



Color Course: Color Psychology

The Meaning Behind Color

What every color means to each one of us is different. It reflects who we are, our past experiences, and our culture that influences our every day lives. That is why each one of us has colors we like more, or less, than those around us. That is why sometimes, we remember certain memories when seeing specific colors. Or why some colors may make us sad, angry or upset. Color is just one of the many pathways to emotion.

While individual experiences may be different, colors also fall into certain “social norms” that we have become accustomed to over years of subliminal messaging. (For example- Pink is for Girls, Blue is for Boys.)

Those social norms, if you will, construct a physiological “rule.” After years of following these rules, it can be uncomfortable to change your pattern of thinking.

As artists, we need to understand these “rules” in order to break them. In many ways, your creativity depends on bending and harnessing the power of these rules to emphasise emotion to your viewer.

Some of these rules are easy to bend (putting blue on baby girls for example.) Others, need to be tip toed around a little more- combining discord color combinations for newborn photography is a great starting place for this!

For example: How much purple and Orange can you put in a newborn session without it looking mucky?

Each one of your newborn sessions will tell a story. The colors you choose, will help tell it, without saying a word.

Sometimes those stories are hard to tell from an emotional point of view. How do you convey some of the difficult stories we hear, as well as celebrate the new life before you?

By mastering the psychology of color.

Use these color psychology guides to help master the emotions behind how we see color, but don't count only on them. Be sure to open up to your clients life experiences as well.

Red

- Dramatic
- With Energy
- All consuming (fire)
- Dangerous
- Passionate
- Love
- Intense

Orange

- Exotic
- Playful
- Warm
- Glowing
- Sunset
- Children
- Loud

Yellow

- Positive
- Sunny
- Easy
- Babies
- Caution
- Abundant
- Autumn

Green

- Quiet
- Soothing
- Calm
- Youthful
- Prosperity
- Growth
- Fertility

Blue

- Heavenly
- Cool
- Crisp
- Positive Energy
- Patient
- Water-like
- Traditional

Purple

- Royal
- Romantic
- Enchanting
- Mysterious
- Sentimental

Gray

- Sophisticated
- Corporate
- Modest
- Neutral
- Timeless

Brown

- Robust
- Boldly Natural
- Grounded
- Reilable

Black

- Powerful
- Stylish
- Modern
- Mourning
- Classic
- Basic

White

- Clean
- Spiritual
- Simple
- Sterile
- Innocent

Journaling:

With color, you can add dramatics, emotion, and feeling to your newborn sessions.

In your journal, write which color combinations you would use to depict the feelings you want to portray to tell their story (make sure to walk yourself through it, you want to know the “why” factor on choosing those colors) :

- Serene newborn girl with a nature inspired name.
- A couple's newborn who had taken years of fertility treatments.
- The first girl in a family of boys
- A newborn boy who was born soon after a family member passing away