Rule of Thirds
The rule of thirds is a compositional tool used by artists and photographers to help them produce images which have a more interesting composition.

The idea is that you imagine lines dividing up your picture into thirds.

You should then aim to place your subject along these lines or at a point where they meet.

This helps to stop you placing your subject in the centre of your photograph and creates a more pleasing composition.
The focus of this picture, the eye of the bee, has been placed where two of the imaginary lines cross.

The head of the Cheetah has been placed close to the point where our imaginary lines would cross. The body has also been placed along this line.
Movement

You should always consider the path of moving subjects and, generally, leave space in front of them into which they can move.

By placing the subject in the lower-left position, we've used the rule of thirds and given the jogger plenty of room to run within the picture.
You can also apply the rule of thirds guidelines to the placement of the horizon in your photos.

Here the centre position of the boat and horizon results in a static feeling.
We have moved the horizon to the upper third and the sailboat to the left.

This creates space for the boat to move into and gives the picture a sense of movement.

In this image the horizon line has been moved to the lower third.

Placing the horizon high or low in your frame will improve your composition.