



Through the Lens: The Art of Impactful Photography

Photography possesses the unique ability to capture moments in time while also conveying feelings. When choosing photographs for healthcare and senior living spaces, it is essential to consider the emotional response the artwork will generate for a broad audience.

Using a consistent approach in selecting photography can help shape a calming interior ambiance and communicate your brand. Integrating recognizable and relatable images to establish a comforting atmosphere has been shown to positively influence emotions and even reduce anxiety among viewers.

This reference guide explores popular photography terms and offers tips on using styles and techniques that can positively impact viewers in healthcare and senior living environments.



Subject Matter

Before a photographer can establish how to capture a scene, they must select a subject matter to focus on. The subject matter is the main point of interest and should encourage viewers to observe the intricate details of the artwork. Subjects like nature and architecture are often featured in healthcare and senior living environments to reflect familiar scenes, creating a comfortable and visually appealing atmosphere. Nature imagery provides tranquil and soothing views, while architectural imagery strengthens local community connections. By incorporating these elements into your space, the artwork creates an inviting atmosphere that promotes tranquility and community connection.



Nature Photography

Evidence-based design suggests featuring nature imagery in healthcare and senior living settings due to its ability to evoke feelings of calm and familiarity. While there are many types of nature photography, landscapes, flora, and fauna are common points of interest.

Landscapes

Landscape photography captures diverse terrains and provides viewers with a visual escape. It can serve as a positive distraction and helps create a sense of tranquility and a connection to nature's wonders.



Flora & Fauna

Flowers and animals resonate with a broad audience due to their familiarity and calming effects on viewers. Flowers are neutral and easily recognizable subjects that can be featured in numerous locations, while animals can be soothing and comforting.

DID YOU KNOW?

Featuring nature photography in healthcare spaces can help reduce stress and anxiety for patients and visitors.



Architectural Photography

Photographs of structural subjects preserve local or regional historical details and promote deeper connections to the community. Featuring imagery of familiar structures, landmarks, or destinations in your healthcare or senior living environments encourages connections and conversations among viewers.

Buildings & Structures

Capturing the beauty of local buildings, historical structures, and iconic landmarks highlights how the structural designs contribute to the community and the regional narrative. It also shows how architecture interacts with natural elements to create distinct scenes and landscapes.



TIP

Display pictures of local or familiar landmarks in senior living communities to help spark memories and conversation among residents.



Abstract Architectural

Photographers explore unique angles and different lighting to transform familiar buildings, structures, and landmarks into extraordinary compositions. This approach challenges the viewer's perception, encouraging a deeper appreciation of the intricate details found in everyday surroundings.



Photography Styles & Techniques

Photography offers a wide range of techniques to craft visually compelling and engaging images. From selecting a subject to balancing lighting and composition, photographers harness these tools to capture moments and evoke emotions. Below are some popular photography techniques frequently displayed in healthcare and senior living settings.

Panoramic

Panoramic images are a sequence of pictures digitally stitched together to create a view that is wider than what the human eye can perceive. This process is commonly used to capture large horizontal scenes like landscapes and cityscapes.





Monochrome

Black-and-white photography is the most common example of monochromatic photography. This technique highlights one color and relies on an image's contrasting light and dark areas to create a timeless feel. Sepia toning, which appears brown and white, provides a vintage or aged effect to match a time period or aesthetic.



Macro

Macro photography captures extreme close-ups of small subjects, revealing details invisible to the naked eye and providing a unique perspective on the subject.

Long Exposure

This technique creates a soft, deliberate blur effect, often used when capturing flowing water or moving objects. The unique effect happens when the camera's shutter is left open for a prolonged amount of time to capture continuous movement.





Image Composition

Now that we've covered the components of a photo, what exactly makes a successful photograph? Strong photo composition is vital when creating visually appealing and impactful images. While the concept of what makes a quality picture is often subjective, photographers reference established principles and guidelines to help develop interesting compositions and stunning photos.



Rule of Thirds

The rule suggests the areas of interest in a picture are along these lines or at the points where they intersect. Even though the subject is off-center, the rule of thirds helps maintain a sense of balance and a natural flow by drawing the viewer's eye and adding emphasis to the subject.



Depth of Field

Depth of field is a technique photographers use to draw the viewer's eye to the focal point. Parts of an image may be intentionally blurred to reduce visual distractions and draw attention to the subject, making it stand out.



Simplicity

Clean and uncluttered images are often more aesthetically pleasing. Simplicity can bring a sense of balance to the composition, making the photo more enjoyable for the viewer.



Perspective

Perspective refers to how the subject and its surroundings are positioned to create a specific visual effect. Adjusting the angle or direction in which the image is taken can affect how the subject appears to the viewer, offering a unique vantage point and changing the photo composition.



Leading Lines

These visual lines direct the viewer's eye toward a specific point of interest in a photo. Pathways, railroads, and bridges are common examples, but anything that creates a line through the image can serve as a leading line.



Framing

Create natural frames with branches or arches around an image to direct the viewer's focus to a subject of the photo. This technique adds context and depth to the picture as if the viewer is looking at the subject through a window.

Printing & Display Options

Materials and substrate choices for displaying photography vary based on the artwork's location, image clarity, and desired effect. Your art consultant can advise you in printing and display options, such as matching frame colors to the interior aesthetic or using durable acrylic prints for easy cleaning.



Framed Prints

Framed paper prints provide a classic and elegant presentation and are a great option for image clarity. Paper prints are ideal for photos because they capture fine details, resulting in a crisp, polished piece of art.



Canvas Prints

Canvas prints produce excellent results for photos, but the texture may slightly reduce clarity compared to paper prints. We suggest choosing images with fewer intricate details for canvas printing.



Solid Surface Prints

Solid surface options like metal or acrylic offer the frameless look of a canvas with the fine details of a paper print. Non-porous surfaces are ideal for healthcare settings since they are easy to clean.

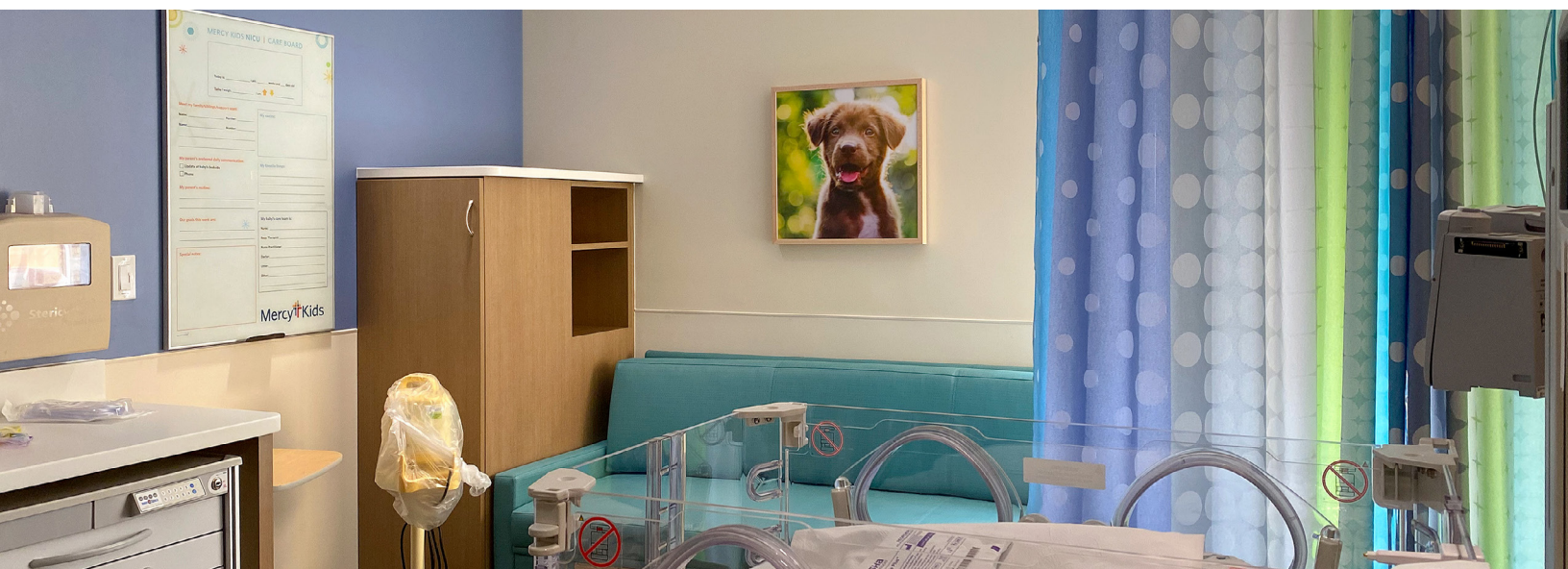


Wall & Window Graphics

Wall and window graphics are fully customizable to fit a variety of spaces and surfaces. Use high-resolution images that can be resized without losing clarity, ensuring crisp, distortion-free results.

Conclusion

Fundamental photography principles, such as appropriate subject matter, effective techniques, and strong composition guidelines, can enhance emotional well-being in healthcare and senior living spaces. Incorporating recognizable and relatable photography helps create a calming atmosphere, evoking positive emotions and alleviating anxiety for a broad audience.



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