

Color Assignment

- Thoughtfully make use of color and focus on color as your subject. Color should not only be there, it should be necessary for the subject and photo to work.
- Use at least three of the color schemes or composition ideas below, and be ready to point these out in your photos.
- While shooting, think about creating images that would work well when arranged together in a grid on a single page.
- **The color of the lighting and atmosphere** could be the subject, not just the color of the object/s photographed.
- Shoot a minimum of 25 exposures per week outside of school to earn a C score

Color schemes & composition ideas:

- **Monochrome colors:** Tints (lighter) and shades (darker) of a single color. Compose predominantly monochrome scenes that contain interesting subjects, different layers and textures (that create tints and shades) and lighting - i.e. not just grass or sky.
- **Analogous colors:** colors next to each other on the color wheel – greens, blues and violets, for example. Analogous color schemes are more peaceful than complimentary color schemes
- **Complimentary colors:** colors opposite each other on the color wheel (red and green, blue and orange, yellow and violet). Make a subject pop out against a complementary color background. Complimentary colors are contrasty and energetic next to each other.
- **Saturated colors:** Pure colors, not dulled down. Scenes full of saturated colors are very rich and vibrant.
- **Pastel and muted colors:** colors that have been softened or dulled down so they are not as intense as pure colors. They are less saturated and visually quieter.
- **Repetition of a color** in a scene to create patterns or emphasis. A person wearing a red shirt standing with another person drinking from a red popcan next to a red sign, for example.
- **Use a 'pop of color'** to add life to a neutral scene – or use a neutral background to set off something colorful.

Things to try:

- Get close - fill the frame with your color or color scheme – get rid of distractions. When you step back and look at the resulting photo it should look almost like a paint sample for your color. For example, if your color is orange, take a close-up photo of an orange or a bunch of oranges.
- Make abstract compositions of colors – show only parts of things and interesting juxtapositions.
- Use cool colors and warm colors to help create moods, or use them together to help show depth or contrast the subject from the background.
- Go out and shoot at pre-dawn and dusk for subtle pastel lighting.

Avoid:

- Colored pens, pencils, crayons etc.
- Bulk candy/food, flowers/plants/ornaments in garden centers, other poorly composed shots of retail objects and scenes
- Christmas/holiday lights as the main subject. Using them in portraiture is overdone too.
- Poorly composed and lit anything – cosmetics, toys, blah blah blah