

Why Color Theory?

Do You want your photographs to have more impact on your viewer?

Color Theory

The study of how colors work together and how they affect:

Our emotions

Our perceptions

Color Theory

The *knowledge* of color
and its impact on the viewer

Color Grading

The *application* of that
knowledge to impact the viewer

Color is in the eye of the beholder

+ Effect of Color

Power , Strength , Warmth

Cool , Logical , Efficient

Optimistic , Out Going , Creative

Unity , Peace , Refreshment

Spirituality , Truth , Bliss

Comfort , Food , Passion

Tranquility , Warmth , Feminine

Compromise , Stability , Relief

Hygiene , Sterile , Simple

Glamor , Security , Sophistication

Hard Working , Structure , Practical

- Effect of Color

Offensive , Anxiety , Pain

Cold , Detached , Stoic

Fear , Fragility , Irrational

Disgust , Bland , Stagnant

Suppression , Inferiority , Corruption

Frustration , Adolescent , Jest

Inhibition , Emasculation , Weakness

Stoic , Quiet , Depression

Sterility , Cold , Highbrow

Oppression , Cold , Heavy

Dirty , Predictable , Cheap

THE WALKING DEAD





















SUBWAY



BAJA FRESH
MEXICAN GRILL

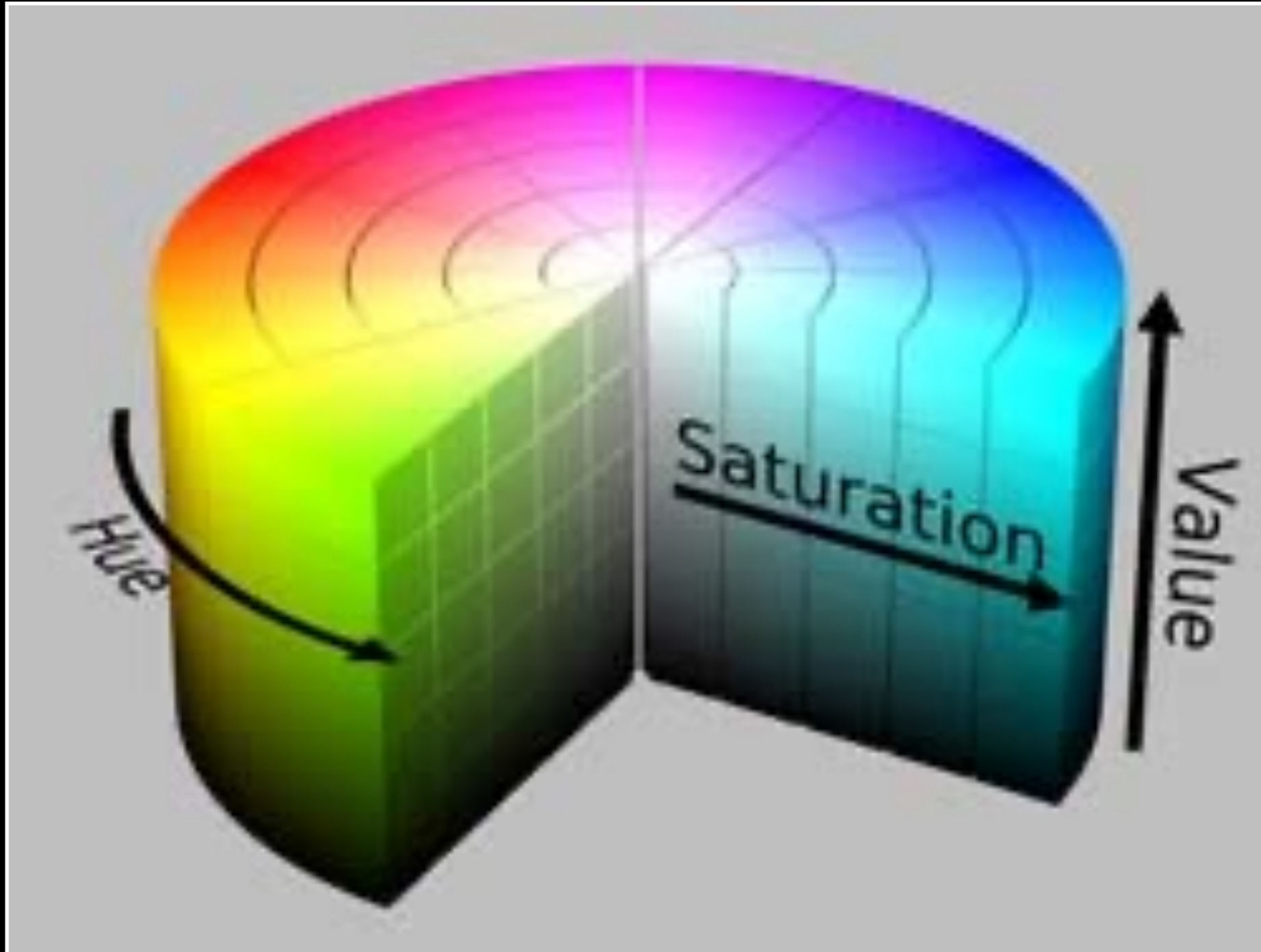


Wendy's

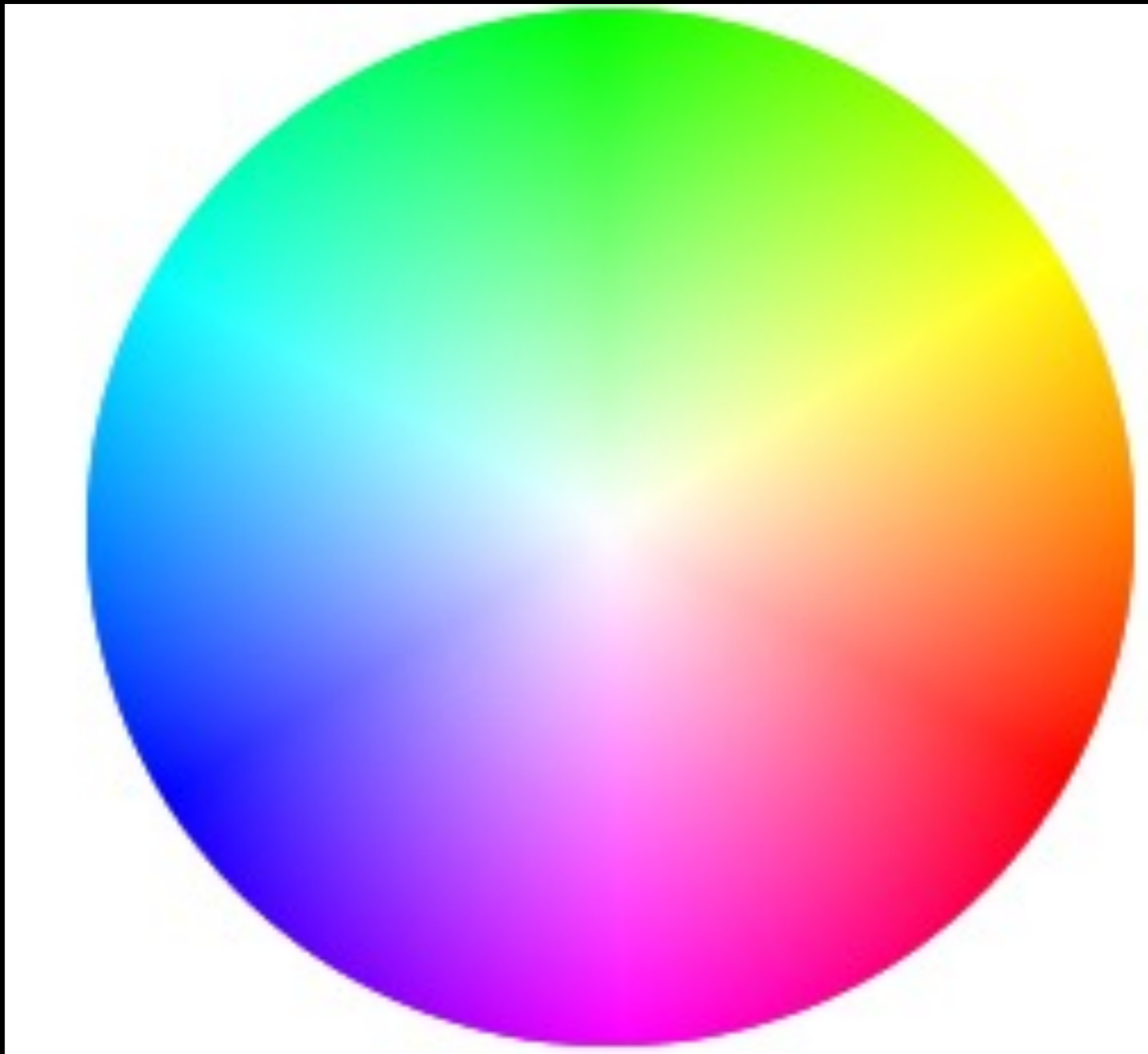


RGB Color Wheel

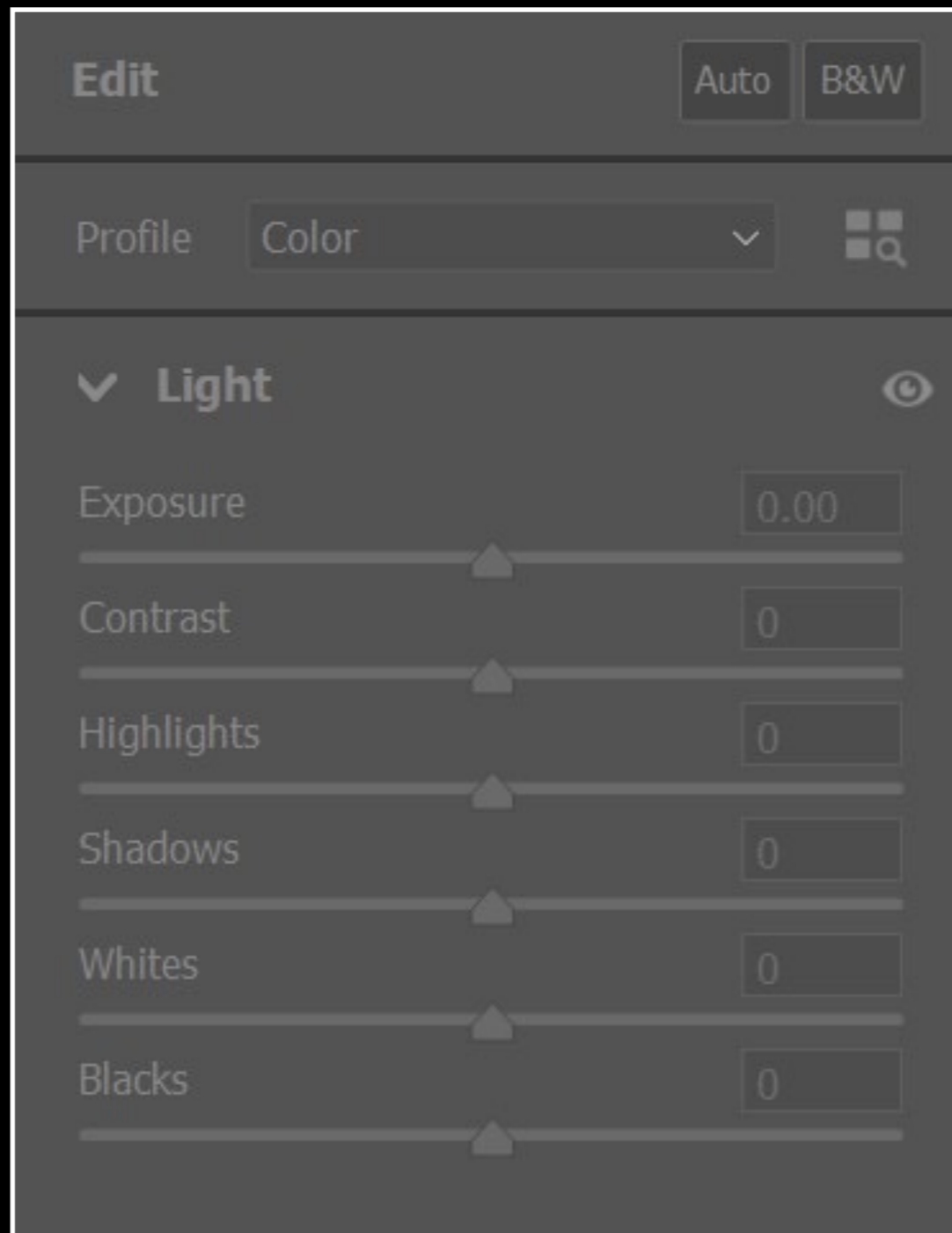




**The HSL Color Model
Hue, Saturation, and Lightness**



Hue and Lightness Color Model



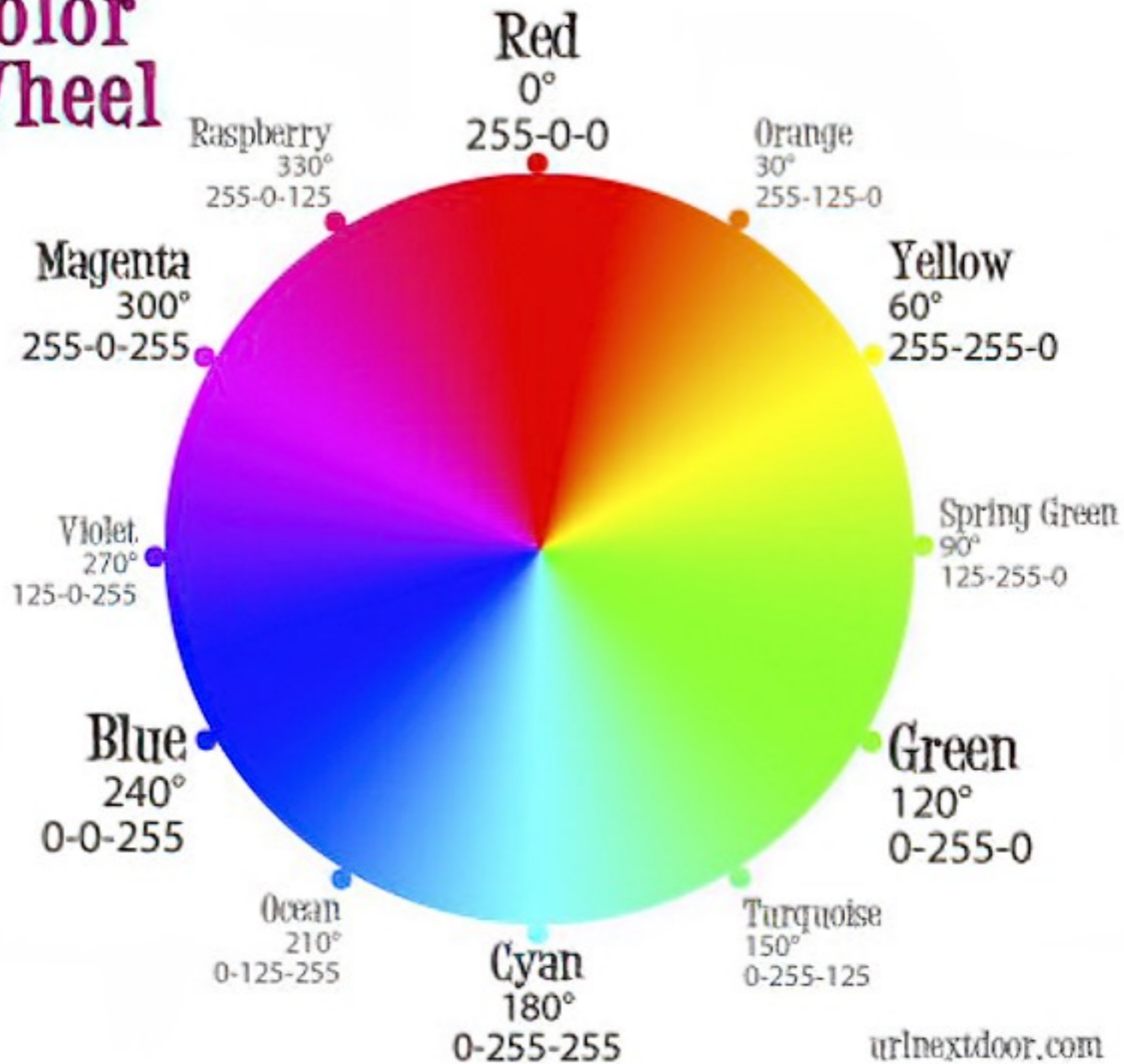
ACR Light Adjustment Panel





Palouse June 2017 #1 — Bill Woody

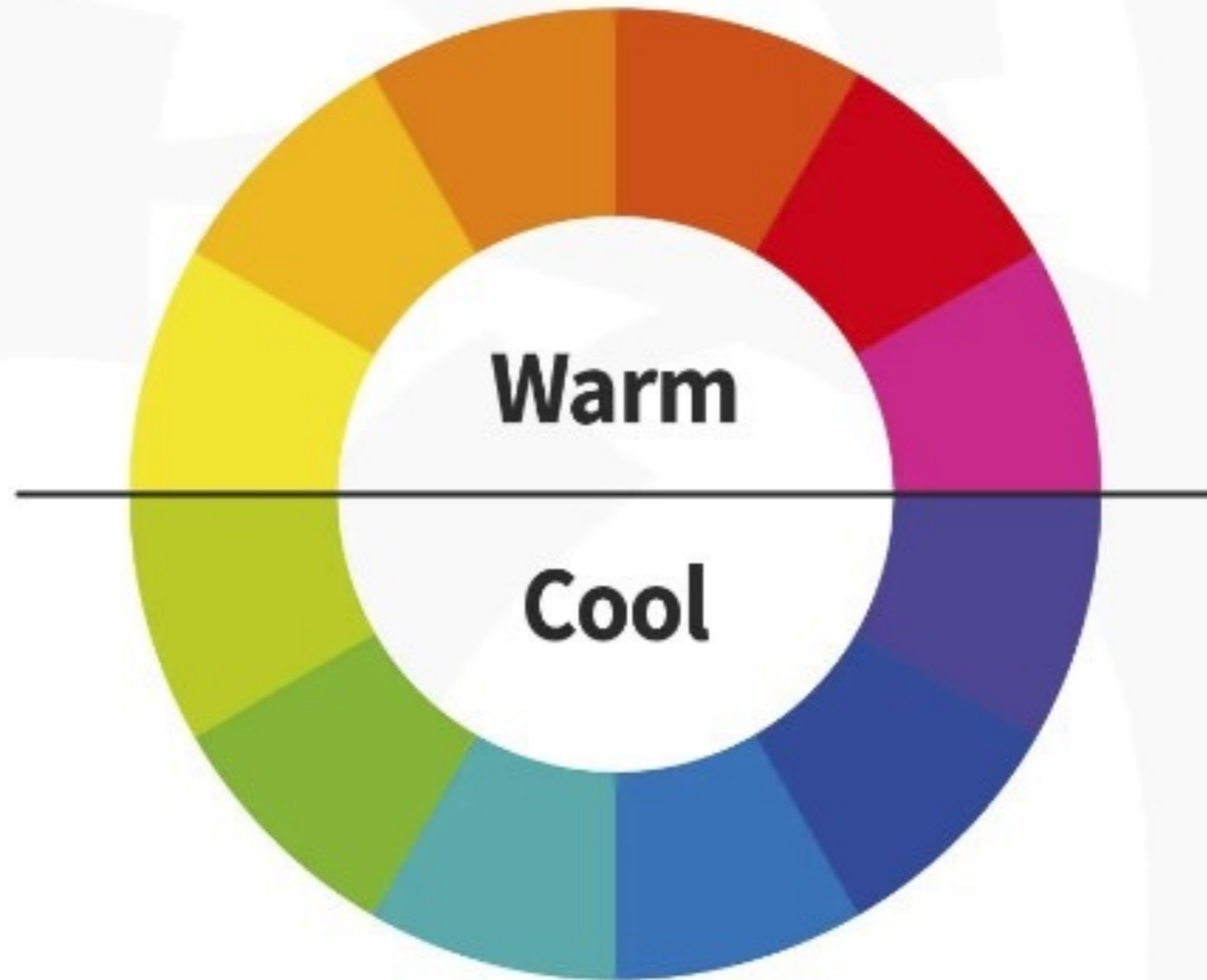
RGB Color Wheel

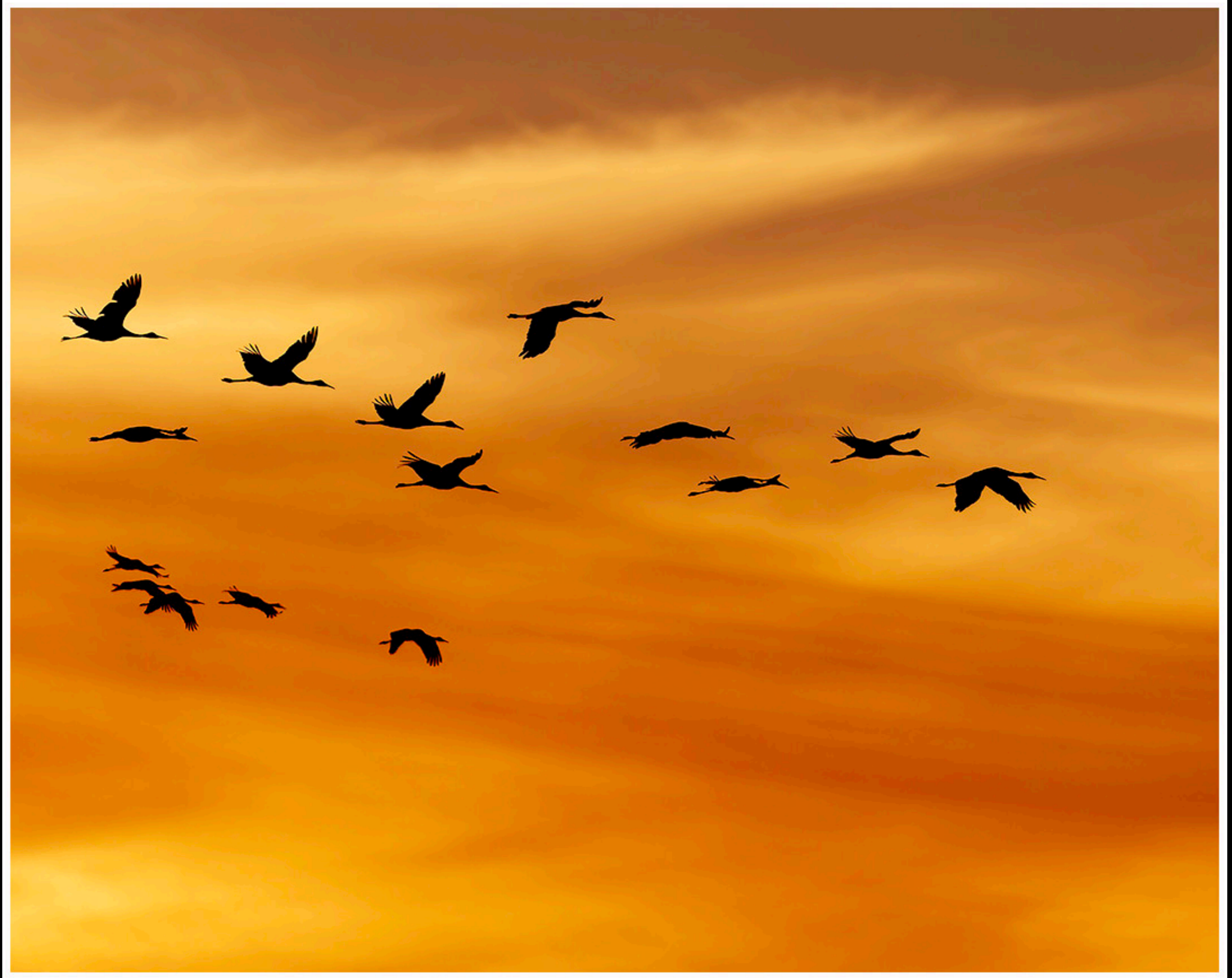


Color Relationships

- Warm / Cool

Warm & Cool Colors





More Sunset Sandhills—Bill Welch



Giant Glacier—Bill Lindahl

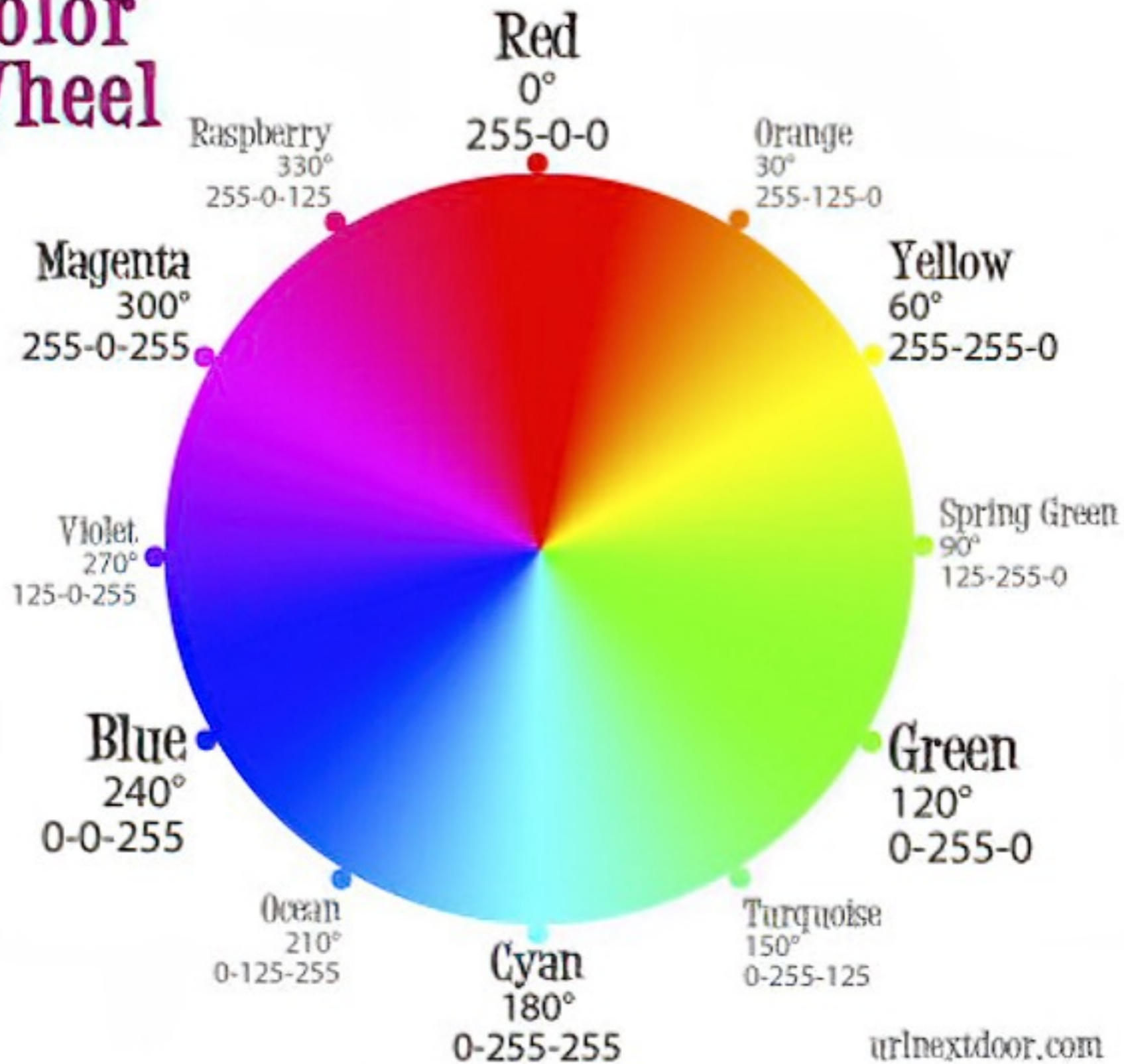


Queen's Bath 2022—Dan Landis, Honorable Mention

Color Relationships

- Warm / Cool
- Complimentary

RGB Color Wheel



Hyacinth Macaw

Ron Wilson

Honorable Mention





Full Moon Fever—Judd Plattenburg



Pineapple Dump, Kauai—Dan Landis, #2



San Francisco Skyline 4—Gary Cook



Hot Day Paddling—Judd Plattenburg



Watching the World Go By—Paul Bruce



Resting — Mike Jaffe

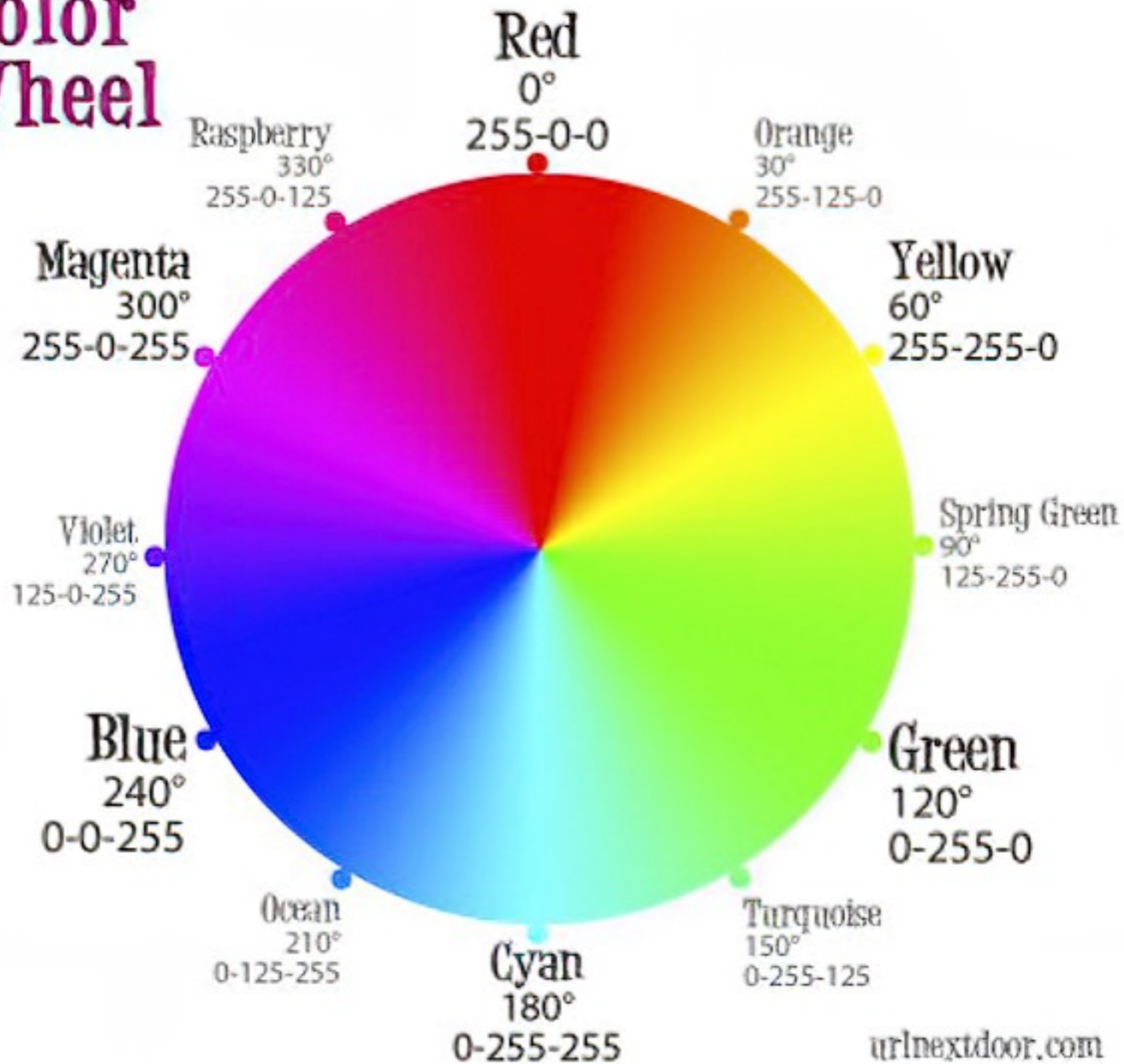


Alaska Aurora—Beth Larson

Color Relationships

- Warm / Cool
- Complimentary
- Analogous

RGB Color Wheel





Goldfinch on Coneflower—Bruce Soifer

Hummer and Catchfly

Bill Welch





Monarch on Zinnia

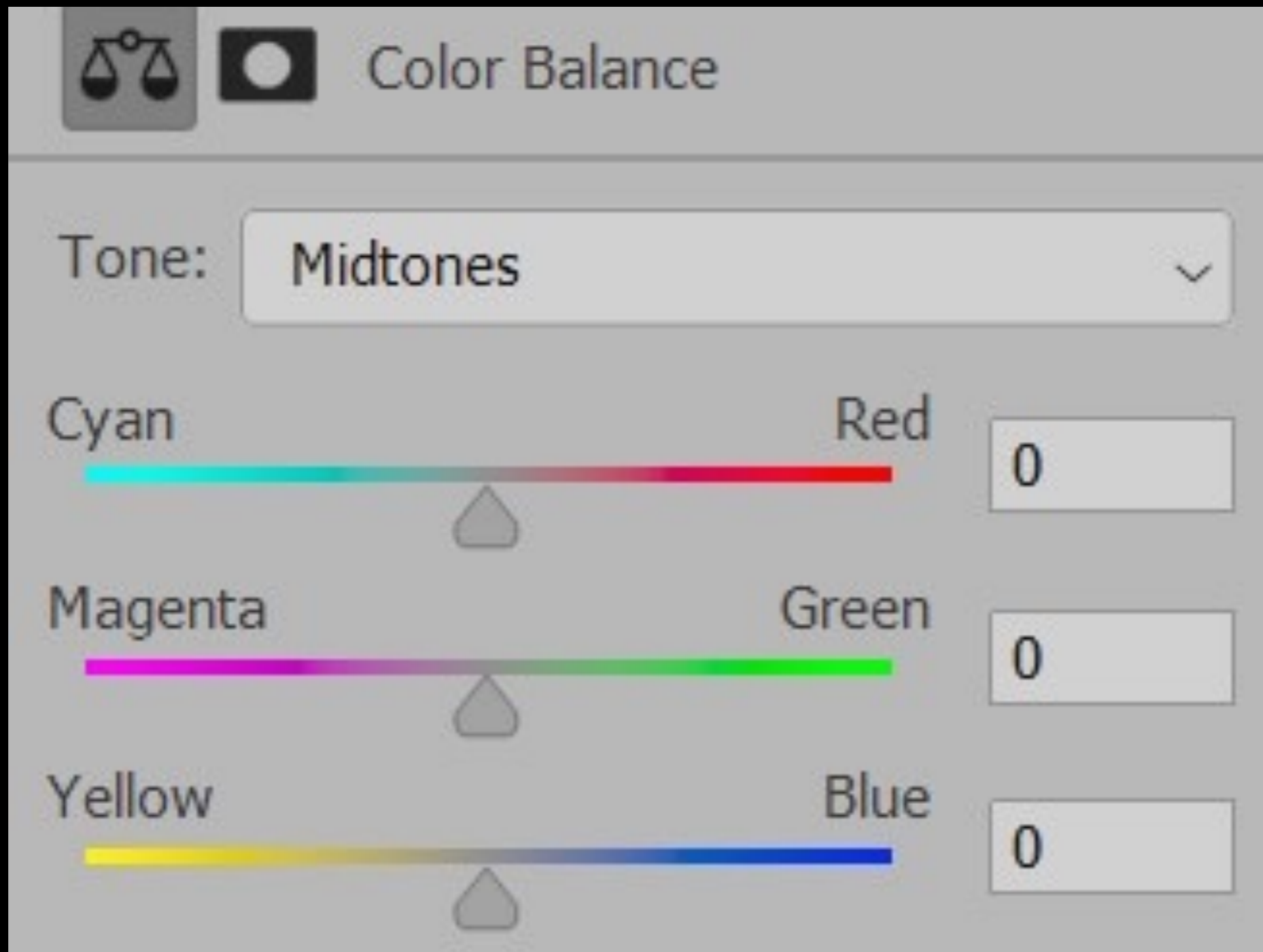
Marty Welch

Color Relationships

- Warm / Cool
- Complimentary Colors
- Analogous Colors
- Monochrome

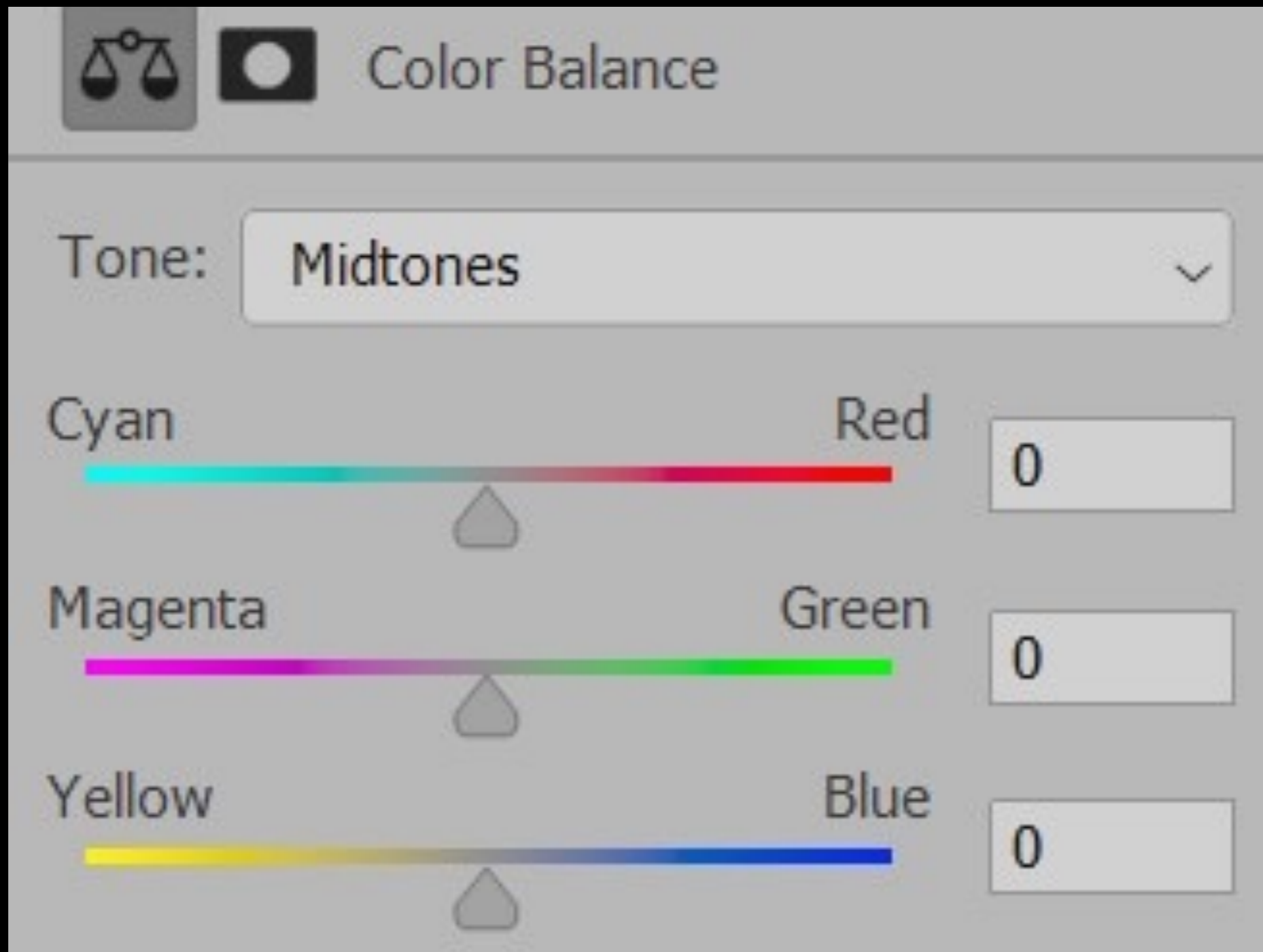


Antarctic Iceberg—Bill Lindahl, #10



**Color Balance Adjustment Tool
Uses RGB Color Wheel
Global**

Can select for shadows, midtones, and highlights



**Color Balance Adjustment Tool
Uses RGB Color Wheel
Global**

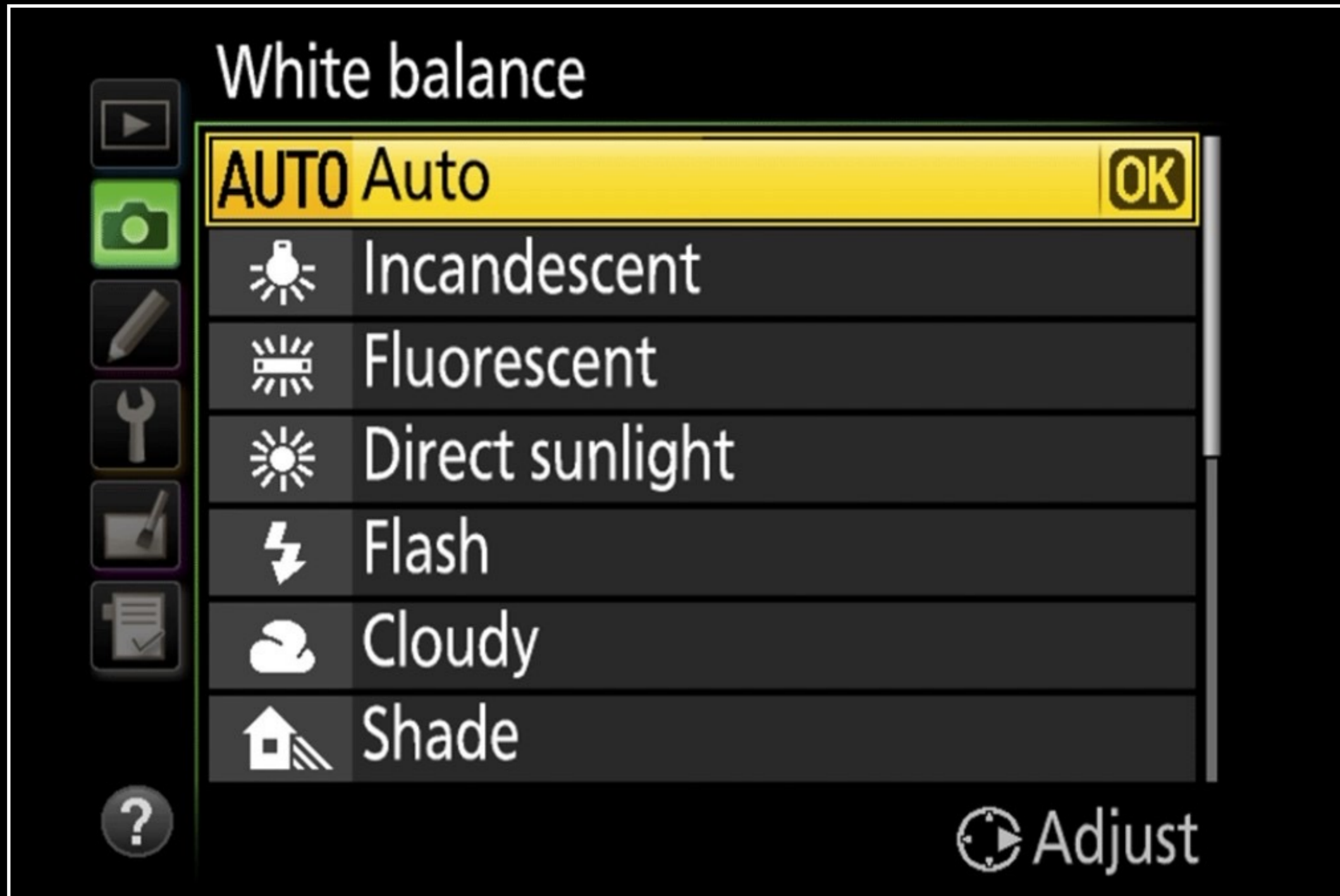
Can select for shadows, midtones, and highlights

White Balance

Balances the color temperature in the image so whites look white, and the image looks more natural.

Light Type	Color Temperature in Kelvin (K)
Candle Flame	1,000 to 2,000
Household Lighting	2,500 to 3,500
Sunrise and Sunset	3,000 to 4,000
Sunlight and Flash	5,200 to 6,000
Clear Sky	6,000 to 6,500
Cloudy Sky and Shade	6,500 to 8,000
Heavily Overcast Sky	9,000 to 10,000

White Balance



In Camera Settings

White Balance Settings in Photoshop

Shoot in RAW!

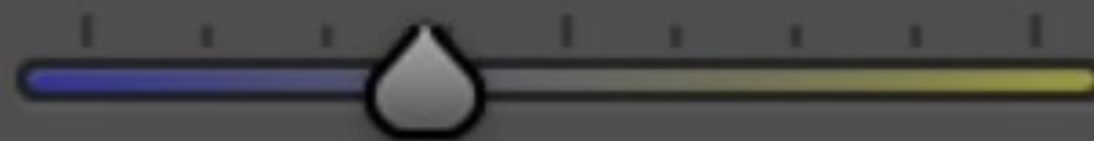
- As Shot
- Auto (yuck!)
- Daylight = 5,500 K
- Cloudy = 6,500 K
- Shade = 7,500 K
- Tungsten = 2,850 K
- Fluorescent = 3,800
- Custom, Night sky = 3,000 – 4,000



WB :

As Shot 

Temp

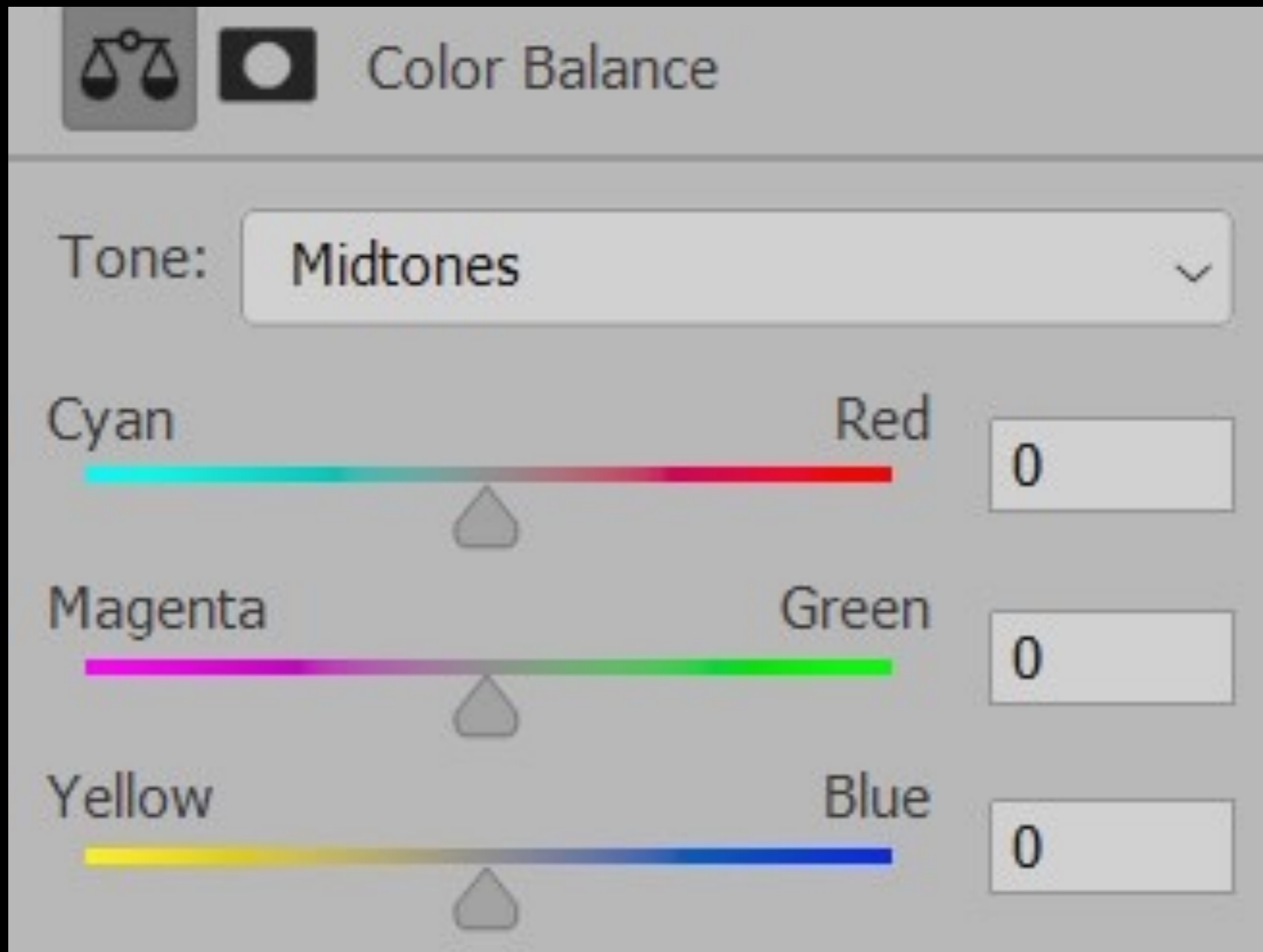


5,550

Tint



- 1



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Color Theory

Thanks!