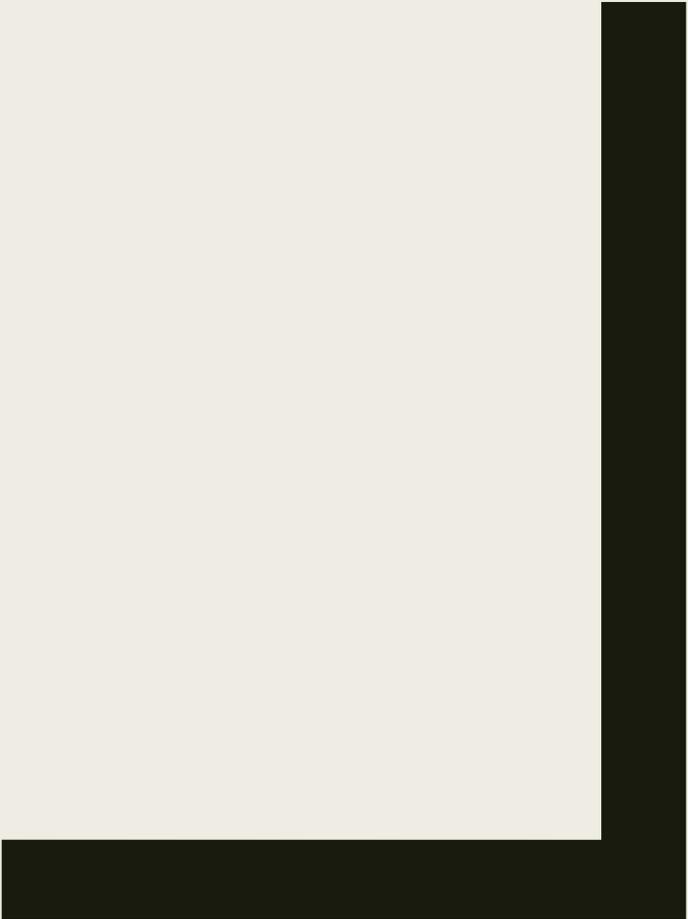
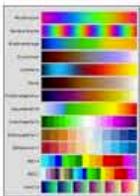
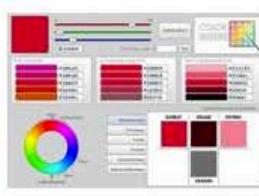
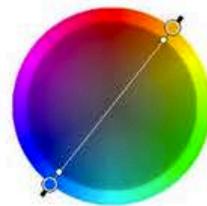
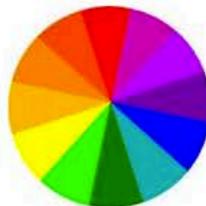
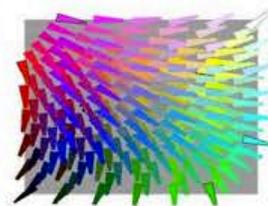
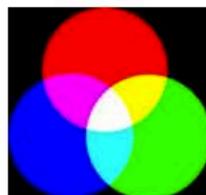
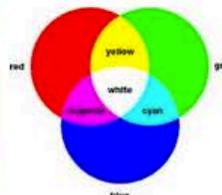
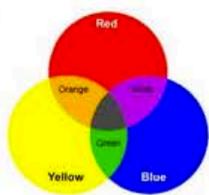
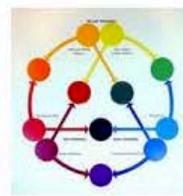
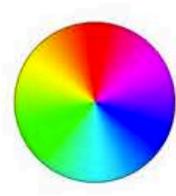
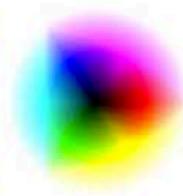
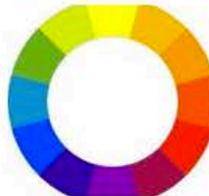
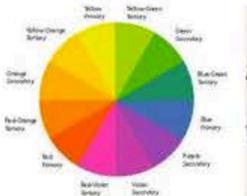
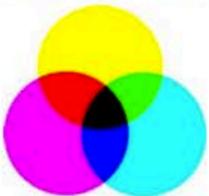
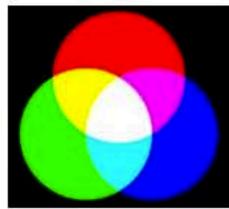
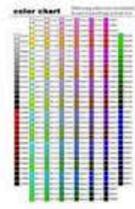
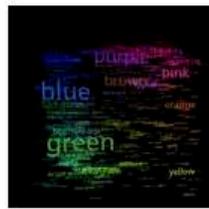
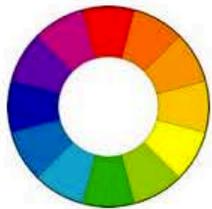


COLOR

Light reflecting off objects

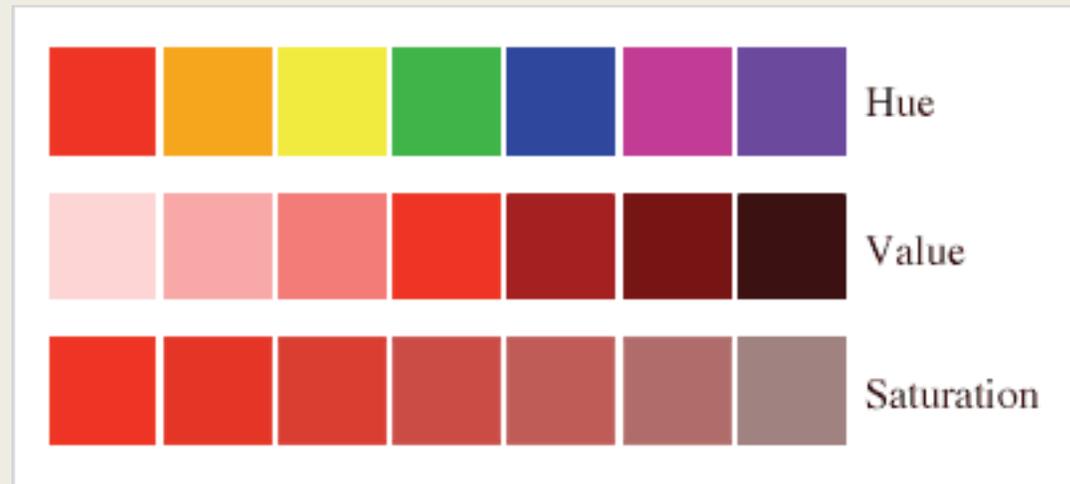




Hue- or its name (red, green, blue, etc)

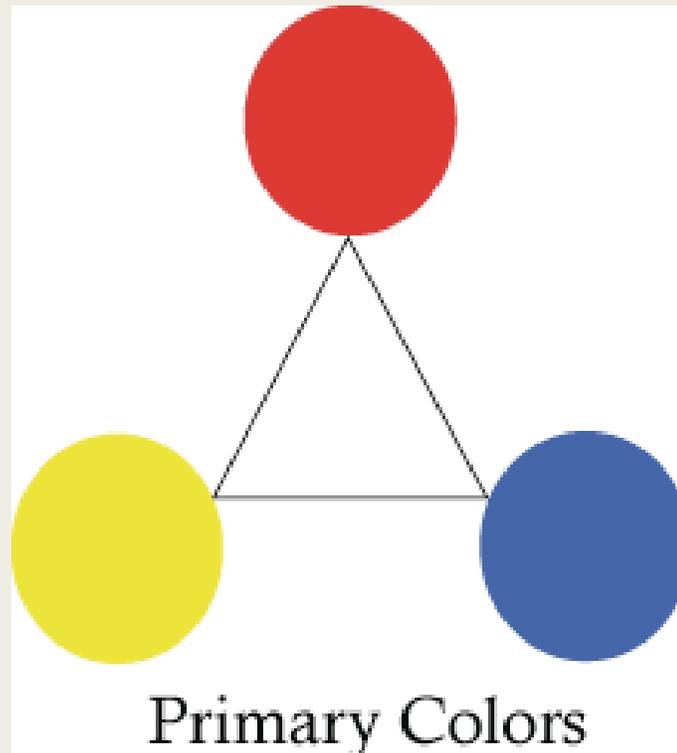
Value- how light or dark

Intensity- (saturation) how bright or dull



Categories of Color

Primary Colors-Red, Yellow, Blue these color cannot be mixed, they must be bought in some form.



Primary Colors-Raw colors in which all other hues are made.



Yellow

Blue



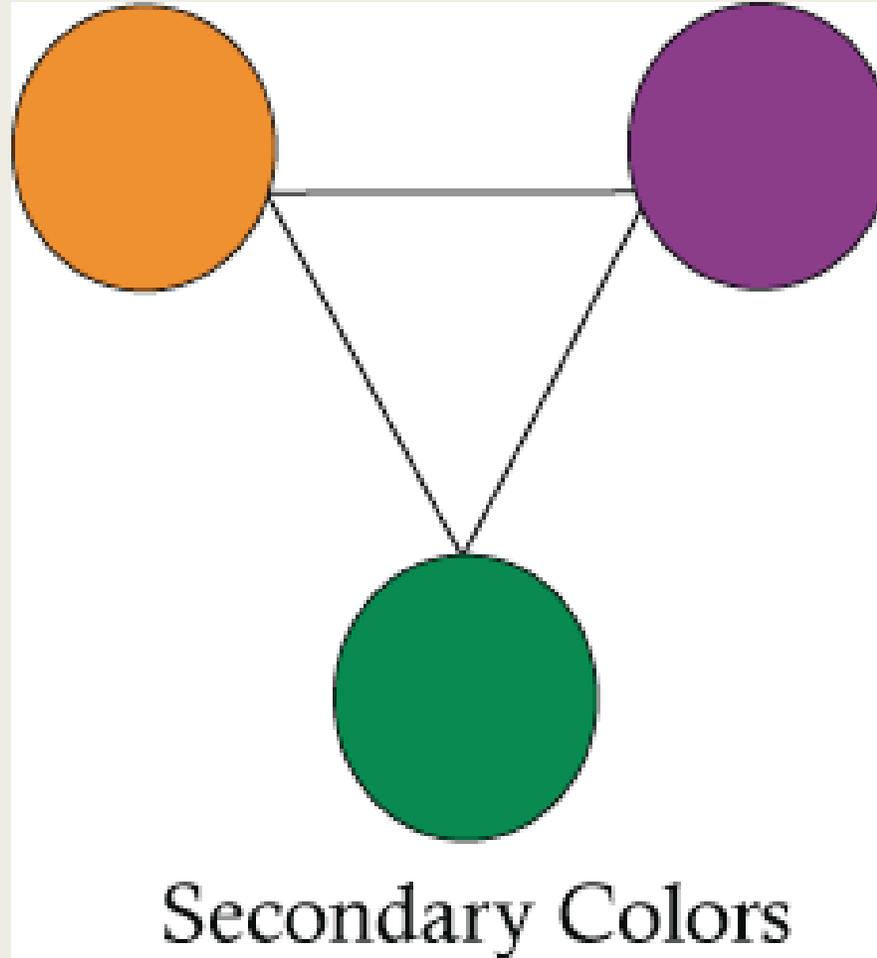
Red







Secondary Color-Orange, Violet, Green, these colors are created by mixing two primaries.



Secondary Colors

Orange

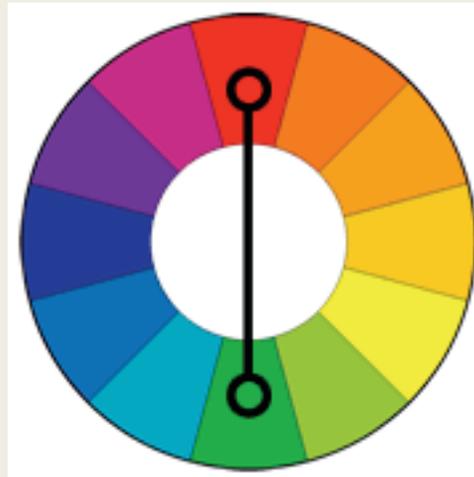
Green

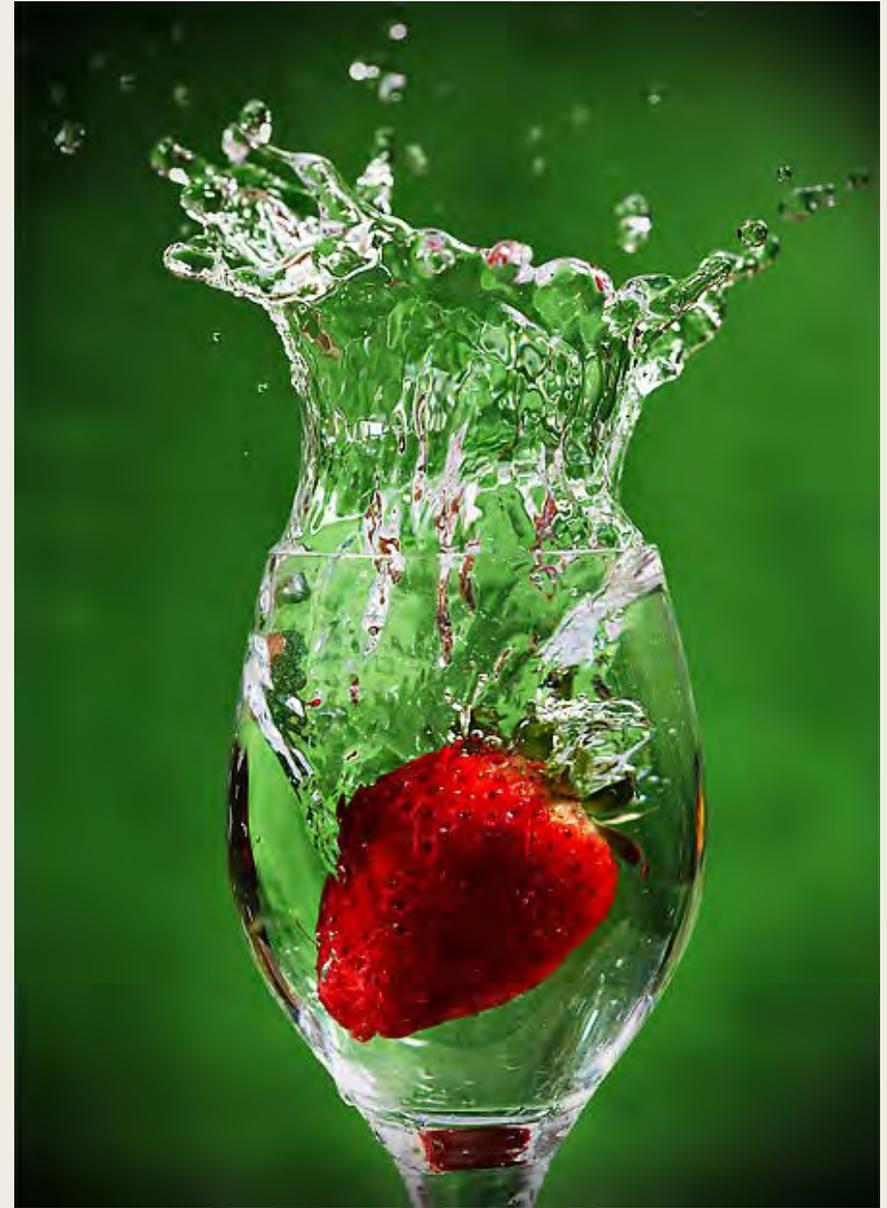
Violet

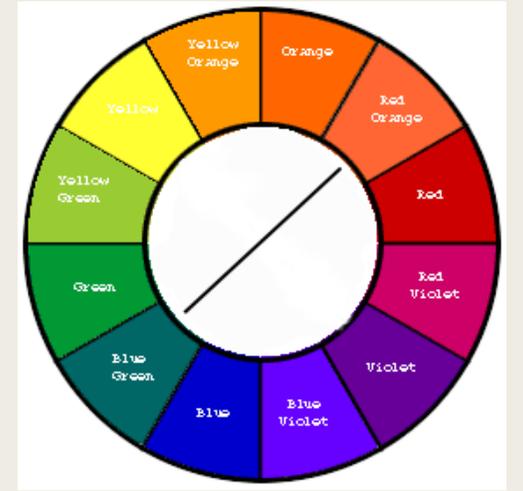


Complementary

A complementary relationship is a harmony of two colors on the opposite side of the color wheel. When complementary colors are placed side-by-side they tend to enhance the intensity (chroma) of each other, and when they are blended together they tend to decrease the intensity of each other.

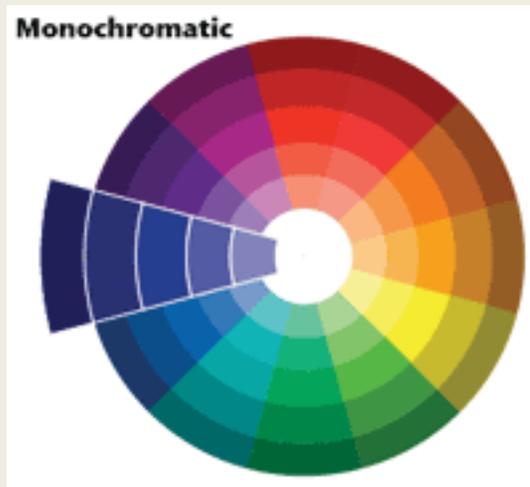






Monochromatic

- is where one color is used but in different values and intensity.



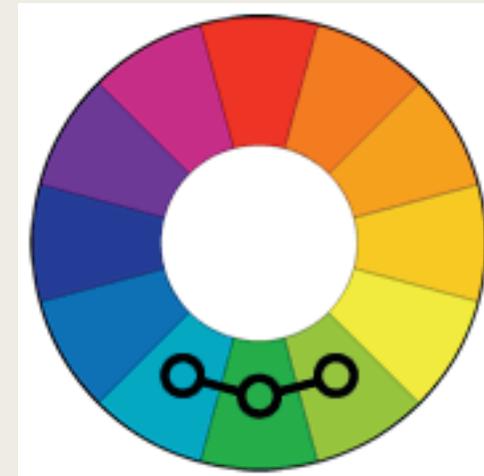


Analogous

Colors that are next to each other on the color wheel for example red, red orange, and orange are analogous colors.

An analogous relationship is a harmony of colors whose hues are adjacent to one another on the color wheel.

Analogous colors tend to be families of colors such as blues (blue, blue-violet, blue-green) and yellows (yellow, yellow-orange, yellow-green).





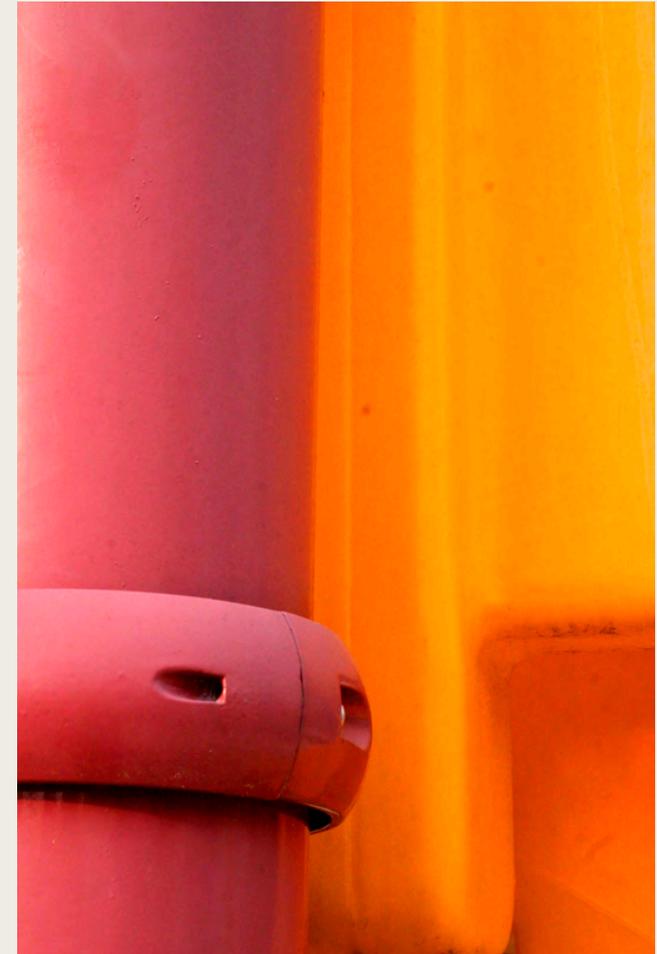
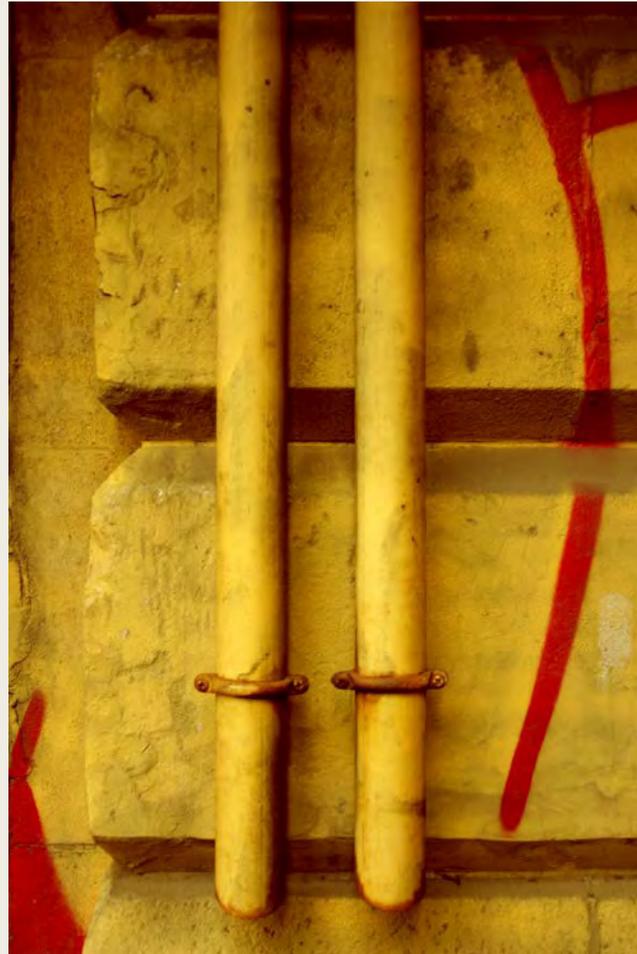


Warm color

- colors are on one side of the color wheel and they give the feeling of warmth for example red, orange and yellow are the color of fire and feel warm.

Warm colors

Yellow-Orange-Red





Tina Barney

Cool color

- are on the other side of the color wheel and they give the feeling of coolness for example blue, violet, are the color of water, and green are the color of cool grass.





Cool Colors
Green-Blue-Violet



William Eggleston- father of color photography









Joel Sternfeld







Stephen Shore



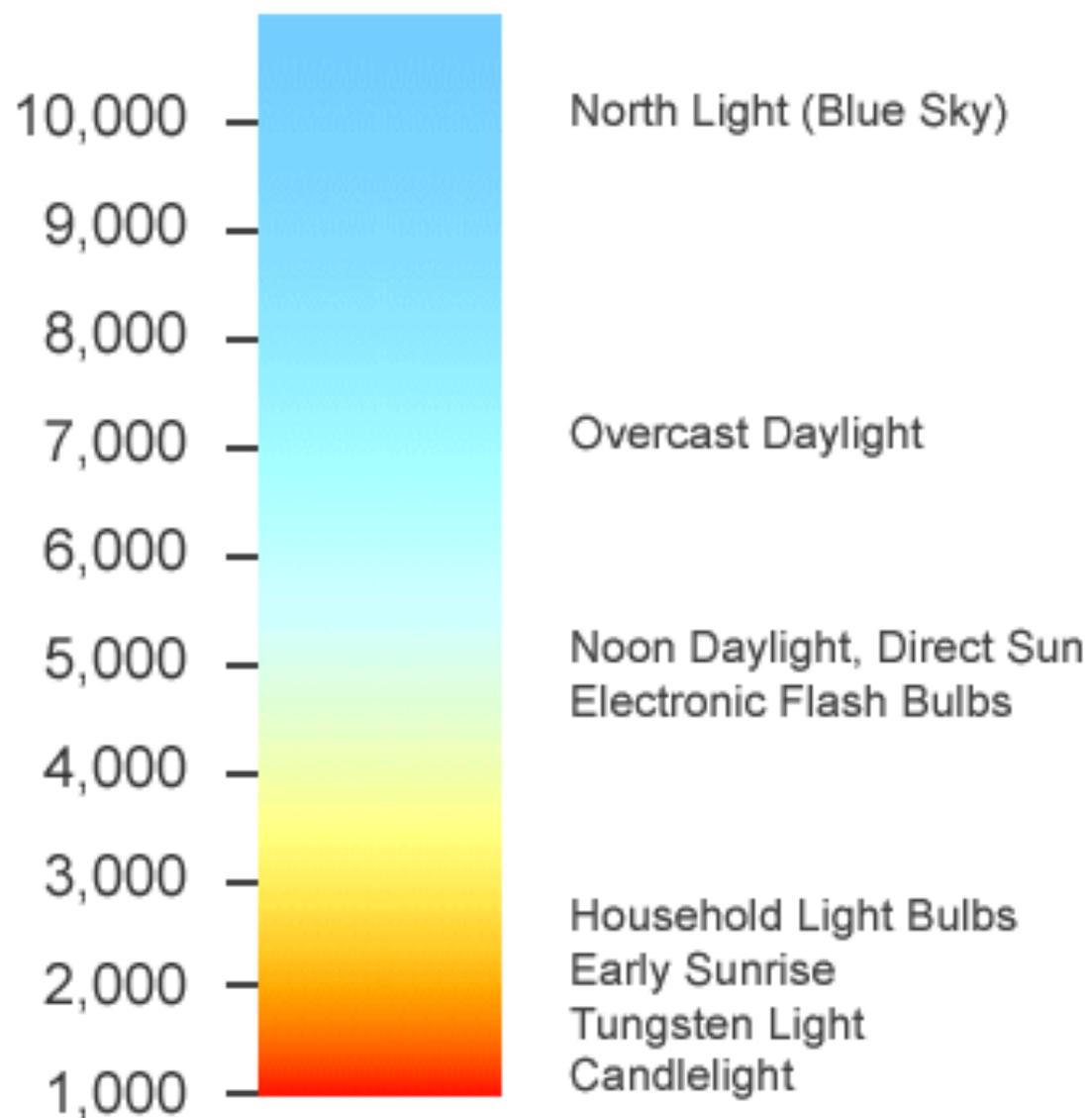




Understanding **White Balance**



Colour Temperatures in Degrees Kelvin

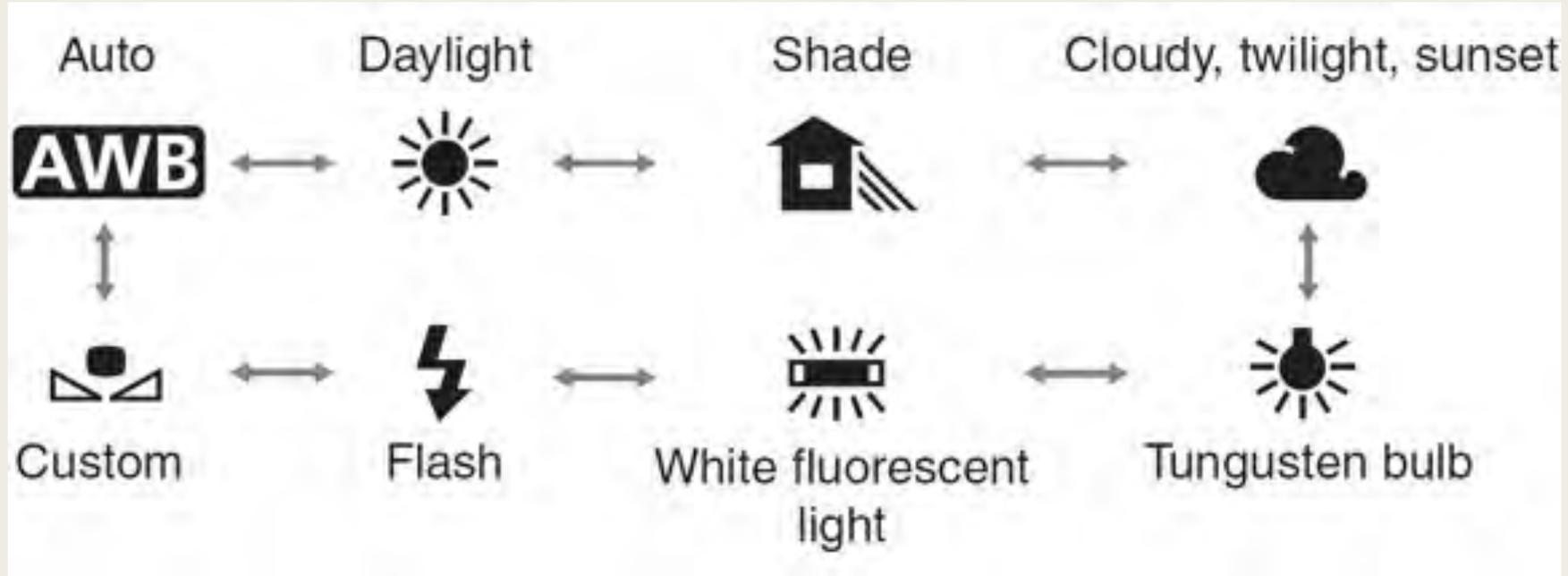


White balance (WB) is the process of removing unrealistic color casts, so that objects which appear white in person are rendered white in your photo.



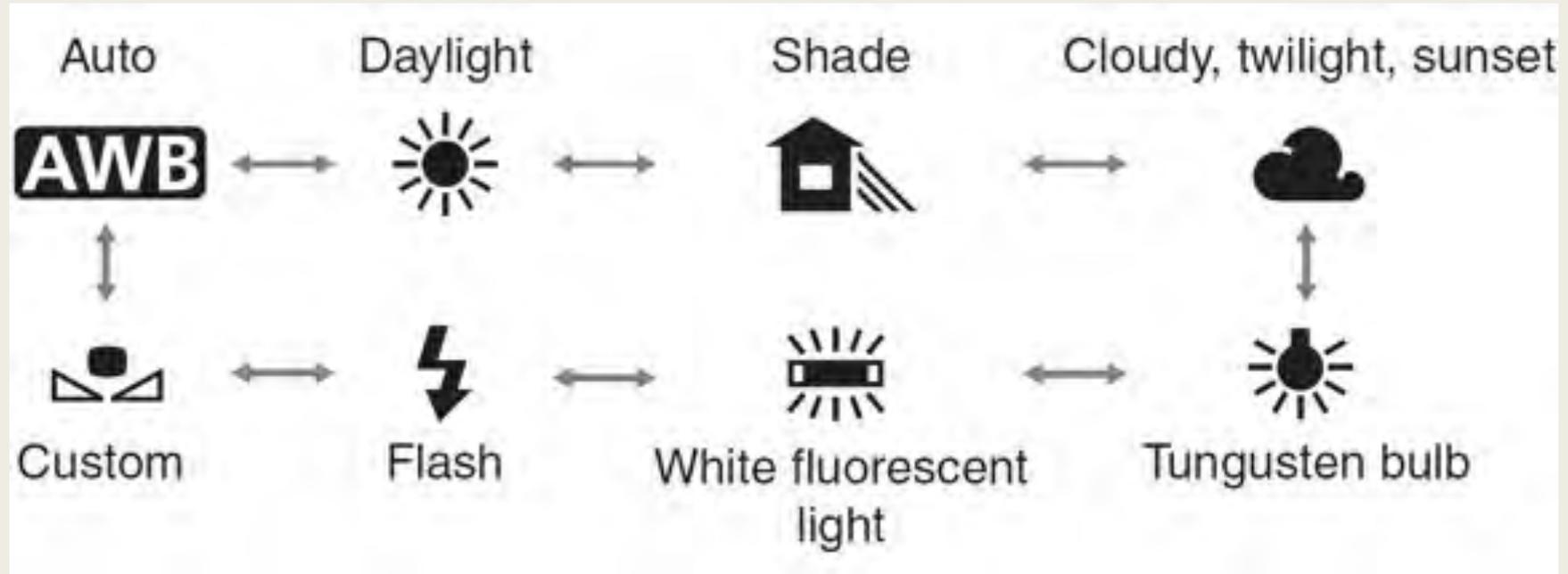
Proper camera white balance has to take into account the "color temperature" of a light source, which refers to the relative warmth or coolness of white light.

Most digital cameras contain a variety of preset white balances.



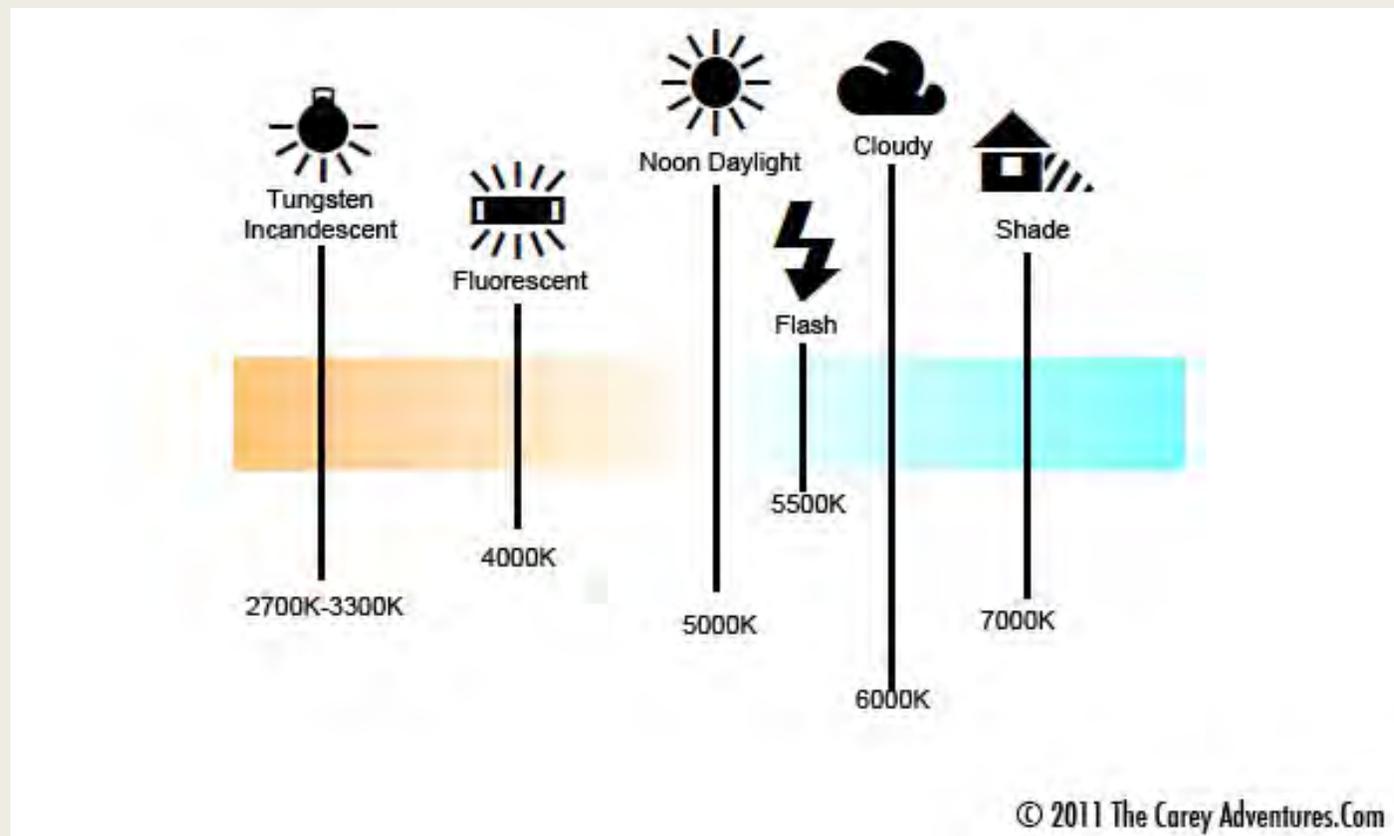
Auto white balance is available in all digital cameras and uses a best guess algorithm within a limited range.

Custom white balance allows you to take a picture of a known gray reference under the same lighting, and then set that as the white balance for future photos.

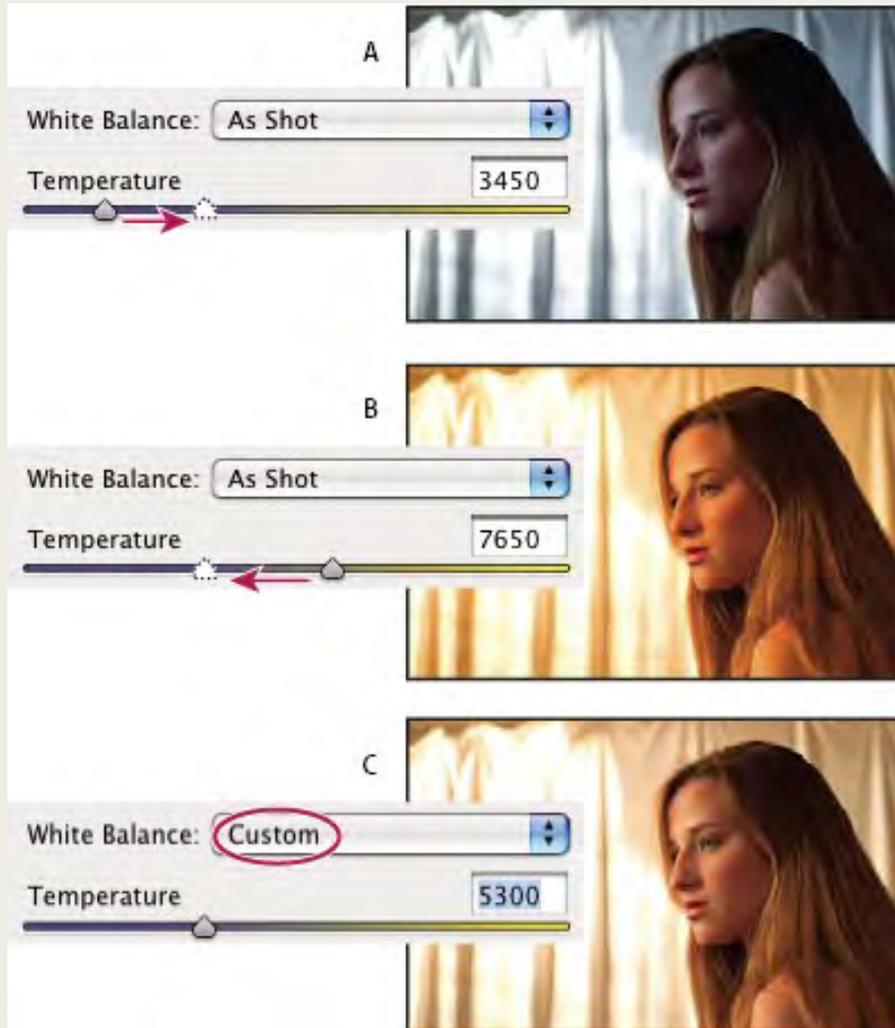


The remaining six white balances are listed in order of increasing color temperature. Some cameras also include a "Fluorescent H" setting, which is designed to work in newer daylight-calibrated fluorescents.

The description and symbol for the above white balances are just rough estimates for the actual lighting they work best under. In fact, cloudy could be used in place of daylight depending on the time of day, elevation, or degree of haziness. In general, if your image appears too cool on your LCD screen preview (regardless of the setting), you can quickly increase the color temperature by selecting a symbol further down on the list above.

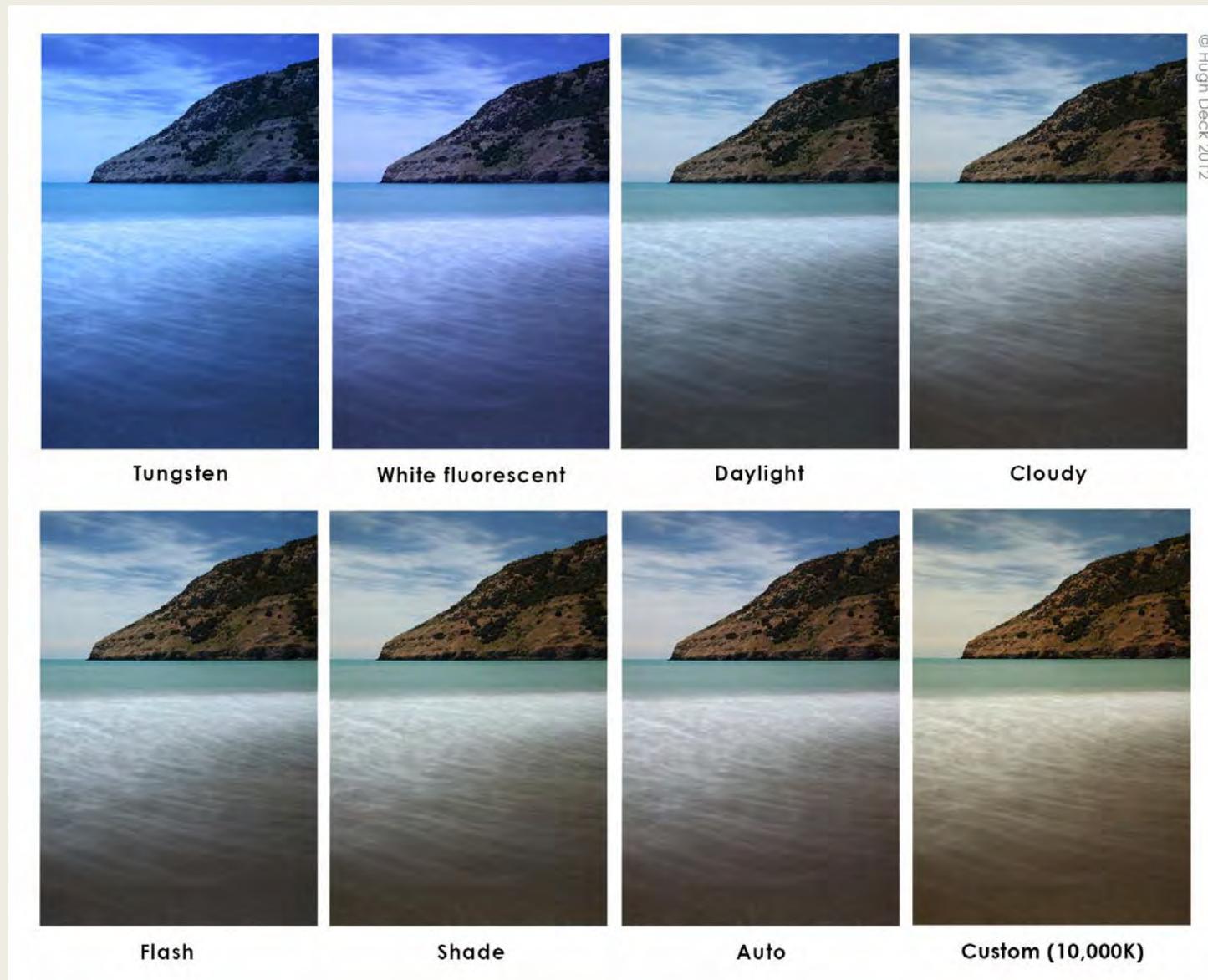


BEST PRACTICE: THE RAW FILE FORMAT



- By far the best white balance solution is to photograph using the RAW file format (if your camera supports them), as these allow you to set the WB
- *after* the photo has been taken. RAW files also allow one to set the WB based on a broader range of color temperature and green-magenta shifts.

Examples:



Examples:



Daylight White Balance

Cloudy White Balance



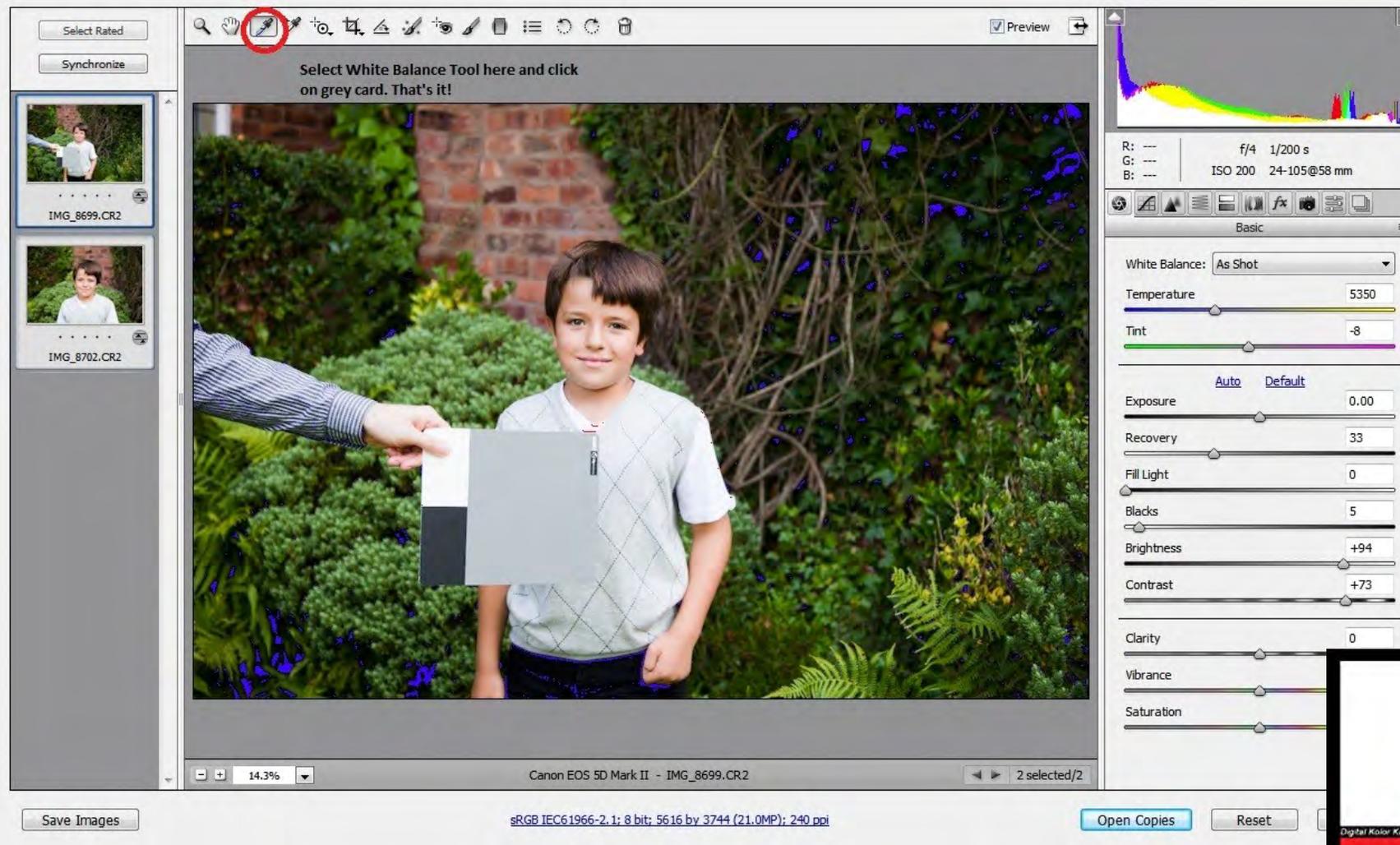
Shade White Balance

Tungsten White Balance



Flourescent White Balance

Flash White Balance



Photographers use gray or color card to correct for color temperature in post production- or create a custom WB while shooting



Gregory Crewdson



Blake Fitch



Gregory Crewdson



Jessica Todd Harper



Blake Fitch