

## POST-PROCESSING FOR THE FEELS

# THE POWER OF COLOR

When it comes to post-processing for the feels... so many levels come into play. It begins with WHAT you photograph, HOW you photograph it, WHY you chose it and the STORY you want to tell about it.

You simply continue that line of thinking into your post processing, which should really be an extension of the creation of the image itself.

Note that there can be deeply rooted cultural differences in how color is viewed and perceived - thus, which emotions are sparked. That might be important, depending upon who your audience is.

We'll focus on the more positive connotations of each - since what we're focusing upon is creating beautiful + uplifting types of images. That said, if you're after a darker vibe for a story you're telling... simply look up the flip side (opposite).

First, here's a simple overview of the two sides of the warm/cool spectrum:

**Warm colors:** heat, warmth, snug, cosy. Intimacy, joy, love. **Flip side:** anger, hostility, aggression.  
**Cool colors:** refreshing, spaciousness, soothing, calm, relaxation. **Flip side:** sorrow, apathy.

Then, here are a few qualities of the colors themselves.

Mind you, this list isn't exhaustive, it's simply meant to spark your imagination, give you a few ideas:

**Red** symbolizes love, excitement, passion, joy, and power. It is the universal color of life. Energizing. In the Asian culture: luck. Flip side: anger, rage, danger, aggression.

**Orange** hues conjure up feelings of energy, good health, kindness, joy, warmth, sensuality, upliftment, playfulness, creativity.





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**Yellow** is known for its happy, joyful, and playful vibe. A youthful color, radiating warmth, joy, hope, clarity of thought, optimism and spontaneity. Think: Spring flowers, renewal (a trait shared with green).

**Gold** is about happiness, calm, energy, wealth, prosperity, inspiration, uplifting, optimism, empowerment, confidence.

**Greens** are associated with hope (as is yellow), healing, renewal, flourishing, nature, growth, freshness, rebirth, vitality, prosperity, balance, peace, forgiveness, calm and inspiration.

**Blue** is the color of peace. Also trust, dependability, wisdom, reason, hope, loyalty. Blue is cool, calming, lending a feeling of inner stability. Think: sea and sky.

**Indigo:** empathy, spiritual connection, intuition, inner wisdom.

**Purple:** mystery, nobleness, glamorous, magic, royalty, wealth, power. Light purple: intuition, enlightenment.

**Pink:** femininity, romance, sensitivity. Cheerful like red, but more subtle. Soft, reserved, earthy.

**Brown:** grounding, a sense of stability, dependability, warmth.

**Black:** moody, mysterious, power, strength, elegance, intrigue.

**White:** healing, purity, innocence, truth





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# FURTHER EXPLORATION

*Curious to explore  
more about some of  
the ideas from today's  
class?*

*Here are some links to  
articles that are sure  
to get your  
imagination going!*

*Enjoy the rabbit holes.*



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[Attention Restoration Theory \(ART\)](#)

[How Soft Fascination Helps Restore Your Tired Brain](#)

[“Soft Fascination”: A Way to Refresh Your Busy Mind](#)

[Soft Fascination: Sister of Awe + Muse of Mental Health](#)

## PHOTOGRAPHY IS A LANGUAGE

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## EMOTION IN PHOTOGRAPHY

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[Emotion in Photography: Does It Make A Difference?](#)

[Why Emotions Are So Important in Your Photography](#)

[Mindful Photography: 11 Therapeutic Ways To Use Your Camera](#)

## EMOTION IN POST-PROCESSING

[How You Can Enhance or Modify Emotions In Your Images](#)

[The Cinematic Photo: Adding Mood & Emotion To Your Images](#)

[How Color Sets The Mood In Photography](#)

[8 Magical Methods For Adding Mood To Your Photos](#)