

# TRAVEL ↗ SNAP CARDS

## LOCAL COLOR SCHEMES



Most places around the world have evident visual nuances and patterns. Knowing the color scheme for a geographical area can help you pre-plan wardrobe, props, and your shot list.

PRINT SIZE: A5  
14cm x 21cm /  
5.83" x 8.27"

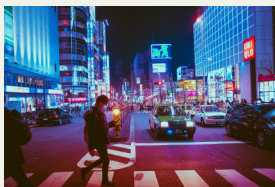
### A LITTLE BIT OF HISTORY

When you're planning a trip, and researching the best areas to take interesting travel pictures, you'll notice how photographs of certain places seem to have the same colors. This is not a lack of creativity from other photographers, but something much deeper.

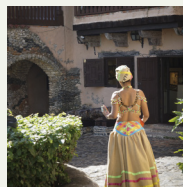
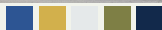
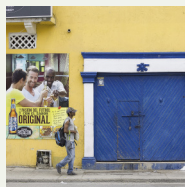
Color represents a location's heritage, its history, its roots and the spirit of the people. Color is rarely a meaningless choice. Story is stated in color: saffron in Myanmar, carnation in Portugal, green in Ireland, red for the October Revolution in Russia.

### FIND THE TRENDS

#### JAPAN



#### CARIBBEAN

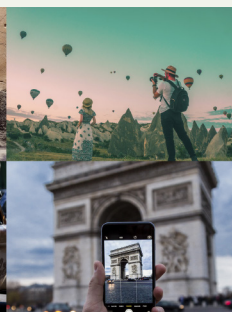


### WHEN TO FOLLOW THE TREND



Certain colors don't have a historical background, but can be seen over and over through the urban landscape: Yellow cabs in New York, neon lights in Tokyo, red lanterns in China, the pastels of Florida, etc. Following color trends allows you to hint to a location without the need of any signage or markers.

### WHEN TO BREAK THE TREND



Finding parts of a city, or area, that don't seem to follow a color, mood or architectural trend will create a very strong message. You might need to make sure you have markers such as signage, people, etc. This is a great technique to use for travel journalism photography!