

DE BASIS VAN HET FILMEN

les 3: Licht & Kleur



TERUGBLIK

Kaders

- shots
- alles in beeld
- extreem totaal, totaal, medium, close-up, extreem close up



Extreme long shot



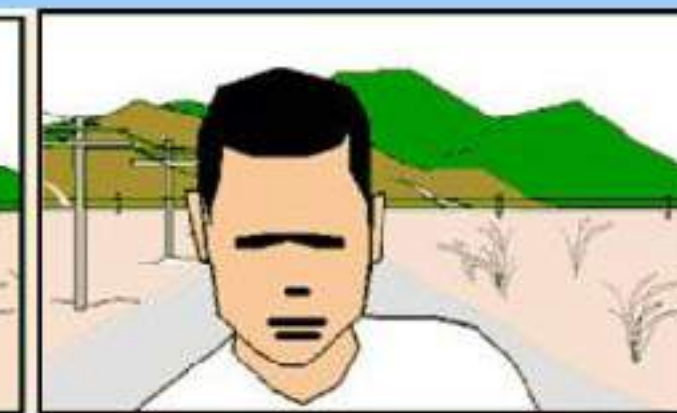
Long shot



Medium shot



Medium close-up



Close-up

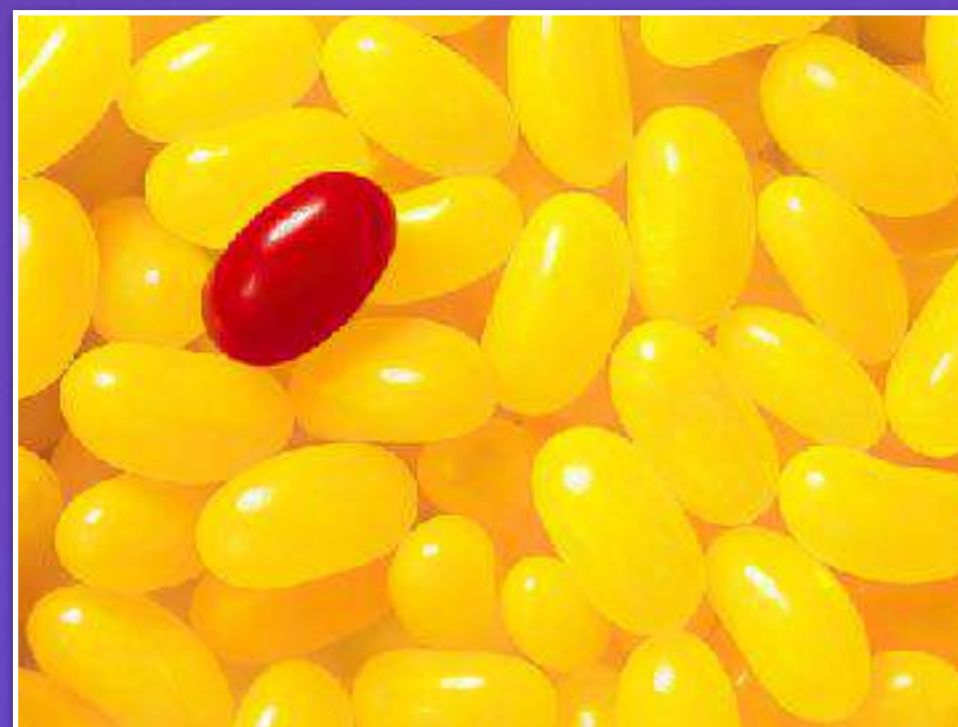


Extreme Close-up

TERUGBLIK

Compositie

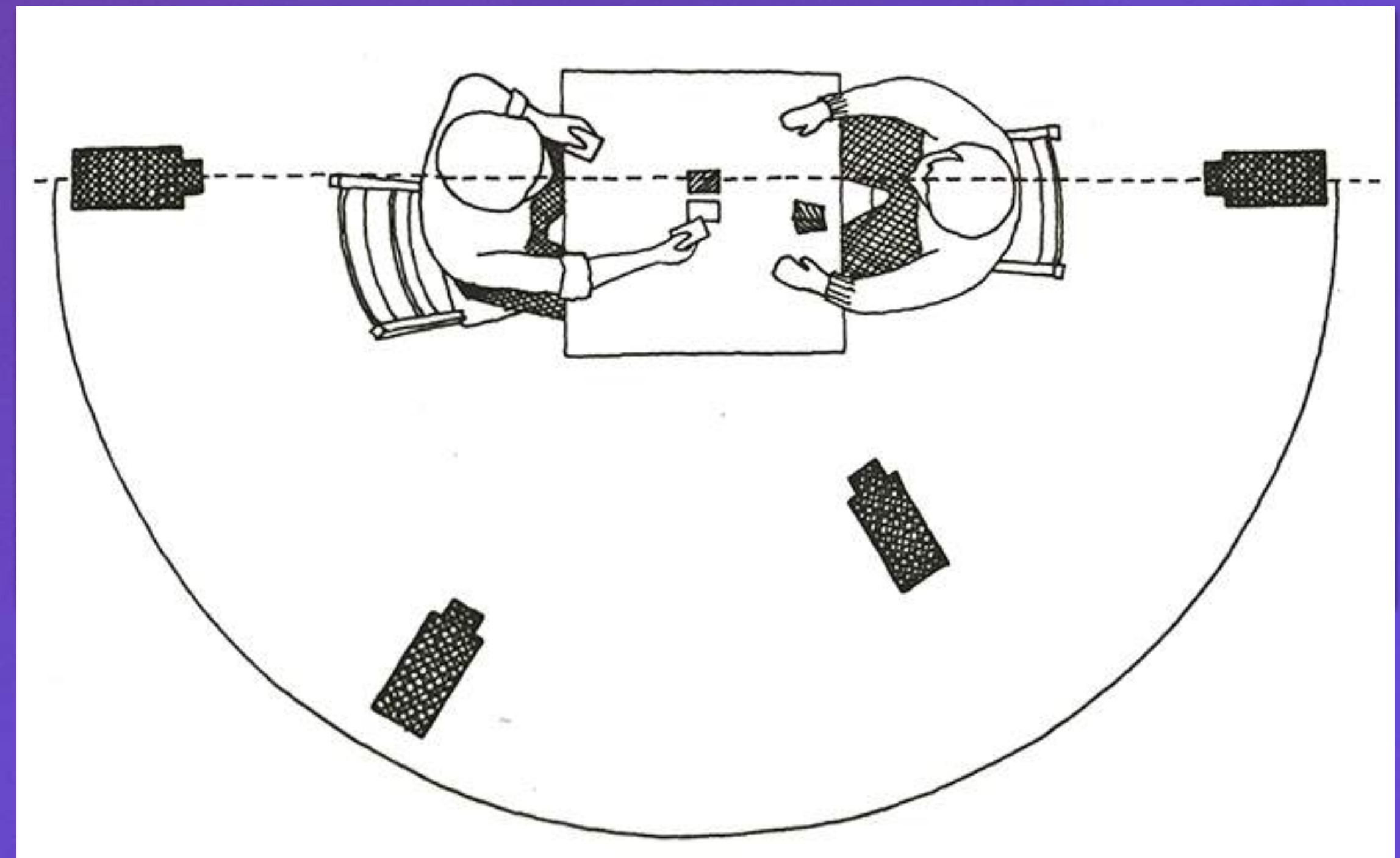
- Centrale compositie, symmetrische compositie
- Regel van derden
- Gulden snede
- Verhoudingen
- Hoofdruimte
- Lijnen



TERUGBLIK

Dramatische As is een denkbeeldige lijn waarop actie gebeurt

- Objectief
- Subjectief
- Niet over de as gaan!*



TERUGBLIK

Standpunten: waar staat de camera?

- Neutraal perspectief
- Kikvors perspectief
- Vogelperspectief
- Point of View



TERUGBLIK



Two-shot



Top down



Voyeur Shot



Over the shoulder



Dutch tilt



Doorkijkje

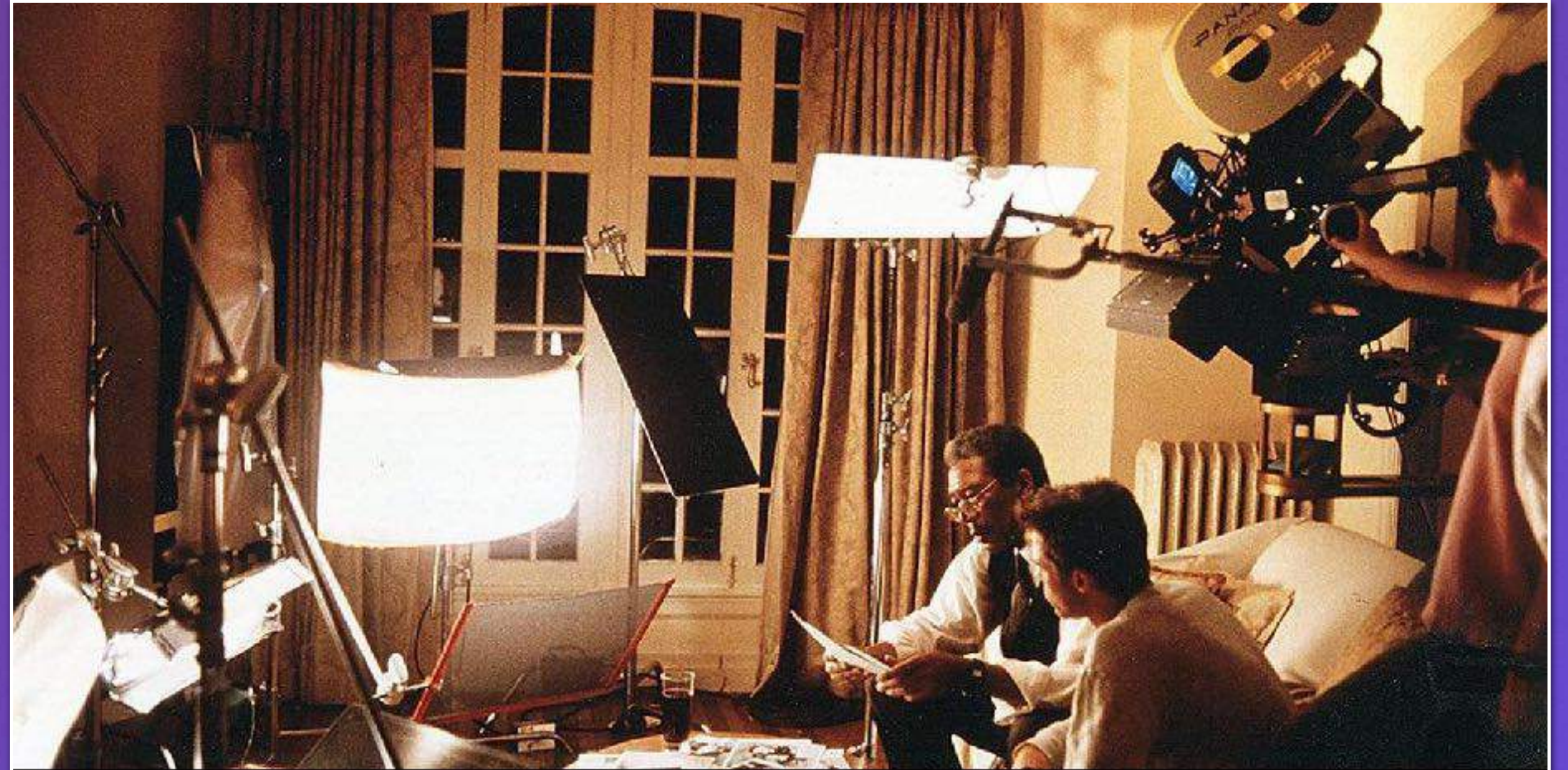
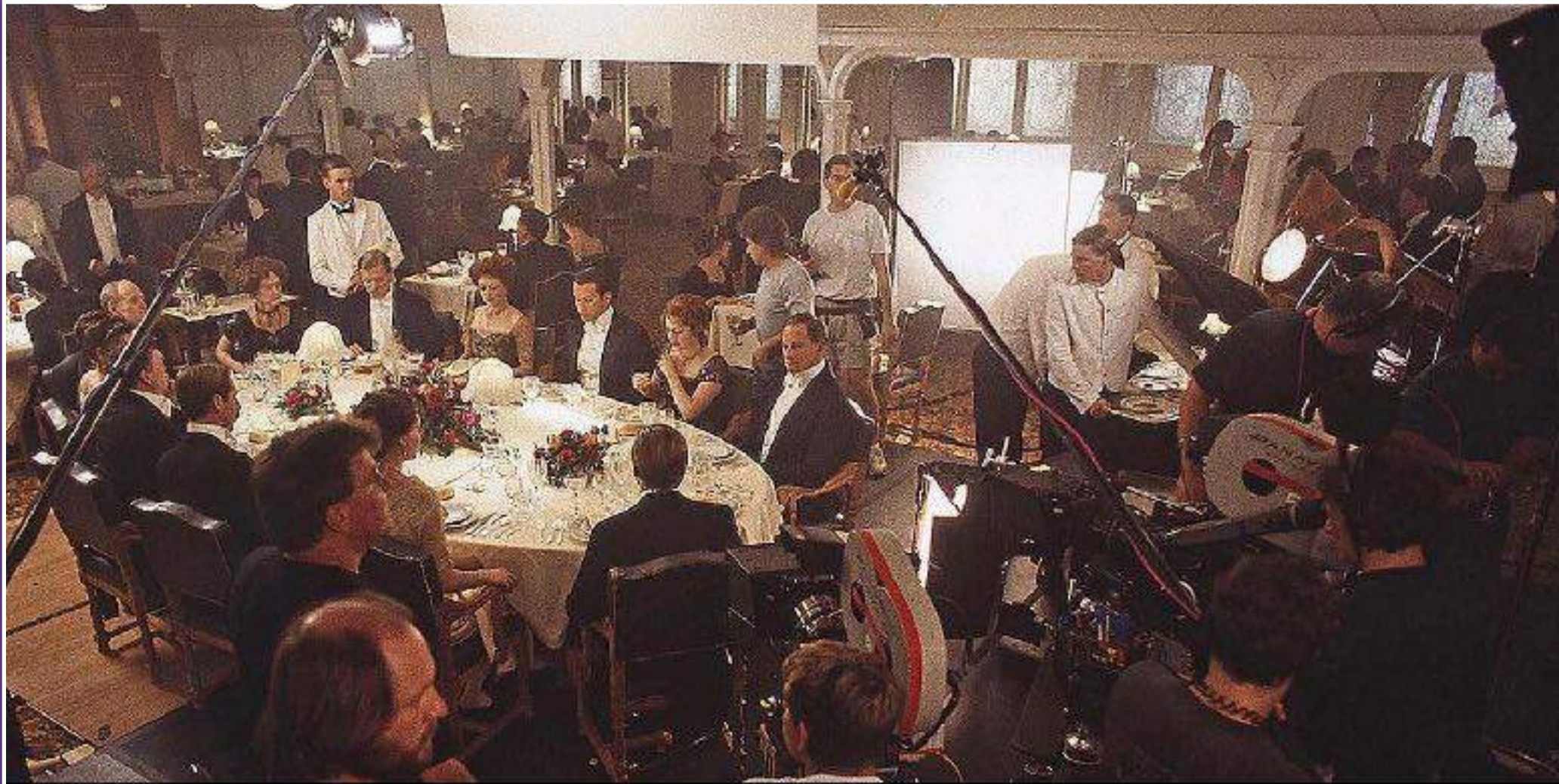
VANDAAG

Licht & kleur



LICHT

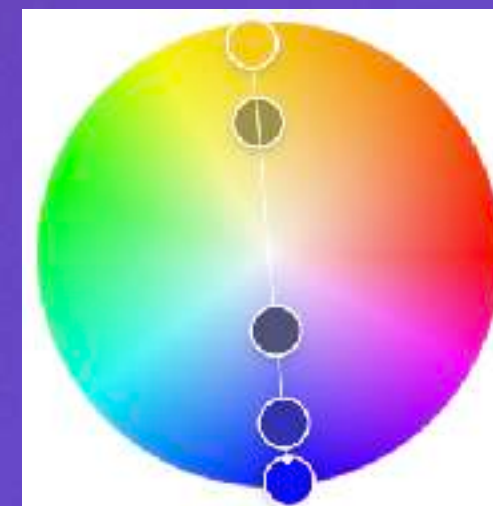
Achter de schermen



LICHT

Kleurtemperaturen

- Koud, daglicht 5200k
- Warm, kunstlicht 3200k
- Warm en koud licht is lastig te combineren. Pas op met blauw/gele vlekken op gezichten
- Creatieve toepassingen, complementaire kleuren



koud (5200k)

warm (3200k)



LICHT

Over- en onderbelicht

- Onderwerp is belangrijkste
- Overbelichte achtergrond kan afleiden



Onderwerp onderbelicht
Achtergrond goed belicht

Onderwerp goed belicht
Achtergrond overbelicht



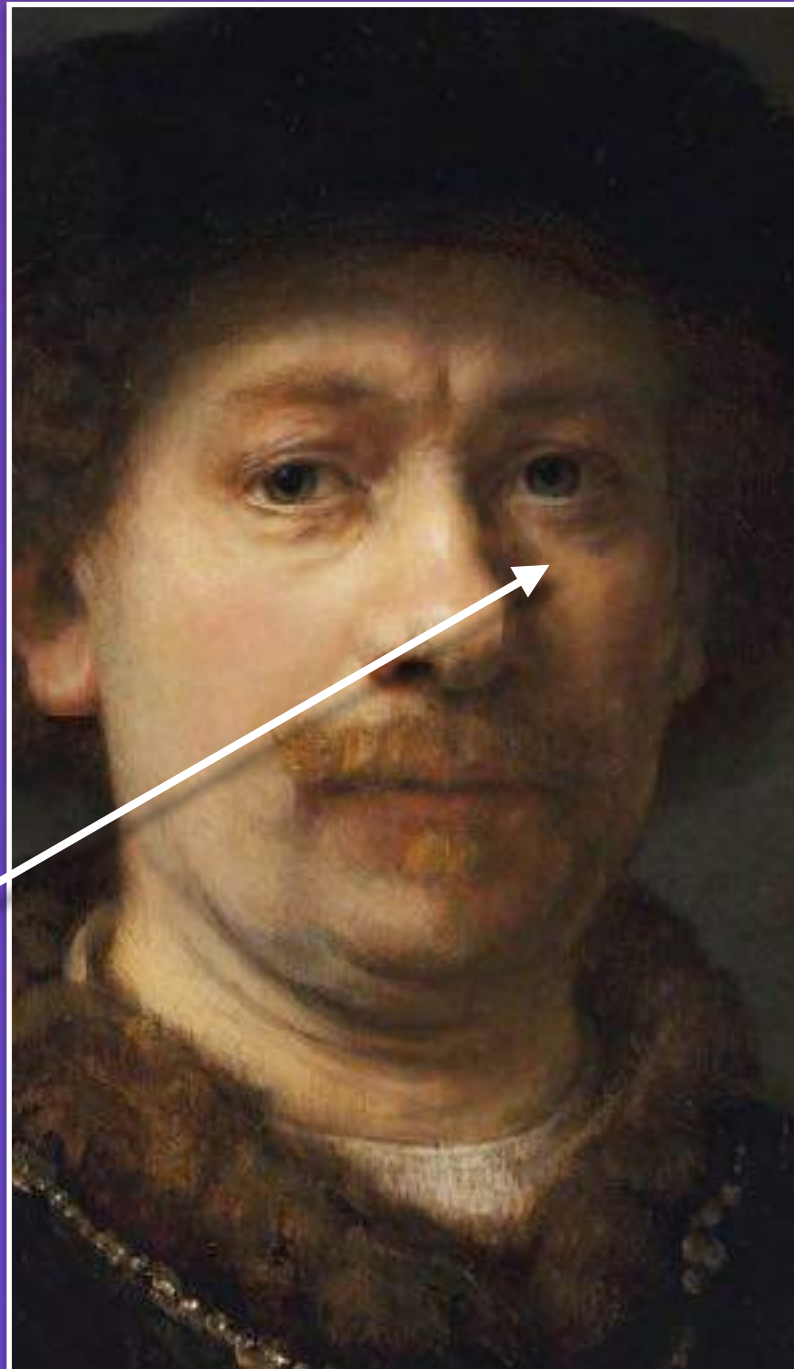
Licht verschil tussen buiten en kamer is te groot.
Raam is overbelicht

LICHT

Richting van licht

- Frontaal
- Vanaf zijkant
- Tegenlicht
- Top licht
- 45 graden regel

Rembrandt licht



LICHT

Kwaliteit licht

- Hard licht
- 'Kleine' lichtbron. Direct zonlicht, 1 lamp
- Aanwezige schaduw, harde overgang tussen licht en donker
- Zacht licht
- 'Grote' lichtbron. Bewolkte dag, lamp achter semi licht doorlatend materiaal (softbox)
- Subtiele schaduw, soepele overgang tussen licht en donker



Hard



Zacht



← harder/zachter →



LICHT

Vormen van licht

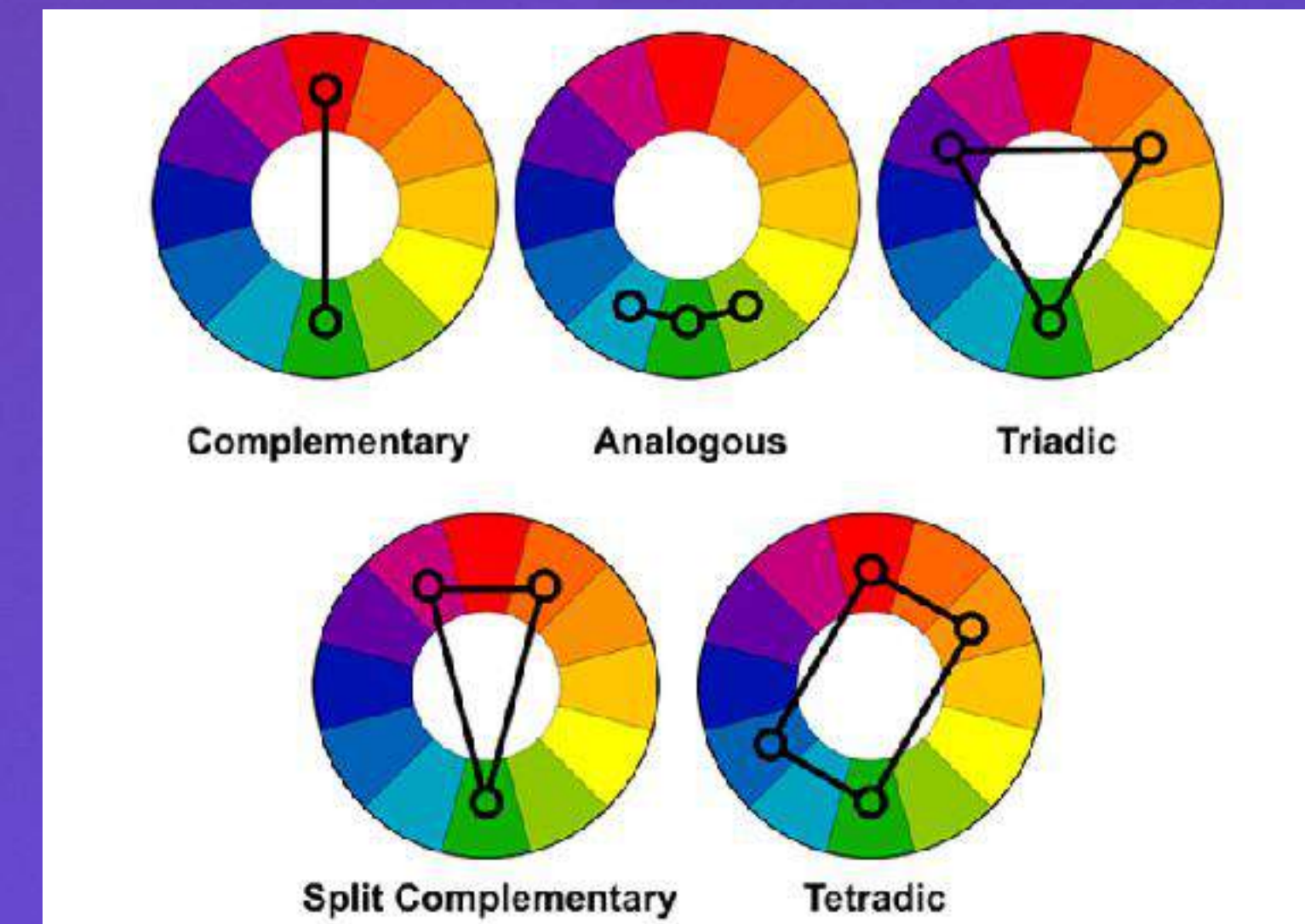


KLEUR

- Kleur is emotie!
- Verschillende kleurharmoniën
- Kleur kan sturen
- Kleur kan vertellen



VISUAL IDENTITY DECIDING ON KEY COLORS			
RED Visceral, bold, courageous, energetic. Stimulates appetite and the pituitary gland. Increases heart rate, creates urgency often seen in clearance, used for impulsive shoppers.	ORANGE Friendly, cheerful, confident, fun, vitality, lighter shades appeal to upscale market. Signifies aggression. Creates call to action: Buy, Sell, Subscribe. Found in impulsive shoppers.	YELLOW Represents optimism, clarity, warmth, positivity. Eyes see yellow first, great for POS display.	BLACK Prestige, serious, bold, classic, powerful, works well for expensive products.
GREEN Balance, harmony, health, growth, freshness, deep greens are associated with prestige. Used to relax in stores, associated with wealthy, has long been a symbol of fertility.	BLUE Trustworthy, strong, dependable, secure, preferred by men, popular in corporate because its productive and non-invasive.	PURPLE Wise, creative, imaginative, royalty, lavender evokes nostalgia, sentimentality. Used often in beauty or anti-aging products, used to soothe or calm.	WHITE Suggests cleanliness and sterility, gives a sense of refinement, indicates space and openness, encourages the clearing of clutter, clarity, purity, simplicity, sophistication, freshness.



DAT WAS 'M

Vragen?

