

Total time:
3-5 hours



Difficulty Level: Normal

Skill Points:

- Understanding pastel colors
- Discovering how to use pastel colors in a photo
- Learning how to post-processing for the 'Pastel Color Effect'

PASTEL COLOR

THE UN-SATURATED LOOK

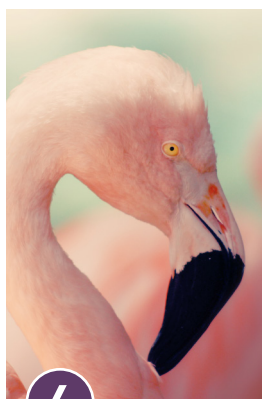
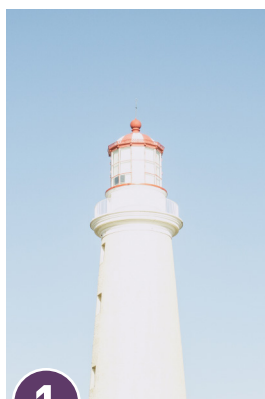
A pastel color is defined as a soft and delicate shade of color. Pastel colors are not intense in saturation, luminance, or brightness. They create a clean and subtle look. Pastel colors are not pure colors (see the Color Saturation Action Card).



KEY LESSON: A 'pastel look' can be achieved in post-production by brightening the image, lowering the saturation level, slightly decreasing the contrast, raising the black point, and finally applying a split tone filter. You can also stage a shot that begins with pastel colors.

EQUIPMENT: Any camera including mobile | Any lens

SAMPLE PHOTOGRAPHS



- 1- Simply increasing image exposure, or image brightness, does not create a pastel color scheme. The lighthouse photo, although tagged as being a pastel color photo, is really just overexposed.
- 2- This example photo was staged with pastel colors. Using the post-processing technique, **(described below and in the Bonus video)**, can add to the Pastel Color Effect. Some color photos, will not post-process into the pastel color scheme very well. It helps to start with pastel colors to begin with.
- 3- This example photo has similar color values to the Lighthouse example, however, this image is properly exposed, and it has a pastel color scheme.
- 4- In a properly adjusted pastel color scheme- there is generally no deep black value, such as in this shot. In PP for the pastel look, the 1st step is to brighten the image approx. +20%. The second step is to lower contrast approx. -10%. The third step is to increase the black point by approx. +20%. The 4th step is to reduce Clarity by approx. -5%, Vibrance -15%, and Saturation -25%. The 5th step is to raise the Black Point approx. +5%. The final step is to apply a split-tone, which will vary depending on the original image. **(See the 'Creating a Pastel Color Effect' Bonus Video.)**
- 5- Not all subjects will lend themselves to the Pastel Color Effect. Part of the learning process is discovering what works, and what doesn't!



ACTION ASSIGNMENT!

- 1- Go on a photo shoot for an afternoon where you will look for, or create, scenes that already have pastel colors in them, and also those that don't. The subject matter is open.
- 2- You should end up with about 4 to 6 final image files to work with.
- 3- Using your editing software go through the Pastel Color Effect post-processing steps with each shot. (Refer to the bonus video.)
- 4- Print out your finished images- along with the original images files, and study them as a group.

HOW DID YOU DO?

- Do you now understand how the Pastel Color Effect works?
- Do you now feel more confident judging what subject matter fits the Pastel Color Effect?

READY!SET! GO! **ACTION CARDS - STRETCH GOALS: PASTEL COLOR**