

A pattern breaker makes a good photo great

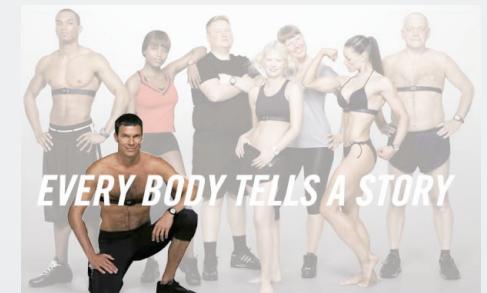
Polar makes lightweight, strap-on heart-rate monitors for fitness and sports. Here, eight Polar users—a mix of body types, age, race and gender—are posed in a brilliant composition that includes two techniques we can use.



Color

The only spot of color in a neutral field, her red top is the anchor image. The red provides two important things—a point of reference and visual relief. The viewer won't notice its effect, but cover the red with your finger and you will.

www.polarusa.com



Position

Similarly, the guy on his knee in front is a pattern breaker. Although the barefoot women are also in front, their neutral colors and upright stance make them blend with the others. His pose adds *dimension*. Cover him and you'll see.