

Visual Communication Design

Original Research Articles

Application of Photography Composition Techniques on Instagram Account @11xn_d Kun WayV Photo Work

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Abstract: Photography is not merely the act of capturing images using a camera or smartphone. It is a creative process that involves both technical and aesthetic considerations, one of which is composition. Composition plays a crucial role in the field of photography by creating visually appealing images with strong visual value. This research explores the application of photographic composition techniques in the works of Kun WayV, shared on the Instagram account @11xn_d. The photographs indirectly implement compositional principles such as the rule of thirds, leading lines, framing, and points of interest. Employing a qualitative approach, this study utilizes literature review and social media observation as data collection techniques. A descriptive-narrative writing method is used to convey the research findings and communicate the significance of composition in contemporary photographic practice.

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INTRODUCTION

Photography is a form of visual art that heavily relies on the arrangement of image elements. A good photograph is not only defined by its subject or object, but also by how the photographer arranges all the components within the frame to build a narrative, emphasize emotion, and attract viewers' attention. This is where the understanding of photographic composition becomes vital.

Composition in photography refers to how objects, lines, colors, light, and negative space are arranged in an image to create a visually pleasing balance. Rather than being a rigid set of rules, composition serves as a guiding framework that aids photographers in making creative decisions in every shooting opportunity. It is considered the art of arranging visual elements to achieve harmonious balance. Aspects such as lines, shapes, light, shadows, colors, and textures are utilized in this process (Sukarya, 2009 in Al Pratama & Wibowo, 2014).

In practice, several compositional principles are frequently applied, such as the rule of thirds, guiding lines, symmetrical and asymmetrical balance, use of negative space, and natural framing, often referred to as the golden ratio. Each method aims to strengthen the focus of the photograph and create a strong visual appeal. Mastery of these techniques enables photographers to communicate deeper messages, evoke specific emotions in the audience, and



even tell a story through a single image. Composition functions as a bridge in photography and serves as a tool for visual communication. Although unexpected moments or expressions can occasionally bypass compositional rules, it remains essential for achieving beauty in photography (Wahyuni, 2024).

Based on the discussion above, it is evident that composition is a critical element in photography. Without proper application of composition, photographic results may appear unappealing and fall short of professional aesthetic standards. For instance, an amateur photographer shooting in low light without understanding compositional principles is likely to produce images that are either too dark or excessively bright, with distracting noise that diminishes visual quality. In contrast, a professional photographer carefully considers composition, adjusts lighting, and precisely sets shutter speed to produce images that are more natural, well-lit, and visually clean. Thus, a solid grasp of compositional principle supports both the technical and expressive quality of photographs.



Figure 1. Night scene with leading lines composition.
Source: @11xn_d, 2022

The photograph above is a work by Kun WayV, uploaded to his Instagram account @11xn_d, which illustrates the importance of composition in capturing an image. In addition to lighting, other elements such as aspect ratio including height, width, lines, and the placement of objects within the frame also play a critical role in photography. By utilizing appropriate ratios, the resulting photo appears balanced and aesthetically pleasing (11xn_d, 2022b). Alongside the evolution of time and advancements in technology, the understanding of photographic composition has also progressed. Today, photography is not only regarded as a form of art but also plays a significant role across various fields such as social media, advertising, journalism, documentation, and other creative industries. Therefore, the ability to produce photographs that are not only technically sound but also visually captivating is increasingly essential. Both professional and amateur photographers must understand the principles of composition to remain competitive in an increasingly visually driven landscape.

The aim of this study is to examine in depth the fundamental concepts of photographic composition, the principles that underpin it, and how its application can influence the visual perception of photo viewers. This research also seeks to analyze various examples of compositional application in photographic works, and to identify the challenges photographers face when implementing these principles in diverse situations. Through this study, it is hoped that readers will gain a comprehensive understanding of the importance of composition in photography and how its application can enhance the quality of visual works. Furthermore, the research findings are expected to offer practical insights applicable to everyday life, considering that photography has become an integral part of daily activities, especially with the increasing sophistication of smartphone cameras, which enable amateur photographers to produce high-quality images without the need for professional equipment.

METHODS

This study employs a qualitative research approach. This method was selected due to its ability

to provide in-depth understanding of social phenomena by emphasizing meaning, processes, and subjective experiences that cannot be quantitatively measured. Qualitative methods allow researchers to explore phenomena in context and capture naturally occurring dynamics in the field. Furthermore, this approach offers flexibility, enabling the exploration of subtle details in individual behaviors, interactions, and perspectives, particularly within digital spaces such as social media. Data collection in this study was conducted through two primary methods: social media observation and literature review. Social media observation involved systematic monitoring of activities, interactions, and content uploaded by users on selected digital platforms. This observation was non-participatory, with the researcher acting as a passive observer who recorded naturally emerging patterns without influencing the behavior of the subjects being studied. Through this method, the researcher was able to capture social dynamics, emerging trends, and public opinion formation in digital spaces. Meanwhile, the literature review was conducted to reinforce theoretical foundations and support the data analysis process. This method involved the examination of various written sources, such as books, academic articles, journals, and previous studies relevant to the research topic. The literature review served to understand existing theories, compare prior findings, and construct a strong conceptual framework. By combining social media observation and literature review, this study offers a comprehensive perspective, where empirical field data is enriched with solid theoretical foundations. Accordingly, the qualitative method applied in this research is expected to yield findings that are in-depth, meaningful, and relevant to the subject matter.

RESULTS & DISCUSSION

This section delves further into key points outlined earlier, particularly regarding composition in photography. The main focus is the application of compositional techniques in the photographic works of Kun WayV. The photos uploaded to his Instagram account display accurate usage of compositional elements such as lighting, spatial proportions (ratios), lines, and camera angles, which are harmoniously integrated to produce aesthetically appealing visuals.

Some basic compositional principles observed in Kun WayV's works include the rule of thirds, leading lines, and framing. The application of these principles illustrates how a photographer can deliberately and systematically guide the audience's attention toward the main subject. These compositional techniques not only enhance the aesthetic appeal of the photos but also improve their ability to convey visual messages effectively.

This study also reveals that effective composition strengthens the meaning and narrative within photographs, whether in the context of art, documentation, or visual promotion. Beyond basic principles, employing varied compositional strategies often results in more innovative works capable of evoking emotional responses. Many photographers combine multiple techniques in a single piece to create visually engaging and meaningful images. Advanced techniques such as selective focus, symmetry, and asymmetry also contribute to reinforcing visual impact whether by emphasizing specific elements or creating more realistic depth in the photos.



Figure 2. Fisherman photo with rule of thirds composition
Source: @11xn_d, 2022

The photo above shows a fisherman paddling his boat in the middle of the open sea. The compositions used in this image make effective use of the empty space around the main subject, resulting in a strong visual balance. One of the techniques applied is the rule of third, in which the main object—the fisherman—is placed in one-third of the image plane. The rule of third is one of the most basic composition principles that photographers need to master to create a well-balanced and visually appealing photo. In addition, Kun WayV also applies natural framing techniques in this photo. This is evident from elements such as wood and light bulbs that look like they frame the main subject. This technique helps direct the viewer's gaze directly to the fisherman's object, as well as adds depth and context to the composition. The simplicity of the visual elements actually strengthens the narrative that is to be conveyed in the photo. Every detail, from the small waves of the sea to the movements of the fisherman's paddle, is clearly recorded making the photo not only captivating but capable of evoking the feelings of the viewer. With a meticulous approach and the correct selection of compositions, Kun WayV has succeeded in proving that the beauty of photography emerges from simplicity that is processed with meaning.



Figure 3. Photo of a pine forest with a vertical leading line composition.
Source: @11xn_d, 2023

This time, Kun WayV displays a photo of a pine forest with a vertical leading lines composition technique through a row of tall trees that rise from the bottom to the top of the frame. The vertical lines formed naturally by the tree trunks make the direction of view that looks automatically from the base of the photo towards the sky, creating a strong impression of depth and creating a dimension of space within the image frame. The application of a low angle to shoot from below emphasizes the direction. This composition not only guides the viewer's eyes, but also provides a visual feel as if the viewer is standing in the middle of the forest and looking up, experiencing the calm atmosphere directly by the natural scenery. The twilight that appears between the tree trunks creates a soft backlight, adding an emotional feel to the photo. The color of the sky graded from turquoise to orange adds visual depth and creates a subtle contrast to the dark color of the tree trunks, thus clarifying the shape of the vertical lines. Overall, the use of vertical leading lines in this work not only serves as a visual guide, but also conveys the impression of serenity, as well as the spiritual connection between humans and nature. This composition proves how lines within a frame can have a strong visual and emotional impact on the perception of the viewer. This work by Kun WayV again highlights framing techniques, as in the previous photo. The difference is that this time the X-shaped wooden element is used more clearly as a frame that directs the gaze to the main object, namely leaves and trees. Green colors and lighting reinforce the natural and fresh impression that harmonizes with the theme of nature. Framing is one of the principles of composition that uses surrounding elements to create a frame effect and highlight the main object as the first attraction. The X shape of the frame not only serves as a visual barrier,



Figure 4. Forest scenery with framing composition.
Source: @11xn_d, 2022

but also creates tension through strong diagonal lines. Although it seems to be a hindrance, this element arouses curiosity about what is behind it. Overall, this framing is not only an aesthetic element, but also an effective narrative tool. The combination of a firm structure and a calm atmosphere creates visual harmony. From this, it can be seen that Kun WayV not only focuses on the object, but also meticulously processes supporting elements to reinforce the visual message.

CONCLUSION

This research confirms that composition techniques have an important role in producing photographic works that are not only aesthetic, but also communicative and meaningful. Through an analysis of Kun WayV's work on @11xn_d's Instagram account, it can be seen that compositional principles such as the rule of third, leading lines, and framing are able to strengthen visual focus, build atmosphere, and effectively convey messages to the audience. With a qualitative approach through social media observation and literature study, this study shows that understanding composition is very relevant in the digital age, both for professional photographers and ordinary social media users. In the midst of the rapid development of visual technology, the ability to apply the right composition can improve the visual quality and overall appeal of photography. The results of this research are expected to be a reference as well as motivation for visual arts actors to better understand the importance of composition, and be able to apply it in creating technically and emotionally strong works.

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