Principle photography is there are object the front in lens camera and to record at negative film. So that photography to record of the object in front of lens. Photographer just made a photo catch of the object. Make a photo depend to use technology and to choose is important. To choose tolls or instruments of camera, lens, negatif film, filter, angles, speed, diafragma, light, faming, composition, timing, and object. This object like human, animale, nature, etc. And than to process negative film print a photo.

Artist photographer just to move object in the nature to photo medium become element-element visual. In the photography like a coconut tree will be to appear a coconut tree. Photographer can’t to change another form. The lens catch object and to record in the negative film. Thas is to become element visual. Element visual made a image by artist/photographer in the work art photography.

Key Word : element visual, photography, artist photographer, to choose, tolls or instrument.