

PhotoWalk

Texture



Look for: Metal, rope, fabric, wood, stone, paint, leaves, bricks

Think: What does it feel like to the touch?

Distance: Get in close.

Angle: Have you shot it from every angle?

SEEING TEXTURE

Textures bring an image to life, adding vibrance to images, which without texture would appear flat and uninspiring.

TIP: When creating your image think “How does it FEEL to the touch?”

Texture is everywhere! Start looking at the sidewalk, the side of a building, your dog’s fur, something rusty, or wrinkled.

LIGHT QUALITY

The number one constant in photography is LIGHT. It shapes all of our images.

- Soft light will illuminate objects very evenly, and produce subtle shadows, or no shadows.
- Hard light comes from a single spot and is very directional. Lots of edges and shadows.
- Subtle variations of these two categories create a wide range of light quality.

TIPS for SHOOTING TEXTURE

1. Use side lighting
2. Use a variety of different angles and positions
3. Texture is about touch, feel, taste

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Color



Look for: Trees, flowers, cars, murals, signs, doors, birds, or anything with the color you are using to make your image interesting.

Think: What does it feel like, peaceful or loud, soft or hard, warm or cold?

Distance: Get in close or the whole scene.

Angle: Have you shot it from every angle?

TIPS for SHOOTING TEXTURE

1. Colors are like compositional elements on their own.
2. How many colors should you use in your image? Keep it simple, no more than 3 colors, choose one of them to be dominant. 2 colors are better because it is less confusing to the viewer's eye. One color works too...think of framing against a white backdrop.
3. Contrasting colors can work great. These are colors that sit opposite

one another on the color wheel. Some common contrasting color pairs are:

- Green and red
- Blue and orange
- Purple and yellow

Use ANALOGOUS colors

Analogous colors are groups of colors that are next to each other on the color wheel. Some common analogous color pairs are:

- Green and yellow
- Purple and blue
- Red and orange
- Green and blue
- Red and purple

What happens when you put some analogous colors together? They convey a sense of harmony. Instead of clashing with one another, analogous colors keep the peace.

Use NEGATIVE space

Don't always feel that you need lots of color in your photos.

Instead it is okay to add in colorless areas: areas of black, white, or gray.

This gives the viewer a chance to rest. This can balance out the overall composition.

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Color Wheel



Frohlich building

Historic Midtown - Reno

Frohlich Building

What is now the cornerstone of a busy Midtown intersection started out as two modest storefronts facing Virginia Street. The year was 1926, and the Memphis-based Piggly Wiggly grocery chain was eager to open a second Reno store. Constructed here especially for that purpose was a single-story brick structure with two storefronts, 711 and 713 South Virginia. Piggly Wiggly originally occupied just the northern half of what was commonly referred to as the Frohlich building, after property owner (and one-time Reno mayor) August Frohlich.

At the time, a wood frame house long owned by the Stiner family still stood next door, on the corner of Saint Lawrence Avenue, which was then called Steiner Street. It was the Stiners who had platted out the three blocks extending west from Virginia Street back in 1907 (the misspelling of Stiner when naming the street was likely a clerical error).

In 1934, Piggly Wiggly expanded into the second storefront. By then the two-story Giraud Apartments had been built next door, boasting two ground floor commercial spaces. In 1936, all area Piggly Wiggly stores, including this one, were bought out by the Nevada-based Sewell's chain, which operated in this spot for the next five years.

Big changes came to the intersection in 1941. The old Stiner house on the corner had been moved in order to widen Steiner Street, and a new storefront was added to the north side of the grocery. In March 1941, it opened as Heric's Doughnut Shop (really a full café). The new addition largely matched the appearance of the original brick building, with a few distinct touches—most notably, the beautiful black and red tile beneath the large plate glass windows flanking the corner entrance.

That same year, Sewell's moved out, to a new building constructed at 445 South Virginia. Taking its place here was the Mount Rose Market, which eventually built a rear addition for selling appliances. The market closed in the late fifties, as large supermarkets began to push independent groceries out of business. Heric retired in the mid-sixties, closing his café and moving to Arizona.

From 1965 through the early 2000s, the corner spot was occupied by a series of nightclubs that eventually took over the remaining commercial spaces—first, Club-a-Go-Go, followed by the Peppermint Lounge, Del Mar Station, and Coco Boom. In 2009, the entire building was purchased, completely renovated, and divided into six separate storefronts. It reopened as Saint Lawrence Commons, housing retail, food, and a local theater.