

# Dynamic Compositions

# **Is your composition boring?**

**From beginners all the way up to seasoned designers,  
the recurring skill to create exceptional compositions  
is an understanding of how to use contrast.**

# First off,

**When referring to “contrast,” we are talking about:  
The difference between every visual component that  
makes up a single frame. Such as value, weight, size,  
and color. By utilizing contrast, you will be able to  
control and define hierarchy, movement and meaning.**

# 01

## Identify Your Subjects

A



You can establish the subject of your image through scale and value. In example A, the hiker is very small in comparison to the environment around him– thus making nature the subject.

B



In example B, we've moved the camera much closer to the hiker, and increased the contrast in values– making the hiker the subject.

# 02

## Establishing Hierarchy

A



In example A, we have a lineup of knights, equal to each other. By adding contrast between the elements in both size and value in example B, a hierarchy is established. We can now clearly see a king leading his knights into battle.

B



# 03

## Works For Typography As Well

A

insignificant. IMPORTANT.

In example A, everything is the same weight, size, and value – nothing stands out. By drastically increasing the contrast, by 2x, 4x, or even 10x, as seen in example B, then you can control what the most important bit of information the viewer should see first.

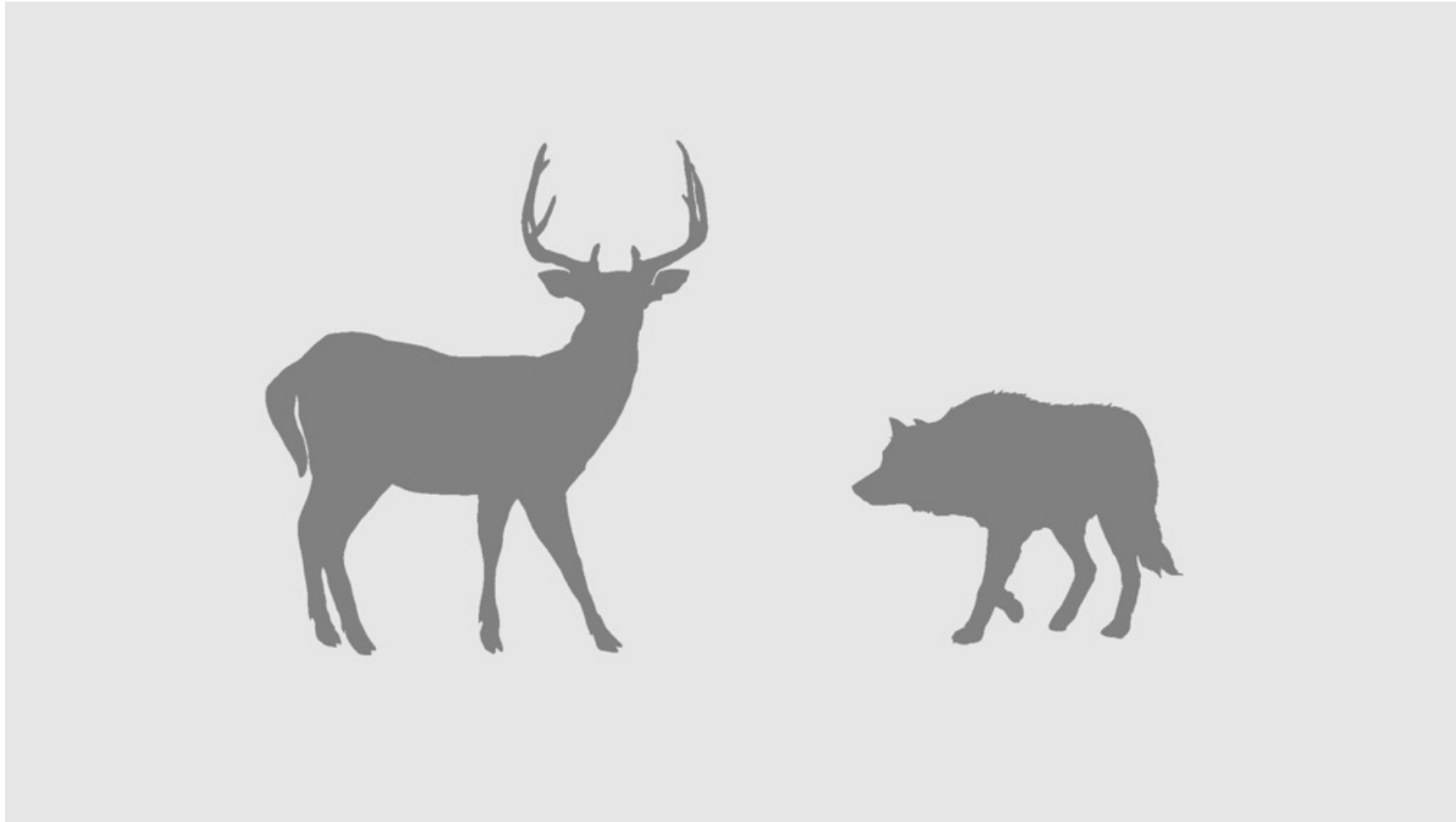
B

insignificant. **IMPORTANT.**

# 04

## Give Meaning

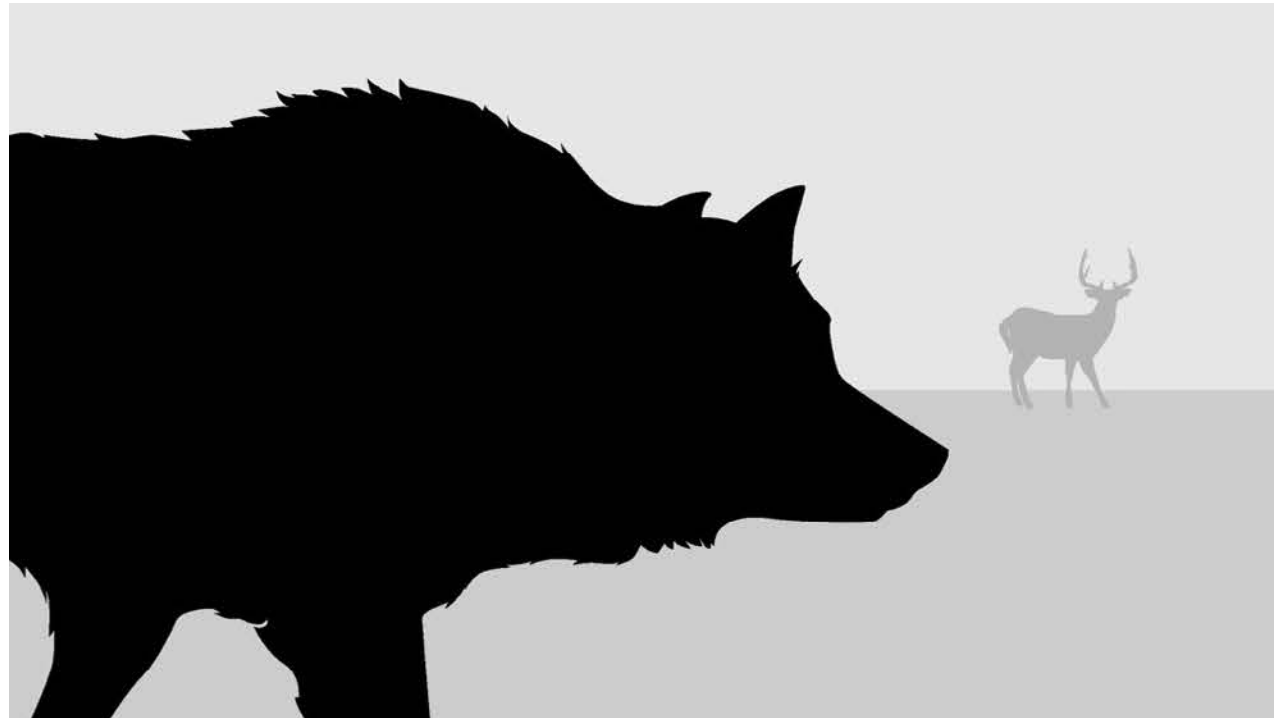
A



Contrast in size and value can have tremendous impact on the meaning of each object in a scene.

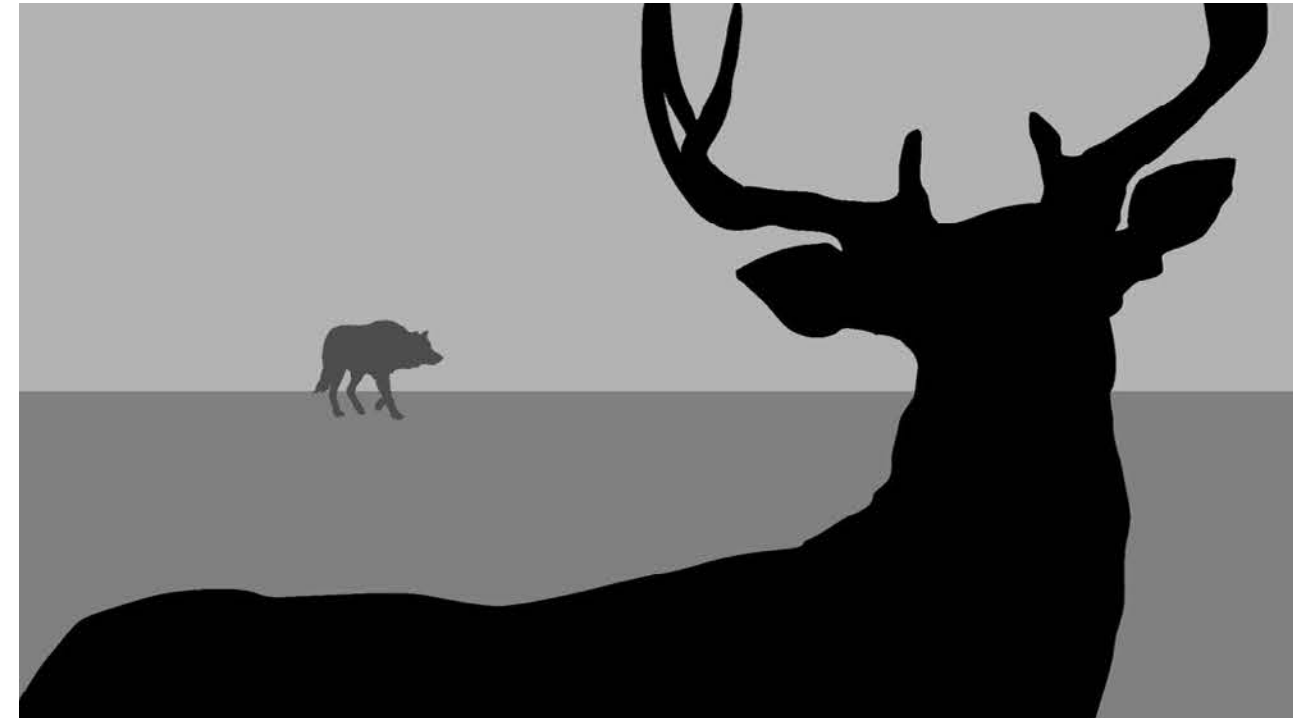
[\(See examples on next page\)](#)

B



By simply changing the scale and contrast from example A, the wolf becomes a predator stalking his prey, and the deer becomes a vulnerable target in the distance.

C



If you flip the relationship, as seen in example C, the story now becomes about the deer who has become alerted by the presence of the wolf lurking in the distance.



# 05

## Create Motion

You can create motion in your frames by adjusting the weight and size of your subjects in the frame. In this type example, the eye will follow the words “ONE, TWO, 3” in a clockwise motion.

ONE TWO 3

# 06

## Secret Formula

If you ever find yourself stuck with a boring composition, push the contrast in the value, weight, size, and color of your subjects. Start drastically, then pull it back.

**Dynamic Composition Formula:**

### **1 Really Big Object**

Usually the main subject, and the most important element in the frame.

### **1-2 Medium Sized Objects**

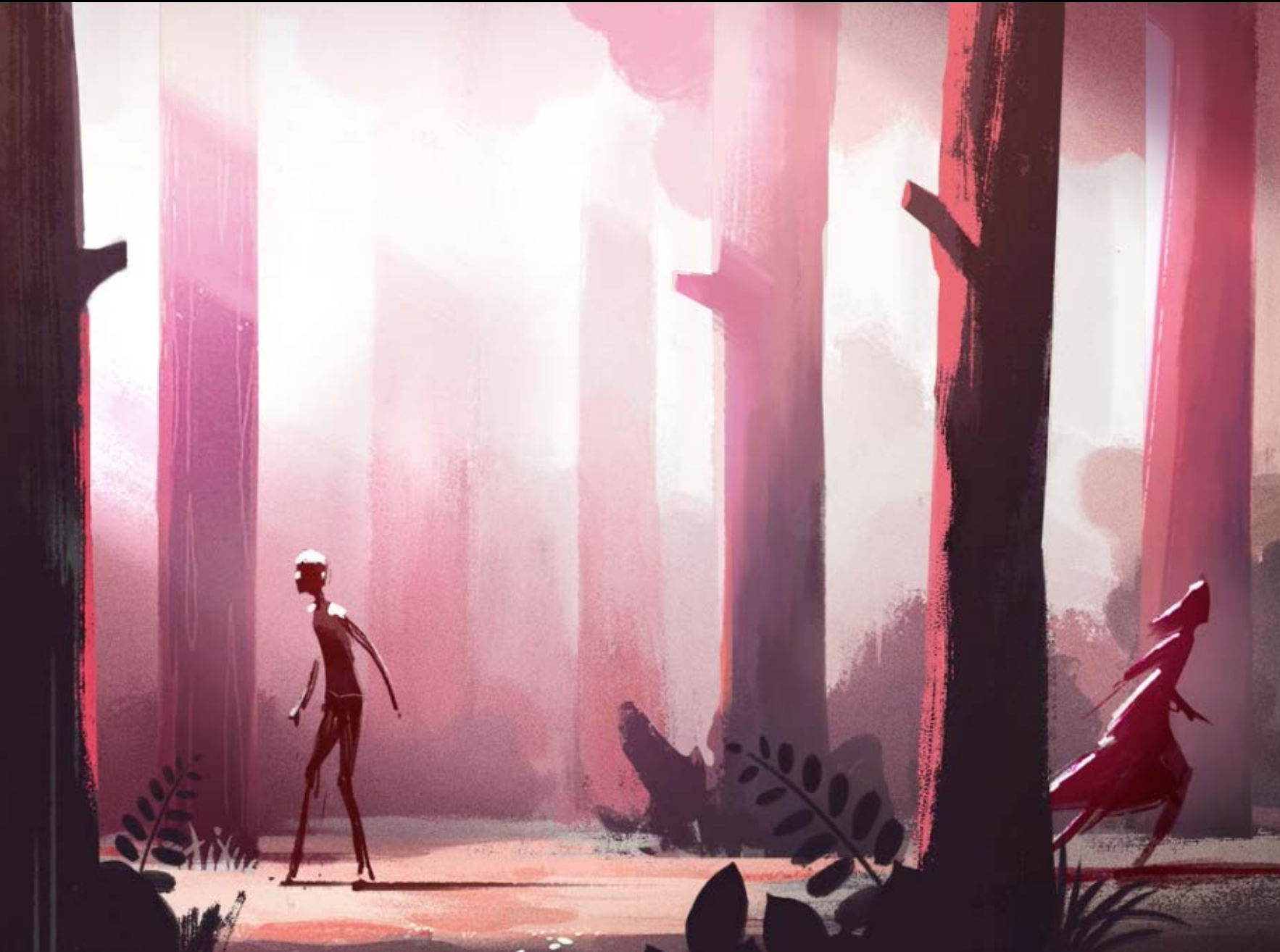
The secondary elements gives meaning to the main object.

### **Tons of Very Tiny Objects**

The tertiary elements give movement and additional context for the frame.

# Was this helpful?

Take the next step.



## Learn to create dynamic style frames.

From foundation to final details, Matthew shares insights from his decade of experience as a creative director, animator, and designer. Learn the fundamentals of creating dynamic style frames that tell compelling stories, and take your design to the next level.

### Here's some of what the course covers:

- Story and Compositions
- Creating Mood Boards
- Gathering Assets
- Compositing and Painting
- Pitch Deck Example