

TRAVEL ➡ SNAP CARDS

SPOT COLOR



Properly using spot color in your travel photography will take some energy and practice. Yet, it is an excellent composition tool for travel. Humans crave color and shape. Combine those two into a place of emphasis on your photograph and you will have a winning combination.

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

WHEN IT WORKS ...AND WHEN IT DOESN'T



A: The spot color of the lips immediately rivets attention to the face. Resist the temptation to overly retouch portraits in travel photography. Realism is better. If a photo buyer wishes to retouch the skin, let them do it.

B: This is not a good use of spot color for several reasons. No single color is isolated. The color that is present is drawing attention away from

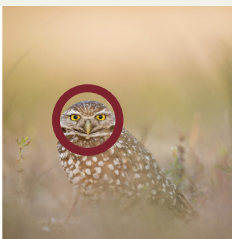
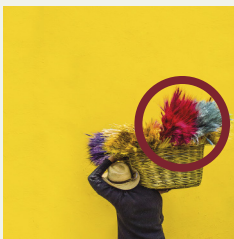


the crowd. Poor composition, in general, creates a rather lackluster image. Remember, bright and saturated color alone rarely makes a great photograph.

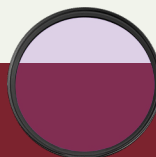


Poor spot color placement can reduce the effectiveness of your travel image. The original (left) is pulling the viewer's eyes up and off of the frame. On the right, the dress was toned down in exposure and color saturation. This turns the blue fringe into the spot color, which then leads the eyes right to the feet.

MANY COLORS, ONE SPOT



Spot color CAN be surrounded by other brightly saturated colors (left). However, color contrast must be present, so that the spot color easily stands out. An easier way to use spot color is to surround it with muted colors and tones (right).



PRO TIP!

When faced with a situation that lacks color in general, you can create spot color through the use of a filter on your lens, or by post-processing technique.

