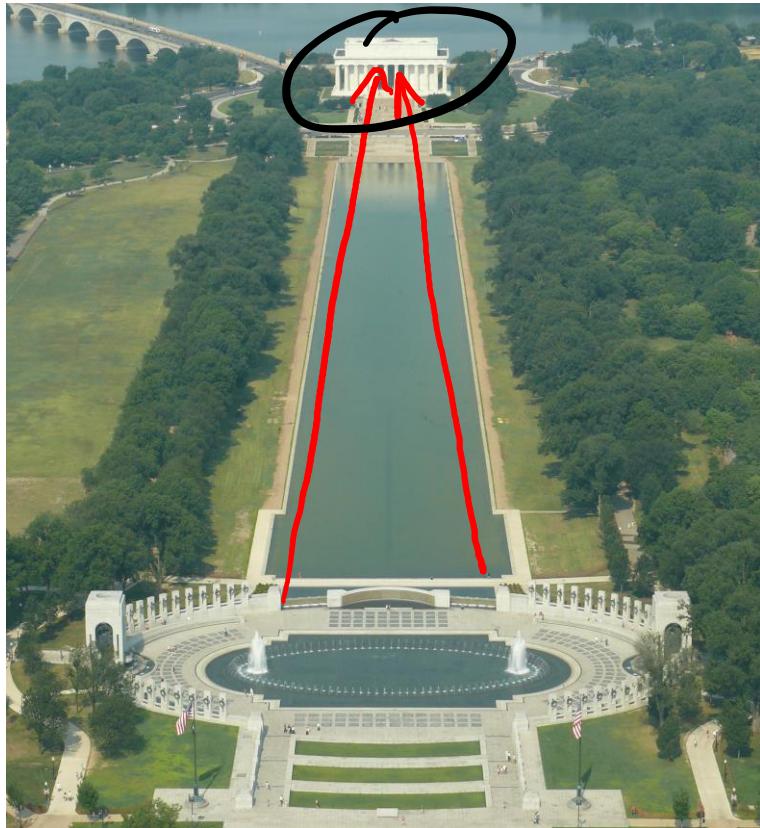


Tiefe



Weite

Perspective - Leading lines



Lead the viewer
Line of sight } central element

Perspective - Leading lines



Ascending diagonal
— view stays at image
— details!



Descending diagonal
— leads out of the image quickly
— less time with details

Perspective – normal, frog, bird

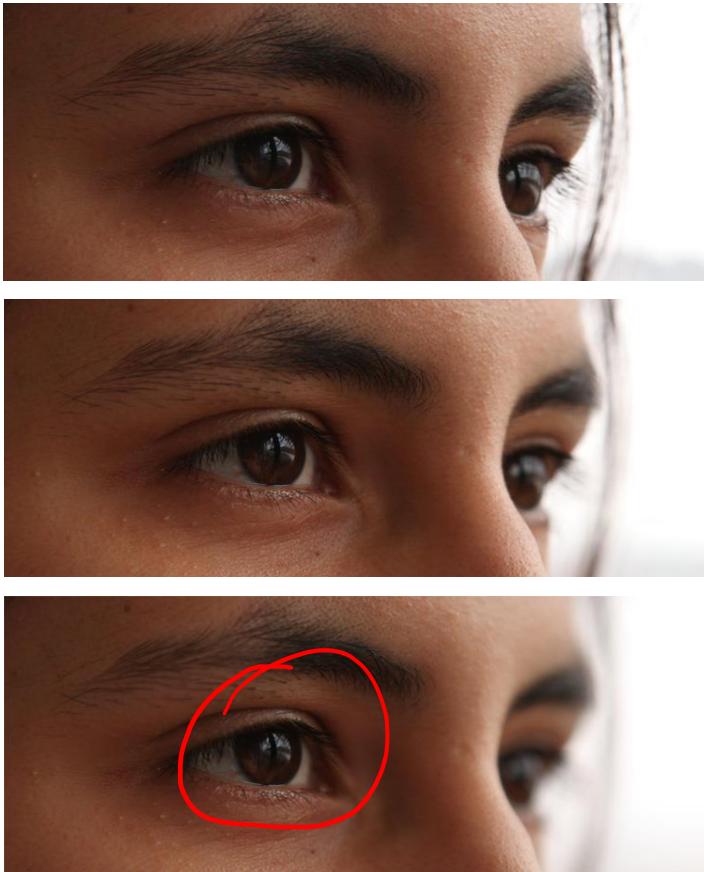


normal
natural view

frog
Size
power
impressive

bird
Overview
reduce objects

Depth of field



Highlight an element

Depth of field



Separate from
background.

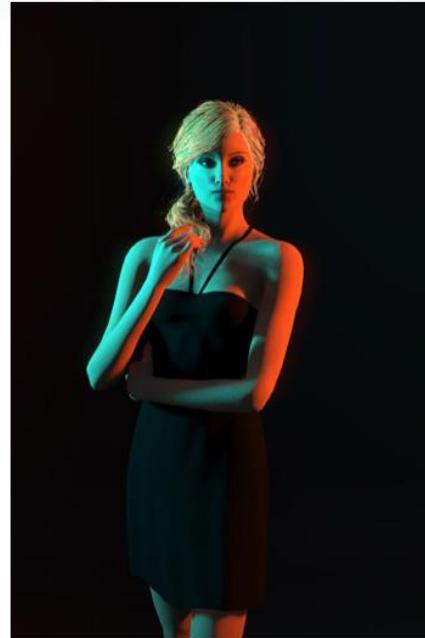
Colour design



Hell-Dunkel



„Farbe an sich“



„Halb-Warm“



Komplementär

Colour design



<https://www.leifiphysik.de/optik/beugung-und-interferenz/aufgabe/quiz-zu-interferenz-duennen-schichten>

<http://www.podlech.ch/photoshop-farbe-sw.html>

In the lab



Clean surface!
no fingerprints



Untidy background!

„Gepflegtes Außen“

