



CREATIVE MEDIA **FUNDAMENTALS**

THE MAGIC AND EMOTION OF COLOR



CMF024

INTRODUCTION

Color bypasses the brain and drives straight to our emotional center, instantaneously evoking feelings about what we see. Those feelings prod our brains into generating opinions regarding whether we like something or not, we want something or not, whether we feel happy or sad - and it's subliminal, making it a powerful tool used heavily in advertising and media to persuade us to buy things, vote for things, watch things, and subscribe to services we didn't know we needed before.

BEING IN A STATE OF AWARENESS IS THE KNOWLEDGE, PERCEPTION OR UNDERSTANDING THAT SOMETHING IS HAPPENING OR EXISTS.

The more aware we are of what exists and is happening around us, the more control we have over our own decisions. Being aware of color as it influences us in every day life allows us more intellectual control over our individual decision making power.

In addition, being aware of color and how it is perceived allows us (creators of art and photography) to produce conscious imagery that is attention grabbing, emotional and memorable. The difference between a good photograph and a great one is consciousness and knowledge - and an artist's toolbox cannot contain too much of either! Accepting that an individual's sensory response to color can be influenced by cultural differences, upbringing and personal preferences to color experience, much is known about how we perceive and can use color in our photography to share, enhance and project emotion.

LET'S GET TO KNOW MORE ABOUT THE EXCITING WORLD OF COLOR!

COLOR EVOKES EMOTION



| | |
|----------------|--|
| YELLOW: | High frequency Attention seeking Intellectual energy |
| ORANGE: | Energetically joyful Festive Stimulus for change |
| RED: | Warm and friendly Passion and love Aggressive or violent |
| PURPLE: | Royal, majestic Magical, spiritual, wisdom Opulence |
| BLUE: | Cool and calm Smart, loyal Cold, lonely, bitter |
| GREEN: | Hope, fertility Health, well-being Money, envy |

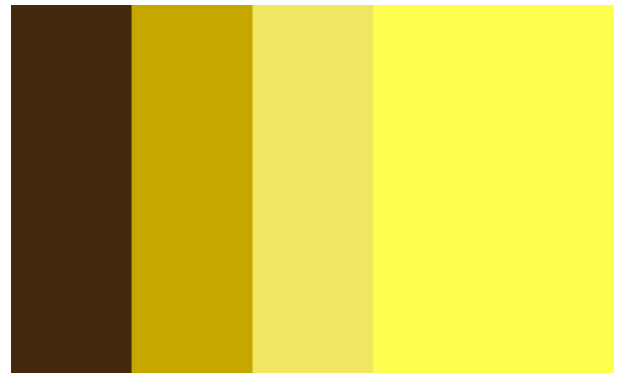
MONOCHROMES AND VALUE IN IMAGES ALSO EVOKE EMOTION

Neutral gray tones are cool and contemporary. Browntone is old fashioned, like a memory. Dark images are dramatic and powerful. Light images are pure, light-hearted and youthful. Most images are composed of several colors. The predominant colors drive the feeling, supported by the other colors and values.

SEE COLOR IN COMPARISON

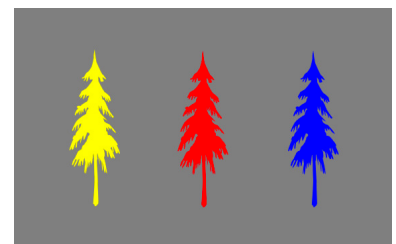
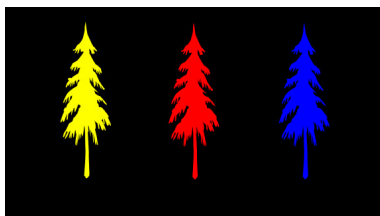
COLORS ARE SEEN AND UNDERSTOOD IN COMPARISON TO THE COLORS AND VALUES OF SURROUNDING AREAS.

Cover these colors and then reveal them from left to right slowly. The color second from the left looks yellow next to dark brown, but looks brown when compared to the brighter yellows on the right.



SEE COLOR IN ORDER

COLOR HAS DIRECT RELATIONSHIP TO VALUE (WHITE THROUGH BLACK). IN GENERAL, WE SEE WARM COLORS BEFORE WE SEE COOL ONES. WE CAN USE THIS KNOWLEDGE TO BRING ATTENTION TO (OR TAKE ATTENTION AWAY FROM) DIFFERENT OBJECTS IN OUR PICTURES.



Bright warm clothing really commands attention in photographs! Cool mountain ranges fade peacefully into the background. When you are photographing, notice the colors around you and frame your images to make the most of them! For instance, if you are wearing a yellow shirt and want to make a selfie, look for some blue to surround yourself with - maybe the sky, water or distant mountain range. You will be the star of the show!

EVOKE EMOTION WITH COLOR



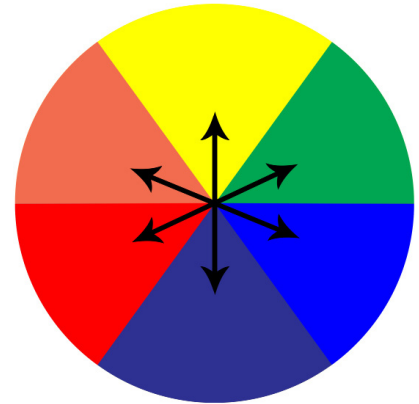
MOST IMAGES CONTAIN MANY COLORS. THE PREDOMINANT ONES SET THE MOOD

When you want to share your feelings about a place or an event, use color to help you share them! Choose a time of day that represents your feelings, early morning for blue light, late afternoon for warm. Bright mid day provides exciting contrast.

CREATE EXCITEMENT WITH COLOR!

A COLOR WHEEL

SHOWS WHERE COLORS “LIVE” IN RELATIONSHIP WITH EACH OTHER. ONE HALF CONTAINS WARM COLORS. THE OTHER HALF CONTAINS COOL COLORS. COLORS THAT ARE OPPOSITE EACH OTHER ARE CALLED **COMPLIMENTARY COLORS**.



NEXT TO EACH OTHER = EXCITEMENT!

YELLOW & PURPLE

ORANGE & BLUE

GREEN & RED



COLOR TRAVELS WITH LIGHT

“THE COLORS OF AN OBJECT ILLUMINATED PARTAKES OF THE COLORS OF THAT WHICH ILLUMINATED IT” - LEONARDO DA VINCI

When light travels through colored glass, the colors hitch a ride and will “paint” the objects in their path..



When light bounces off of an object with color, like a gold reflector, the color of the object illuminated partakes of that color. (gold in this example)



You can make your own colors by covering your flash units with colored filters. Have some fun with color! Experiment your way to a Masterpiece!



SOMETIMES COLOR IS DISTRACTING



COLOR IS SO POWERFUL THAT IT CAN BECOME THE MOST IMPORTANT PART OF A PICTURE. DESATURATING COLOR EMPHASIZES CONTRAST AND TONE.

After capture editing provides many options for accentuating, changing and even eliminating color for complete creative freedom. Use them to bring attention to specific elements of your images, like shape, contrast, design elements and emotion.



IN CONCLUSION

THOUGHTFUL USE OF COLOR IS ONE OF THE MOST POWERFUL TOOLS THAT PHOTOGRAPHERS AND ARTISTS USE FOR EVOKING EMOTION IN THEIR WORK.

You can do it, too! What you photograph and how you choose to portray the world around you is up to you!

Most photographers see something interesting and immediately take the picture! Then, it's time to play with different angles, crops, zooms, bounce light, and colors. Look around you for interesting color combinations and experiment with them, keeping in mind the basic principles of seeing color that you have learned in this presentation.

Photography is an art - and because it is, there are no "wrong" answers. The way you choose to incorporate color in your work simply makes some areas stand out more than others - and when the attention is on the focal points, you've got a strong image with good artistic value. When the predominant colors within your image reflect the feelings you want to share, you've got a picture that says 1000 words! Don't be shy to try - there's no mistakes, just opportunities to learn!