

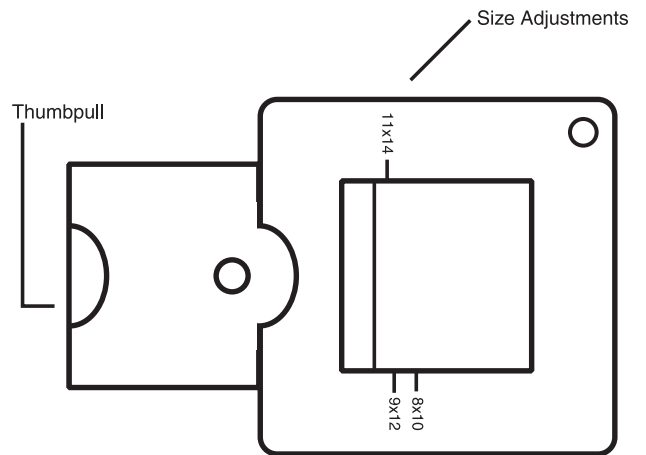
# ViewCatcher™

The Artist Tool That Teaches

The **ViewCatcher™** is a tool designed to be a view finder for artists, photographers, crafters and any other application where it might be needed.

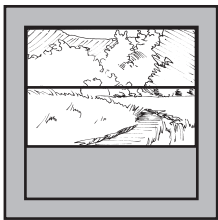
## BASIC FEATURES

- Made of durable ABS plastic.
- Color is #5 neutral gray (1 = black and 10 = white).
- The opening is adjustable to fit any size format.
- The small hole in the center is helpful for judging warm and cool colors.
- The hole on the edge can be used to attach a lanyard so it can be worn.
- Some common sizes for projects are indicated on the front and back. Open the **ViewCatcher™** to the size of your working surface.
- Helps you decide if you have a good composition and focal point.



Additional Sizes 8x10=16x20=32x40  
 8x12=16x24=32x48  
 9x12=18x24=36x48  
 11x14=22x28=44x56  
 12x16=24x32=48x64

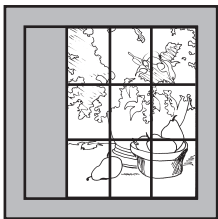
## LANDSCAPE PAINTING



Horizontal line is below middle of the page

- Select your composition by looking through the **ViewCatcher™** and moving it towards and away from the subject.
- Decide if the composition will be horizontal or vertical.
- Decide if the composition will fit one of the pre-selected sizes indicated.
- Use the **ViewCatcher™** to determine the horizon line.
- Look for a good composition (Edgar Payne's Composition of Outdoor Painting might be a helpful reference).
- One can imagine dividing both the horizontal and vertical into thirds. Where the lines would intersect indicates good basic focal points in the composition. (See illustration on the left).

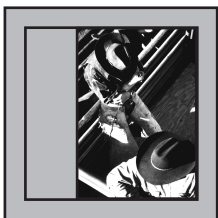
## STILL LIFE AND PORTRAIT PAINTING



Focal point is at the lower right edge of pears

- Open the **ViewCatcher™** to the shape and size of your working surface.
- Use the **ViewCatcher™** to determine if the composition will be horizontal or vertical.
- Look at the fit of the items in the frame of the view finder. This can help you determine if items need to be rearranged, added or eliminated.
- Look at the items in the composition using the **ViewCatcher™** - How do the objects relate to each other? Does one object overpower the others?
- One can imagine dividing both the horizontal and vertical into thirds. Where the lines would intersect indicates good basic focal points in the composition. (See illustration).

## PHOTOGRAPHY



Adjust slider for 35mm or panoramic compositions.

- Use the **ViewCatcher™** to set up the composition of a photograph before you set up your gear.
- Use the **ViewCatcher™** to help determine if the composition should be vertical or horizontal; wide angle or close-up; which film size might be best.
- Use for determining focal points, horizon lines, contrast in values.
- The **ViewCatcher™** can be used with photographs to determine the composition of a photograph you might want to use as a basis for a painting.



THE COLOR WHEEL COMPANY™

P.O. Box 130

Philomath, Oregon 97370-0130

Phone: (541) 929-7526 • Fax: (541) 929-7528

Email: info@colorwheelco.com

www.colorwheelco.com • www.viewcatcher.com