



BEYOND SNAPSHOT

Tones, Colors, and Effects

by Kamal Kassouf

Mount Pleasant Photography Club



Story Telling in Landscape Photography

(also Nature, Wildlife & Portraits)

1. What Makes a Compelling Story:

1. Good Light (time of day, weather and atmosphere)
2. Interesting Subject
3. Lens Focal Length (wide angle to telephoto)
4. Composition (focal point, leading lines, scale, perspective)
5. Exposure (focusing & camera setting)

2. What Brings Out Your Style/Artistic Vision:

1. Post Processing/Editing (toning, color grading, effects)

Focus on the Story

When on location, ask yourself:

- What do you see?
- What do you feel?
- What do you want to achieve with this image?
- How do you make the viewer feel what you felt?

1. Look for the story first.

- a) Find your main subject or message
- b) Look for other elements to complement the main subject (shapes, leading lines, patterns, texture)

2. Use composition/framing to support the story.

Tone, Color, and Effects

Tone:

- Tones are the levels of brightness from black to white in a photograph. Shadows are the dark tones, and Highlights are the bright tones in your image.
- Use tone to sculpt the light (dodge & burn) in your image.
- Use tones to help the viewer navigate around the image.
- Dark area (shadows) tend to recede and act as barrier for the viewer.
- Light area (highlights) tend to grab attention and draw the viewer into the image.
- Midtones remain neutral to the eye, and guide us into the highlights

How to: **Global Adjustment.**
 Local Adjustment.

Tone, Color, and Effects

Color: Color is subjective/influenced by feeling

- Color helps you express your vision to the viewer.
- Use colors to express your emotion.
- Use colors to create experience for the viewer and keep them engaged in the picture.

Note that Color has different effect on people. It affects our mood and emotion in a positive way or negative way.

Ex.: Red: power, warmth vs anger, pain
 Blue: cool, logical, calm vs cold, detached

Tone, Color, and Effects

Color Theory:

- Color Systems (CMYK, RGB)
- Color Schemes (monochromatic, analogous, complementary)
- Color Types (primary, secondary, tertiary)
- Color choice helps the photo come together.
 - Primary color in the image
 - Add accent color.

The combination of Tones and Colors create the mood in the image.

Tone, Color, and Effects

- **Effects:**

- Your Creative Style/Your Artistic Expression















