



INDS 409:
PHOTOGRAPHY

Lecture 5: COLOR OF LIGHT
& COLOR IN PHOTOGRAPHY

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- Color of light
- Color In Photography



“Colors speak all languages”

JOSEPH ADDISON

THE COLOR OF LIGHT

COLOR TEMPERATURE

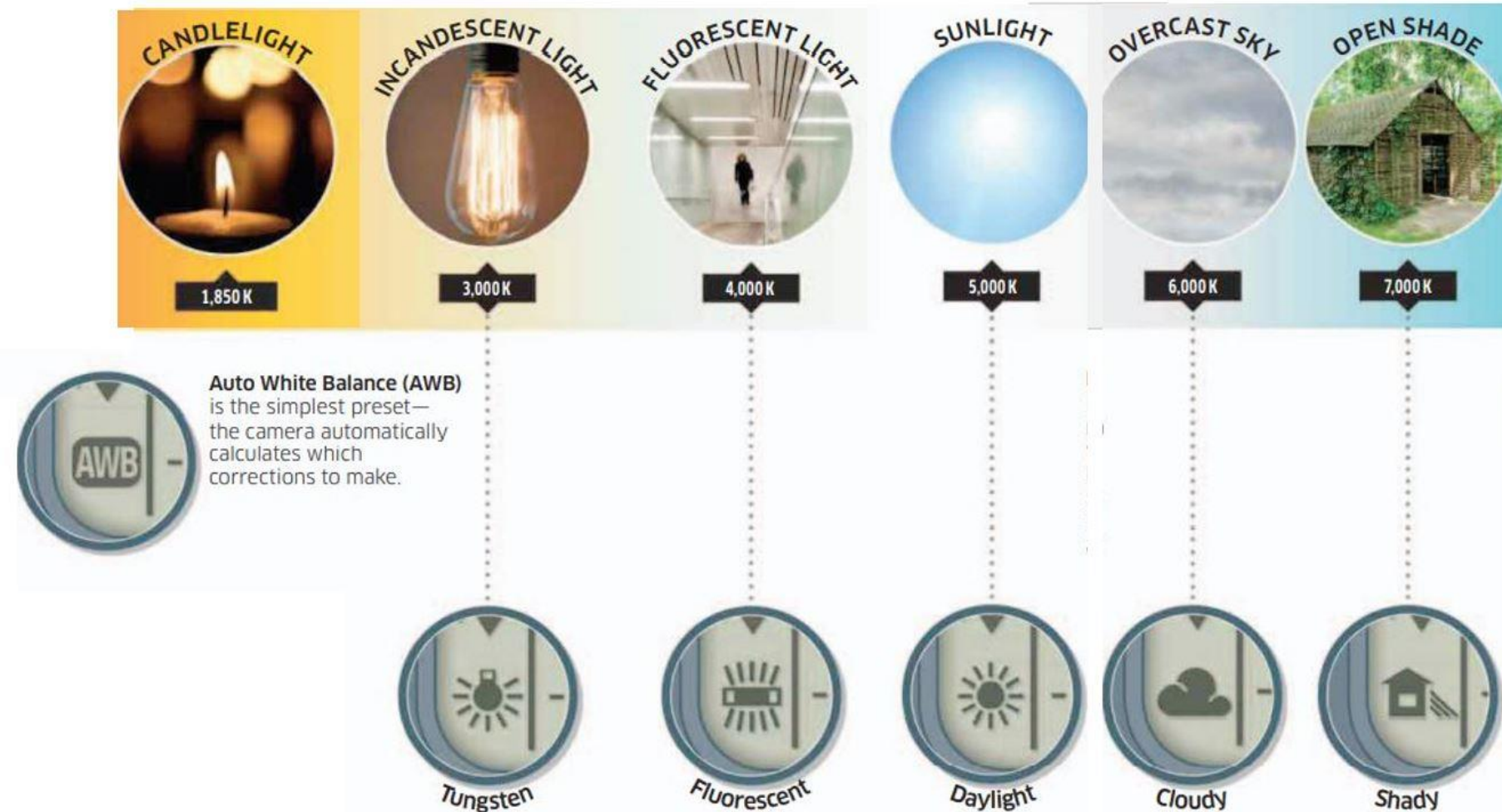
- Color temperature is the source of the color not your camera setting.
- The two most common color biases are red and blue.
- The degree of bias between red and blue is measured on the Kelvin scale.

WHITE BALANCE

- A camera function known as white balance (WB)
- White balance is the **correction that a camera makes to an image** in order to remove the color bias.
- For instance, a white surface in a scene will not appear as a neutral white when illuminated by light that has a color bias.

THE KELVIN TEMPERATURE SCALE

- Kelvin is simply a unit of measurement for temperature and in photography is most often used to measure the color temperature of light sources.

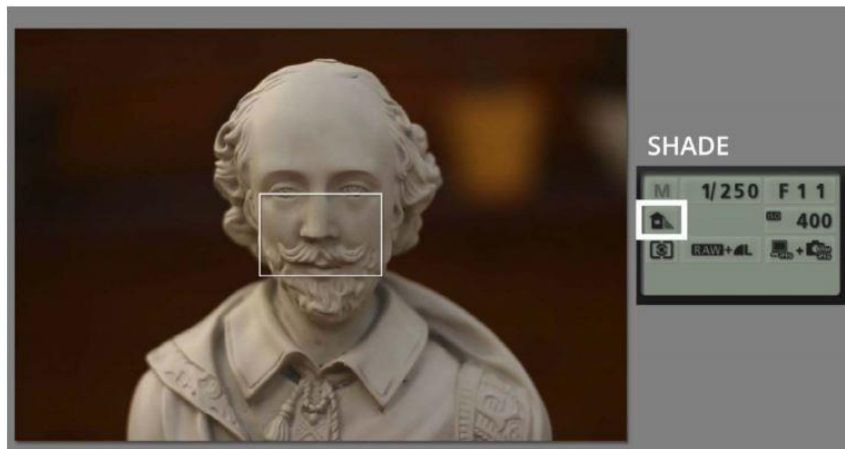


- most of the auto-white-balance systems are extremely accurate = produce very natural look
- by changing white balance setting, picture can look much warmer (orange) or much cooler (blue)



PRE-SET WHITE BALANCE MODES

Most cameras have a pre-set white balance modes that match the most common types of light



White Balance Symbol Chart



Sunny



Shaded



Cloudy



Tungsten



Fluorescent



Flash



Custom WB



COLOR IN PHOTOGRAPHY

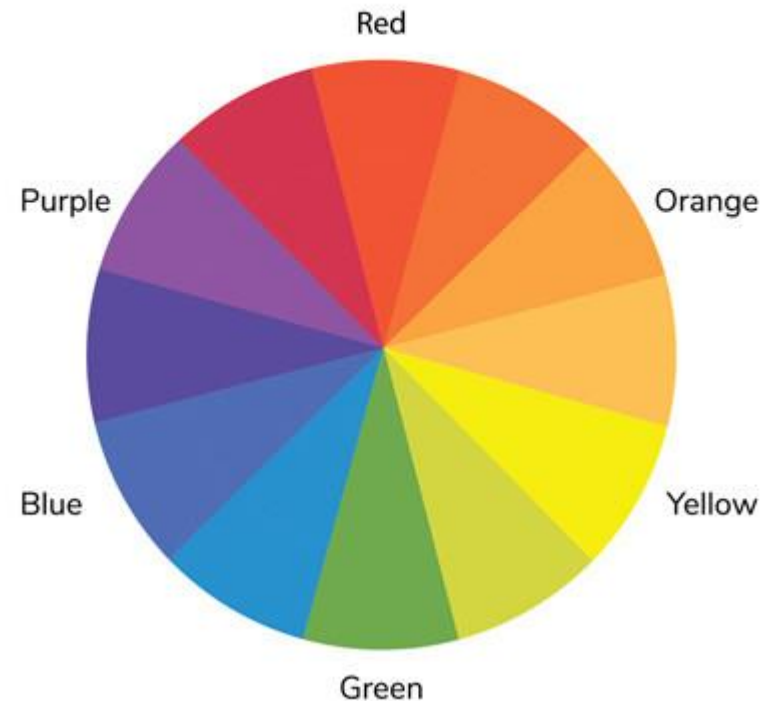
Using color in photography **helps draw attention to your subject**, and therefore **creates a powerful visual effect** that is pleasing to the eye.



USE THE COLOR WHEEL

To use color in photography effectively it **helps to have an understanding of the color wheel.** This is a useful tool to illustrate the basic idea of how **different color combinations work with each other.**

Color wheel

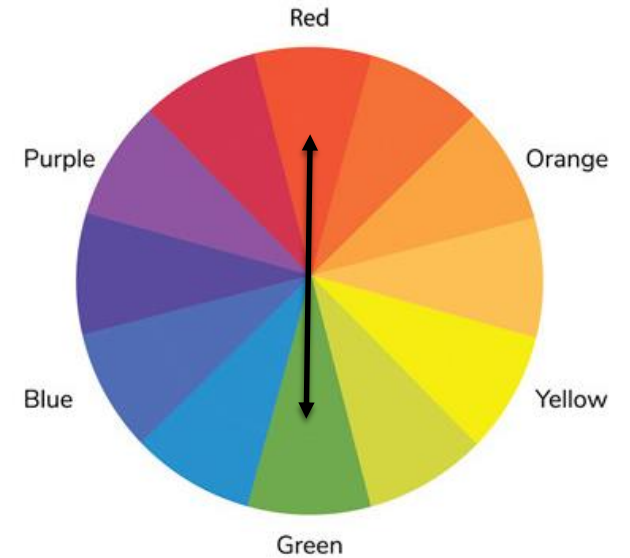


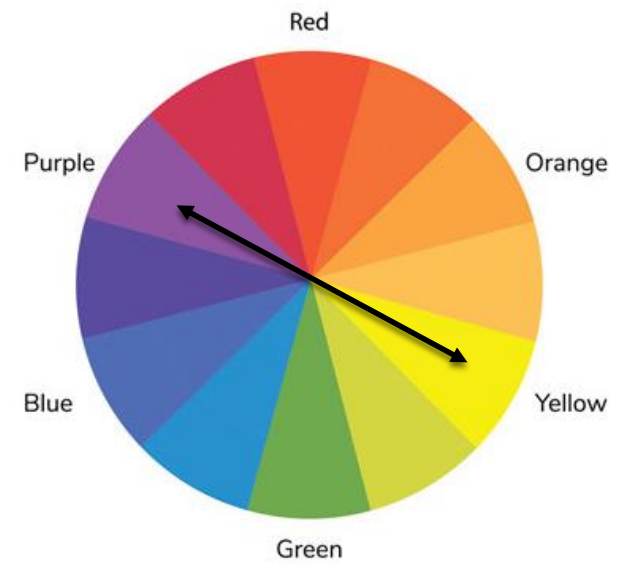
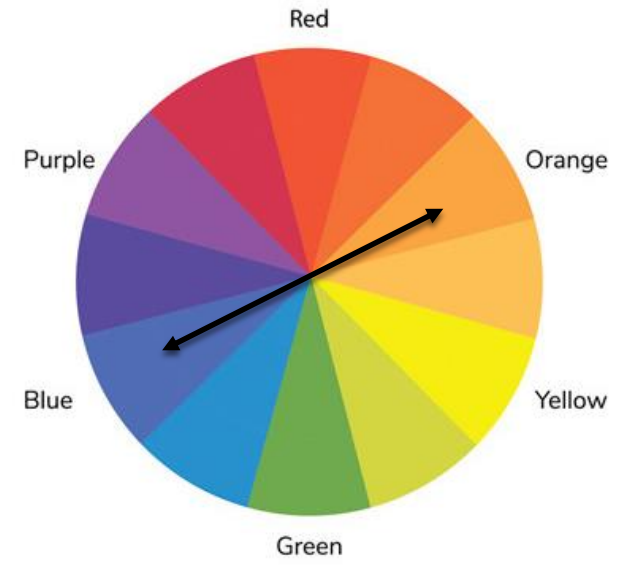
1. HIGH CONTRAST PHOTOGRAPHY

COMPLEMENTARY COLORS,

The opposite color on the color wheel, create a powerful contrast.

In the case of red, the complementary color is green. These complementary colors are highly contrasting which can create a striking vibrant image.





BLACK AND WHITE

Black and white photography is the art of using different tones of gray, ranging from white to dark.



Low Contrast

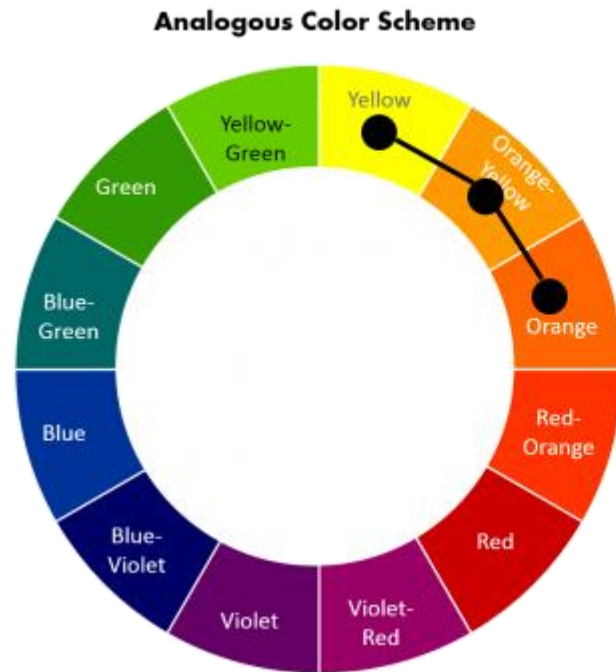


High Contrast



2. ANALOGOUS COLORS

These colors sit next to each other on the color wheel. Using small groups of analogous colors can create lovely compositions, and they harmonize so well.



Pair Examples





3. MONOCHROMATIC COLORS

Variations of the same hue (color) are referred to as monochromatic colors.

Tint is a hue with white added;

Shade is a hue with black added;

Tone



4. PURE HUES

Colors that are not mixed with white, gray, or black can be more exciting to the eye.



5. NEUTRAL COLORS

Neutral means without color. Neutrals such as beige, ivory, taupe, black, gray and shades of white appear to be without color.

Interior designers like neutral colors because they highlight texture.

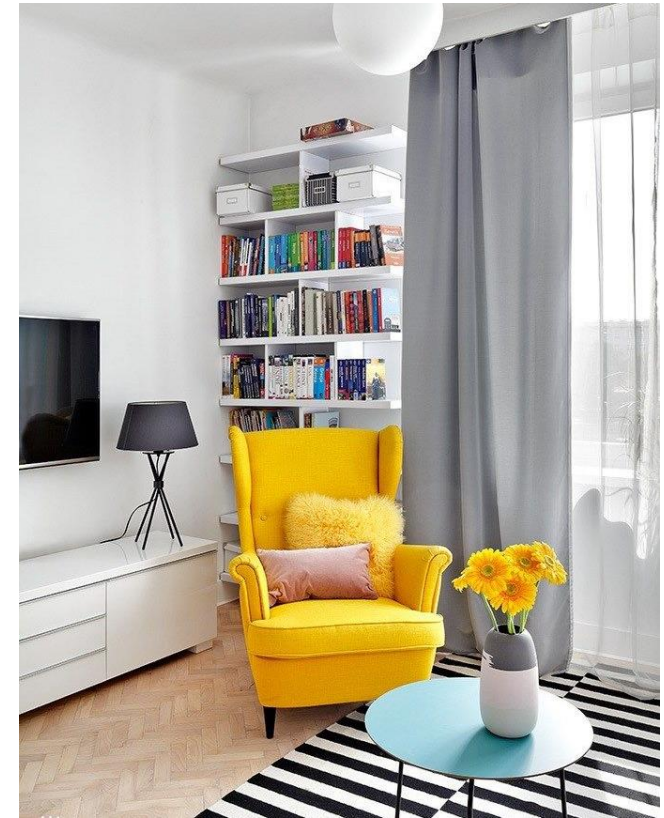
Neutral Colors



6. FIND A POP OF COLOR

A pop of color is a bright splash of color that stands out against the other colors in a scene.

Including a pop of color in your image will have a powerful impact because it **creates a strong focal point** that instantly catches the eye.



CLASS WORK

Take 1 photo for High contrast photography

- ❖ Complementary colors,
- ❖ Black and white

2 photos for different color combinations

- ❖ Analogous colors
- ❖ Monochromatic colors
- ❖ Pure hues
- ❖ Neutral colors
- ❖ Find a pop of color

HOME WORK

Take 2 photos for High contrast photography

- ❖ Complementary colors,
- ❖ Black and white

5 photos for different color combinations

- ❖ Analogous colors
- ❖ Monochromatic colors
- ❖ Pure hues
- ❖ Neutral colors
- ❖ Find a pop of color