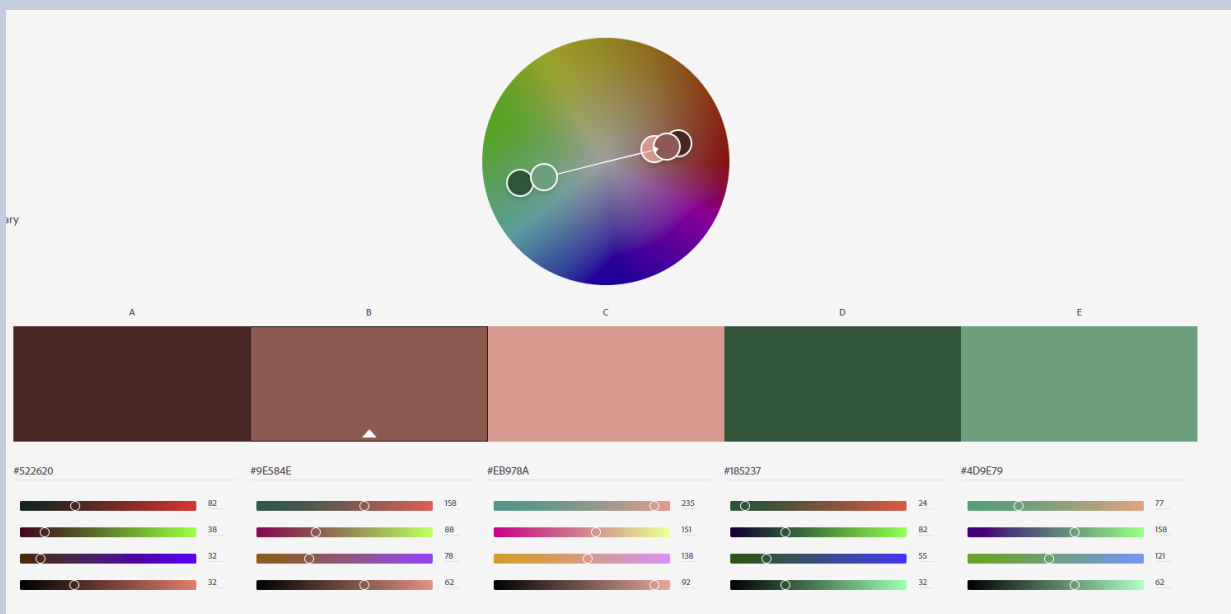


CLEARLY · WILD · PHOTOGRAPHY

Colour Theory

How to use colour to your advantage when photographing your products.

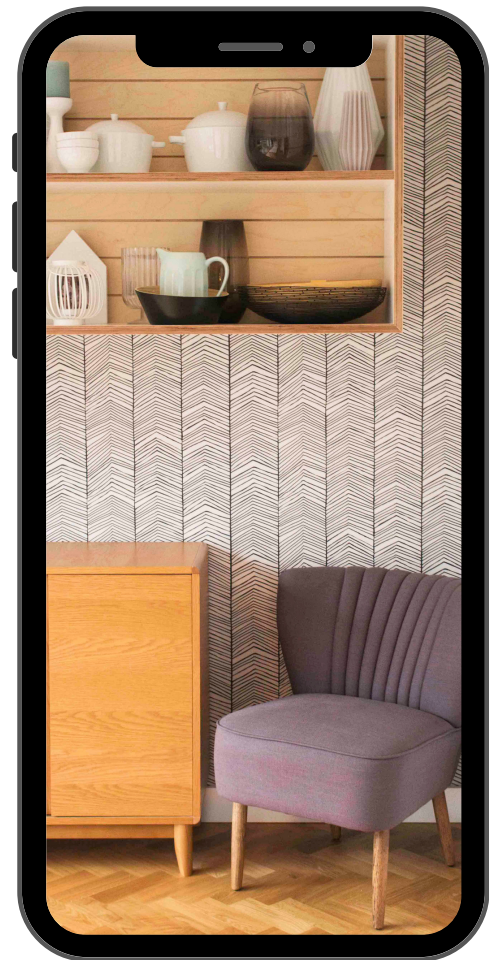


WHAT IS COLOUR THEORY?

Colour theory is a collection of 'rules' or 'guidelines' which create colour combinations that are pleasing to the human eye. Choosing colours within your brand that are aesthetically pleasing can hugely improve the experience for anyone visiting your website/social media platform. You would be surprised how much colour theory can affect the buyer experience.

Colour fills our lives, and we are very susceptible to how it makes us feel.

Complete the next page to identify how you feel about colour.



If you can't think of any, google 'colour connotations' and jot down the key words for you to come back to

EXAMPLE

 Red: ROMANCE, ANGER, PASSION, DANGER, BLOOD, ATTENTION



Now think about your branding colours. You will have picked them for a reason, but have you ever thought about the connotations they bring to your audience ?

Hopefully you have seen a colour wheel before, but do you know how it works?

There are several colour wheel models, but today we will be looking at the two well known ones.

RYB (Red, Yellow, Blue) -
Commonly known as the primary colours.

RGB (Red, Green, Blue) - Digital
colour.



HOW TO USE THE COLOUR WHEEL

The purpose of the colour wheel is to help you create coloured harmony. This harmony can be found using 9 colour wheel 'rules'.

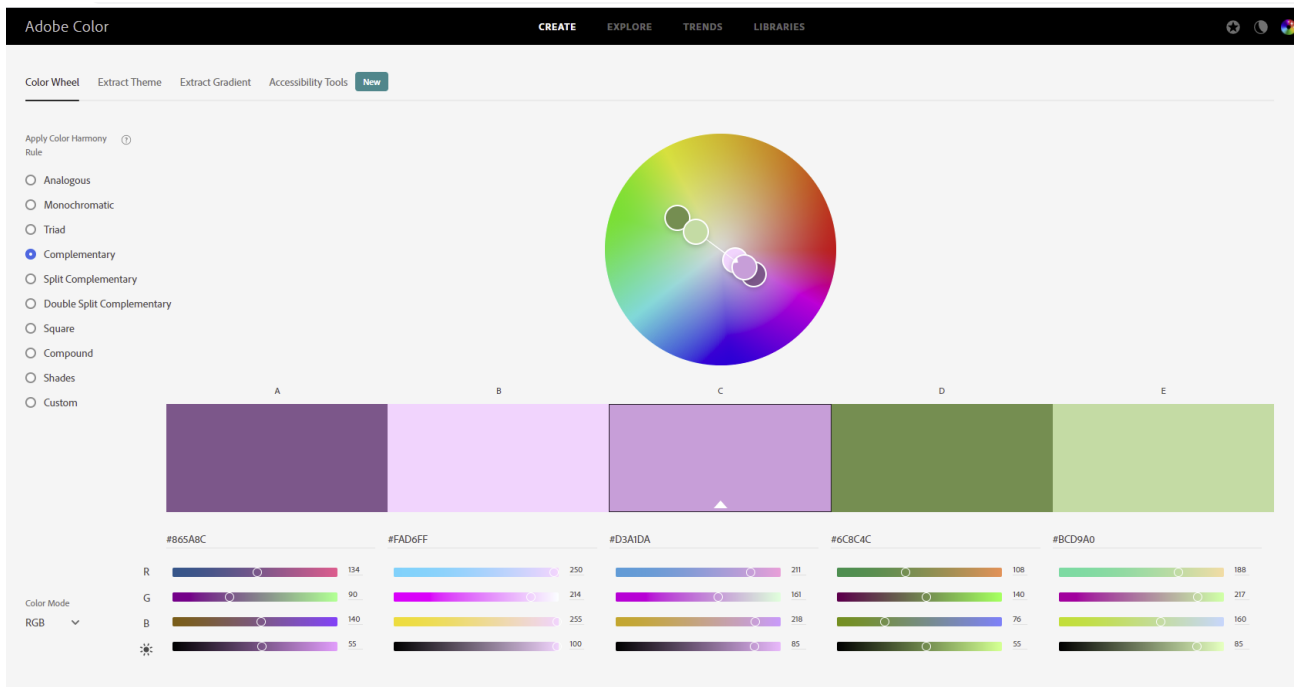
1. Analogous
2. Monochromatic
3. Triad
4. Complementary
5. Split Complementary
6. Double Split Complementary
7. Square
8. Compound
9. Shades.

All sound very confusing?

Thankfully there is a free programme which easily shows you all of these rules, without you having to dive deep into colour theory science.

You can even put in your own specific brand colours to see what options are recommended.

Adobe Colour



Complimentary Colours

To start with just focus on complimentary and triad colours.
Use Adobe colour and fill out your brands complimentary and triad colours below.

Branding Colours

Complimentary Colours

Triad Colours

Now that you have identified your key colours you can start incorporating them into your imagery. Use them to pick out your backgrounds, or work out which props will make your product POP!

There will still be so many options for you to choose from.

For example the pink highlighter below has the complementary colour of green.

However one of the triad colours for the highlighter is yellow



Both colour combinations work. Which allows you to make your own preferences, using the key words we identified for your brand, and the colour connotations we have just discussed.

Colour theory is just one of 14 units covered in 'Imagery for Business Creatives'

Imagery for Business Creatives is a programme designed for small business owners who want to create images that not only look amazing but increase sales. Without the need for professional photographic equipment.

GETTING STARTED

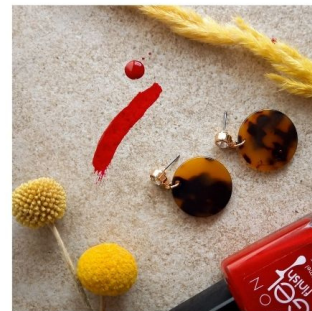
- Content areas
- Inspiration
- Colour psychology
- Finding your style

STYLING + SET UP

- Props
- Lighting
- Using natural light
- Styling
- Home set ups

SHOOT AND EDIT WITH YOUR SMART PHONE

- Shooting with a smartphone
- Editing with lightroom app (free)
- Editing outline
- Live demo - set up to edit
- Exporting your images for use



Using video's and an interactive workbook, We will teach you how to use your smartphone to create beautiful imagery. Exploring everything from finding the right style for your brand, to home set-ups, shooting, and editing.

To find out more, visit
www.clearlywildphotography/education