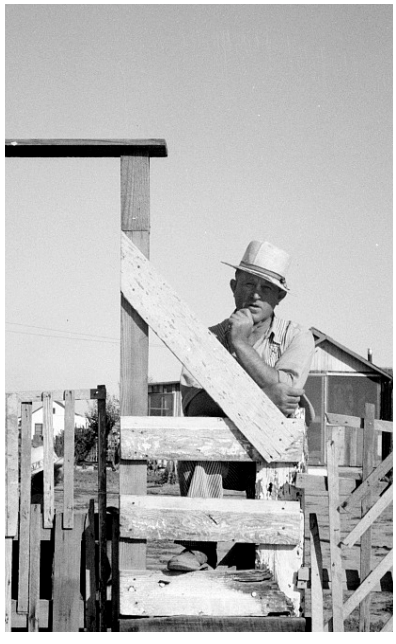
Exercise:
It's your turn!

Dominant and subordinate qualities occur when one visual quality leads and another visual quality plays somewhat of a minor (aka, suborinate) role. A simple example would be a composition with an overall vertical direction and a quieter horizontal direction. Or where the color palette is dominantly grayish and subordinately red. Like this page.

Migrant Farmers, Dorothea Lange 1936, LOC

Directions: Create two studies.
1) Choose one of your own photographs or pieces of artwork. 2) Identify one visual quality in it that is already dominant—color, direction, shape, texture, value, scale, geometric/organic, order/chaos, etc.
3) Then alter the image so that a currently subordinate quality becomes dominant.
4) Find another photo or artwork with a different kind of dominant quality. 5) alter the image so that a currently subordinate quality becomes dominant.

The goal: Change the visual character of each artwork without replacing its basic subject matter. Suggested time 45-90 min.



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