

Total time:
5-7 hours



Difficulty Level: Challenging

Skill Points:

- Understanding how to implement mood into a photo
- Discovering how color affects mood
- Learning how to use lighting and camera angle to create mood

THE SECRET WEAPON CREATING MOOD



PHOTZY.COM

A photograph will hold a viewer's attention longer when it touches as many of the senses as possible; this includes sight, sound, taste, smell, and feel. When a photo touches these senses, what we are really talking about here - is the concept of mood. What is mood in photography?

KEY LESSON: Mood is created in a photograph when it causes the viewer to place him or herself into the moment, and/or, it causes them to internally remember a moment that creates an emotional reaction. It's a complex subject. In this Action Card, we will review three areas of creating mood: color, camera angle, and props.

EQUIPMENT: Any camera including mobile | Any lens | Post-processing software

SAMPLE PHOTOGRAPHS



1



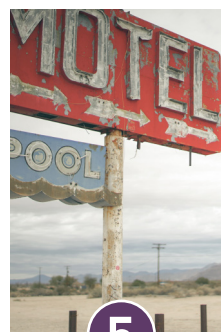
2



3



4



5



6

1- This photo creates a **mood of fantasy**. It is a very easy idea to execute. Color plays a huge factor: orange and red colors tend to create a mood of attraction. Adding the firefly spots was super easy using the app, *Lens Distortions*.

2- Red and orange attracts. Blue and green repels, especially when used in combination. And thus this photo uses that combination to create a **mood of mystery**. The red and orange excite a viewer to see what's inside. However, the blue exterior almost feels like a warning.

3- Warm colors, including yellow, often evoke feelings of happiness, optimism and energy, which is in direct opposition to the woman's pose, expression, and the choice of camera angle. When trying to set a mood, make sure you don't send mixed signals to your viewer.

4- This picture evokes a somewhat **negative mood**. This is created through camera angle and pose. What if the photographer had dressed the model in bright yellow? That would have ruined the mood! These little steps are important to learn advanced photography.

5- Mood is established through the choice of an old decaying subject, a dramatic 'Dynamic Angle', and post-processing with the "Pastel Color Effect". Each choice helped to set the mood. Can't you almost taste the dry air or hear the metal grinding as it swings under pressure from the wind? That's a mood!

6- This example is a little direct. Don't be afraid to explore that! Set goals, and then create photos that achieve those goals. For the Action Assignment create four pictures where only the mood will change in each photo. (See below.)



ACTION ASSIGNMENT!

- 1-** Go on a 3-hour photo shoot where you explore color, or color combinations, to set a very specific mood that you decide on as you're taking the pictures.
- 2-** Create 4 images that have the word LOVE physically displayed in each one. Set the mood for each photo as follows: **First shot:** the mood is love. **Second shot:** the mood is hate. **Third shot:** the mood is loneliness. **Fourth shot:** the mood is happiness.
- 3-** Use post-production as necessary to hammer home your mood setting images.
- 4-** Print 4 shots from Action Assignment #1 and all four images from Action Assignment #2.
- 5-** Ask friends and family to look at your resulting images. Ask them how each image makes them feel.

HOW DID YOU DO?

- Do you understand how mood affects a viewer's experience with your images?
- Did your friends and family understand your intent? If not, how can you improve your next effort?

READY! SET! GO! **ACTION CARDS - STRETCH GOALS: CREATING MOOD**