



SILVANA DELLA CAMERA PHOTOGRAPHY

Color, Contrast, Lighting, and Composition

Or, what are you looking at?

Color

Can evoke emotion from its viewers while improving the composition of an image.

Adding meaning and depth to your photos can be as easy as incorporating and manipulating colors in your images.

Different uses of color can affect your photographs.

Use a telephoto lens to isolate a part of a scene that has striking color.

Move your camera (and/or your body) to change your angle of view.

Isolate complimentary or contrasting color for an interesting image.

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Advancing and Receding Colors

Colors on the warm end of the spectrum appear to stand out.

Red in an image grabs the eye before any other color.

Orange and yellow have a similar effect though not as much as red.

Be mindful of colors in a scene. ***Red will grab the attention first.***

Colors on the cool end of the spectrum appear to recede.

They take a back seat and make for a beautiful background.

Blue skies, green trees, and hills make for a nice backdrop to subjects that are warmly colored.

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The Color Wheel

12 main colors on a color wheel.

Red, Orange, Yellow, Chartreuse Green, Green, Spring Green, Cyan, Azure, Blue, Violet, Magenta, and Rose.

The color wheel can be divided into primary, secondary, and tertiary colors

Primary colors – Red, Blue, Green (RGB)

When combined, they create pure white.

***** Suggested Color Wheel Links located at the end of this document***

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Complementary Colors

Colors opposing each other on the color wheel are called complementary colors

To use complementary colors in your image, you can refer to the guide and color wheel below:

Yellow – Purple

Blue – Orange

Green – Red

Yellow-Orange – Blue-Purple

Orange-Red – Blue-Green

Red-Purple – Green-Yellow



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Analogous Color

Analogous colors are three colors side by side to each other.

This creates a textured image with subtle differences in color and hue.

It creates a calming view.



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Triadic Color

This uses three colors that are equally spaced out on the color wheel.

Triadic colors create a vivid scene.

Think of a triangle over the color wheel.



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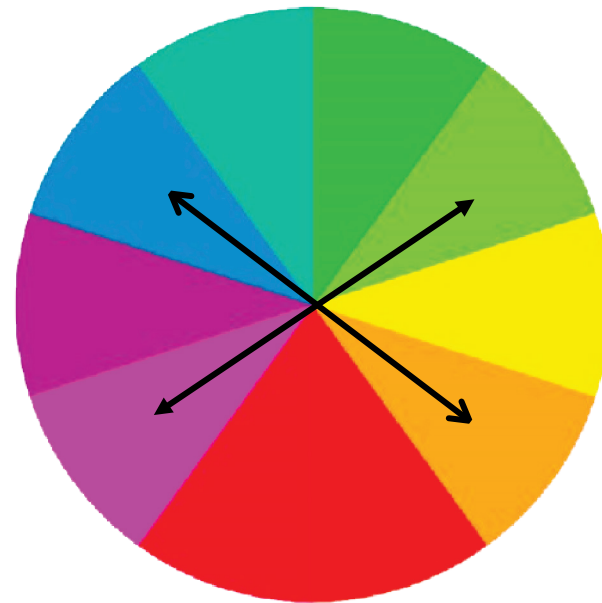


Tetradic Color

This uses four colors that are equally spaced out on the color wheel.

Tetradic colors create a bold scene.

The more colors, the more difficult to balance.



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Use Colors to Evoke Emotions

- **Red** – energy, excitement, passion, anger.
- **Orange** – warmth, happiness, enthusiasm.
- **Yellow** – cheerfulness, friendliness, creativity.
- **Green** – calm, natural, balance, growth.
- **Blue** – serenity, cold, sadness, trust.
- **Purple** – spirituality, mystery, luxury.
- **Magenta** – innovation, transformation, non-conformity.

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Contrast

As an essential form of color, contrast works similarly in improving your composition, more so for monochromatic images.

It can also be used to make your subject stand out — simply surround your subject and fill the frame with lighter colors, or vice versa.

Monochromatic images like sepia and black-and-white also rely on contrast to reveal its details and textures.

When going for tonal contrast, it's important to note that darker areas tend to be “heavier” on the eyes, so do balance these out by adding bigger, lighter areas.

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Capturing the Light

- Quality
- Color
- Direction

Light defines the shape of an object “Photography” is from Greek and means “draw with light”

- See the light (literally)
- Check where the light is coming from.
- Are interesting shadows being cast?
- How is the light interacting with the scene/subject?

Use flash on bright sunny days

- Flash helps fill in shadows

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- Flash helps create an even exposure.

Use diffusers or reflectors

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Light has Color – White Balance

Color temperature is measured in Kelvin

Color temperature (WB) affects all the colors in an image.

Shoot RAW so WB can be adjusted in post processing.

**Adjusting WB on a JPG can permanently degrade the image*

Light sources have two different color casts: warm (orange) and cool (blue).

Setting your white balance to automatic usually helps normalize the temperature, but purposely using the “wrong” white balance can also give you interesting results.

Using daylight, shade, and cloudy WB will make your photos warmer Tungsten and fluorescent will make your photos appear cooler.

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Framing (aka Composition)

- Two basic compositional approaches: symmetry and non-symmetry.
- Symmetry is easy: center the subject!
- Non-symmetry is difficult because it involves *balancing* the objects (and lack of objects) in the frame.
- It's up to you to frame the scene and to have it be conveyed to the viewer.
- Use lines to draw the viewer's eye towards the subject.
- The lines can be curved or straight.
- The goal is to keep the eye within the photo.
- Learn the rules well and then shatter them.

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Balance

When an image is balanced the left and right have equal visual weight.

Visual weight is what attracts the viewer.

Visual weight examples:

- Areas of contrast
- Things that are in focus
- Bright spots
- Colorful items
- Warm-colored items
- Large objects
- Living things (people/animals)
- Eyes

Choose the subject

- Be a miser when choosing your subject.
- When painting a picture we start from a blank canvas and “add” objects and colors to it to produce a finished painting.

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- With Photography, we start with a scene already full of objects and colors and we consciously “eliminate” unwanted distractions and focus on a subject resulting in a good photograph.
- Get in close. Fill the frame with your subject and see how much better your photo will look without so much wasted space.
- Use elements available to frame your subject.

Focus on Visualization

Think before you trip the shutter.

Think about what you are looking at.

What is really the subject in the scene?

What is it about the scene you are looking to convey?

Think about how it will look like when it’s processed and/or printed.

All artists visualize the end product. Photography is *no* different.

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So, what are you looking at... Ask yourself:

What do I want others to see?

What are you photographing, and why?

What does the viewer need to see?

How will you get them to see it?

Suggested Color Wheels

[Color Wheel 9.25"](#)

[Color Wheel 9"](#)

[Metal Color Wheel Key Chain](#)

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