

- THE INSPIRED STORYTELLERS -

CREATIVE PHOTOGRAPHY

COLOR





INTRODUCTION

Hi there! I'm excited you're eager to grow as a photographer- me too, that feeling never really goes away. I'm very passionate about this art form and creative thinking in general. This series is designed to provide you with tools and information to create stronger, more compelling images with whatever camera is available to you. You can complete every challenge with a camera phone, kid's camera, instant camera- you get the point. Our focus isn't on the camera- it's on your thinking.

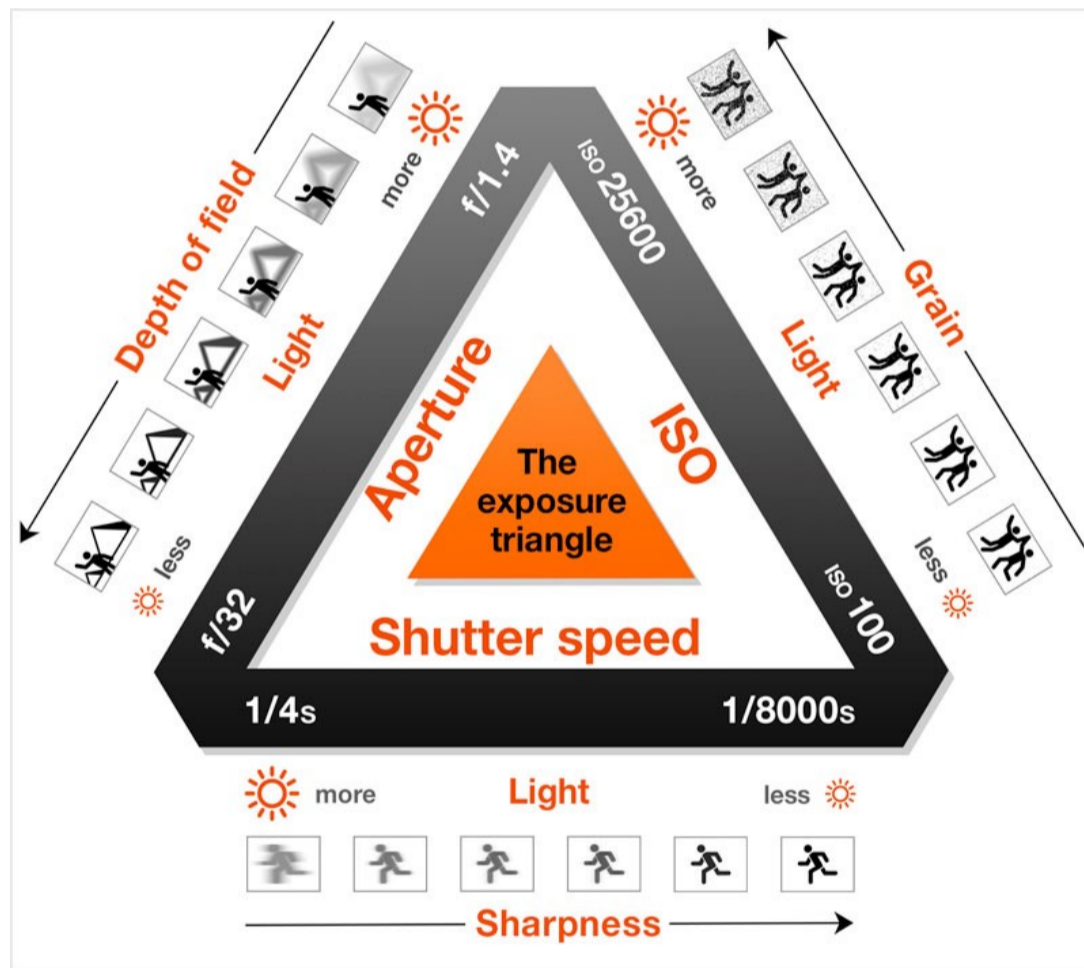
The challenges (inspired by Disney movies) should be a fun way to put into practice what we cover on each topic. I would love to see what you create! If you post them to social media, please mention **@theinspiredstorytellers** and use the hashtags **#TISphotochallenge** and **#TIS_(challenge name)**.

This is book three of four. It will cover the main concepts of color- a key component to a great image. The last book will cover creative techniques. Book 1 covered composition and book 2 covered light. By the end of the year, you should see an improvement in your overall picture making. I say "making" because you will be more in control of what is in your frame and where it is instead of just taking an image as it is presented to you.

If in the process of working through one of the activities you have a question, please don't hesitate to reach out to me at hello@theinspiredstorytellers.com. I'm happy to help anyway that I can!



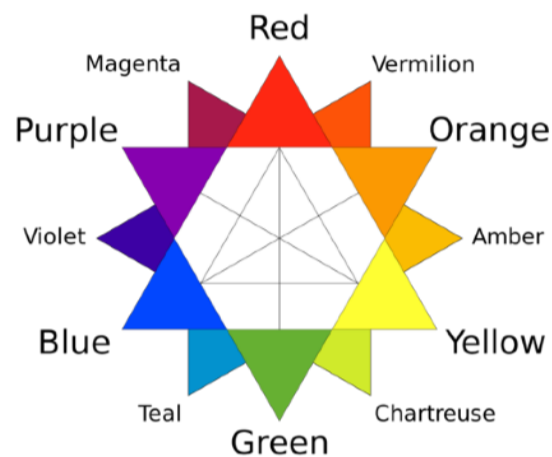
While I encourage you to research and use your camera in manual mode, it isn't necessary to understand and complete this course. If you would like to learn more about how to shoot in manual mode, you will need to start with learning exposure and the camera features that allow us to control it. Start [here](#) to familiarize yourself with the basics of working in Manual Mode. There are other great resources you can find with a quick YouTube search or catch a course on CreativeLive. (graphic below provided by petapixel)





COLOR THEORY

Let's talk about color theory and how the colors in your image can influence the mood and feeling you inspire in your viewer.



Complementary colors are opposite one another on the color wheel. Using these helps show connection in an image.

Analogous color schemes use adjacent colors. The result is a visually pleasing display of color that feels good.

Triadic color schemes- three colors equidistant from one another, create a sense of equality and security.

Monochromatic uses a tint, tone or shade of a single color for an organized, modern and direct feel.

Neutral schemes use shades of only browns and tans for earthy, moody, or vintage feel.

Achromatic schemes use shades of black, white and gray to have stark feel and can benefit from small pops of color.

CHALLENGES



This image was made in the middle of the day with a slightly overcast sky. My little one desperately wanted to reach the button to move the carpet, but couldn't do so with his hand while buckled. Yellow and purple are complementary colors that frame my son's leg and shoe nicely.

- **Snow White:** Create an image inspired by the red apple
- **Aladdin:** Create an image that conveys fantasy



EMOTION OF COLOR

RED - anger, passion, desire, excitement, energy, speed, strength, power, heat, love, danger, fire, blood, war, violence

PINK - love, innocence, healthy, happy, romantic, charming, soft, delicate, feminine

YELLOW - wisdom, relaxation, joy, optimism, idealism, imagination, hope, summer, cowardice, jealousy, deceit, illness, hazard

ORANGE - humor, energy, balance, enthusiasm, vibrant, expansive, flamboyant

GREEN - healing, perseverance, proud, unchanging nature, environment, good luck, renewal, spring, generosity, fertility, jealousy, inexperience, envy

BLUE - faith, contentment, loyalty, tranquility, calm, stability, harmony, unity, trust, confidence, conservatism, security, order, cold, technology, depression

PURPLE/VIOLET - erotic, royalty, spirituality, mysterious, transformation, enlightenment, cruelty, arrogance, mourning, power, sensitive, intimacy

BROWN - materialistic, earth, home, reliability, comfort, endurance, stability, simplicity

BLACK - power, sexuality, sophistication, formality, elegance, wealth, mystery, fear, anonymity, unhappiness, depth, style, evil, sadness, remorse, anger

WHITE - protection, reverence, purity, simplicity, cleanliness, peace, humility, precision, innocence, birth, marriage (Western), death (Eastern), cold, clinical, sterile

For more, I highly recommend this video: <https://vimeo.com/169046276>

CHALLENGES



It's another picture on a ride from behind my child, but I hope you can see how this feels a little different from the last. This one is more nostalgic with the sun flare and wind/light in his hair. The repeat of teal and red in the image makes it feel more adventurous and almost tranquil.

- **Frozen:** Create an image that will make the viewer feel cold
- **Cars:** Create an image that conveys a winning spirit



COLOR CORRECTION & GRADING

Don't be surprised when your RAW file feels a bit flat and underwhelming; remember, this is a negative that requires your artistic vision to make an image. These edits in the digital darkroom are known as color correction and color grading.

Color correction includes all edits you make to get the colors as accurate as possible. (Refer back to the color of light section of book 2 for more on this, but you are mostly making tone and temperature adjustments here.)

Color grading is the process of enhancing the hue, saturation, and luminance of each color along with the overall vibrance and contrast of an image to convey the specific mood. You can find a ton of apps and presets with names like nostalgia, dark cinematic, and luxe bohemian that will do the major adjustments for you.

The difference between the two is as simple as adjusting the blue of a sky to be more like what you remember it being (correction) versus manipulating the sky to make it look purple to give a more romantic feel (grading).

It's good practice to make your color corrections first. This will make the process of fine-tuning your desired color scheme during the grading process much easier.

Color grading choices often becomes a major element in defining your overall style. Some photographers always process their images in the same way with a particular preset (light & airy, filmic look, dark & moody, etc). Other photographers, myself included, keep the colors more realistic, making unique adjustments where necessary to enhance the mood they want to convey.

CHALLENGES



The swinging girl in the white dress conveys youth and innocence. I could have left this in color and still achieved the youthful feeling, but by making it black & white there is an added sense of timelessness and the green bushes behind her become a frame instead of an attention grabber.

- **The Jungle Book:** Create an image that highlights the relationship between two people or things
- **Peter Pan:** Capture the feeling of being forever young