

## PhiMatrix 2011 International Photo Contest Video

### Audio Script

<http://www.youtube.com/watch?v=oL0wpOXX5-k>

The Golden Ratio just swept the top awards in an International Photo Contest. This is Gary Meisner, the Phi Guy at PhiMatrix.com, and I'll reveal how it was done.

When you see an attractive face or body your mind is subconsciously recognizing the Golden Ratio proportions that appear throughout the human form and nature. Known for centuries by mankind as the golden ratio, the divine proportion or phi, our minds are wired to perceive this ratio of proportion as natural, balanced, beautiful and aesthetically pleasing. It should be no surprise then that the most appealing creative works in all forms of art and design would also embody the Golden Ratio, and its use can be as unique as each individual's face, and diverse as nature itself.

Following are award-winning photographs from a 2010 International Photo Contest, each showing the subtle impact of the Golden Ratio in creating the best of the best. Each photo shows an overlay of a different PhiMatrix grid, and each grid uses Golden Ratio proportions between every line.

The 2010 International Grand Prize Winner was Tutu, too, by Neal Moran.

Just as a beautiful human face is based on Phi proportions in many of its dimensions, this Grand Prize winning photo does the same.

Let's look at how this was done. First, look at how the original photo was cropped to this final version.

The vertical lines of the width of the girl's body are at 1<sup>st</sup> phi lines of the width of the photo.

And, the width of her dress is at the 2<sup>nd</sup> Phi line of the width of the photo.

More important to this photo yet is the composition of the girl herself.

On vertical lines of the photo, let's first use PhiMatrix Center mode, which reveals the perfect Phi proportion of the width of the girl's body to her dress.

Now let's shift to PhiMatrix Left&Right mode. This shows that even the straps of her dress and the width of her face are also in perfect Phi proportion to the width of the dress.

On the horizontal grid lines, PhiMatrix Top & Bottom mode shows the alignment with Phi lines of the all the key elements of the photo, including the balloon, the top of the head, the eyes, the top of the dress at the straps, her hand, the bottom of the dress and the base of the wall.

This photo is golden in many ways.

Whether the photographer planned all the Golden Ratio elements of the photo or just had an incredible eye and a fortunate moment, the end result captivates the human mind in its perception of balance, beauty and aesthetic appeal.

See other winners that follow. The photos all capture some winning element of human interest, design or color, and all use Phi, the Golden Ratio in their composition.

See the full article and learn more at PhiMatrix.com, where you can try PhiMatrix for Windows or Mac.

Thank you for watching.

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