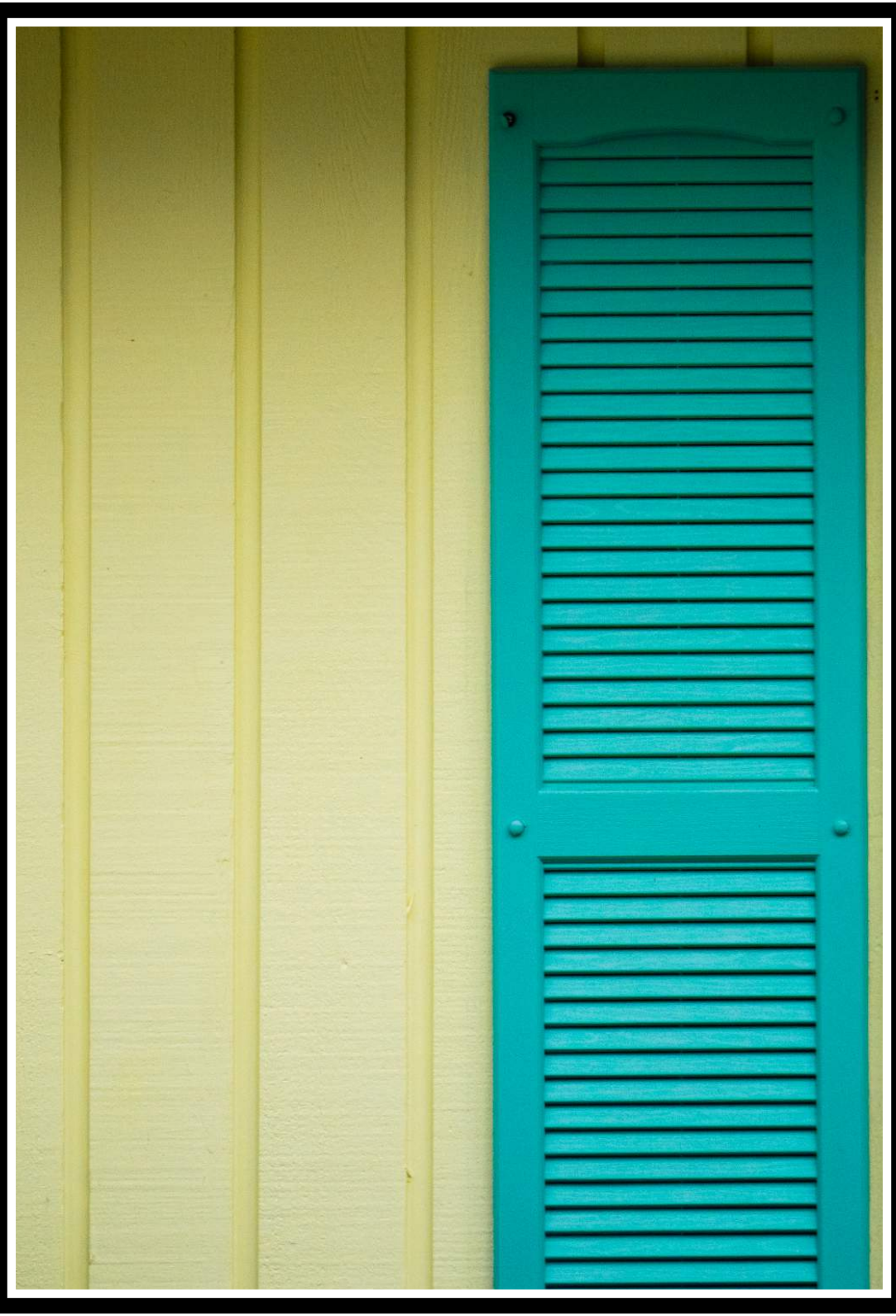
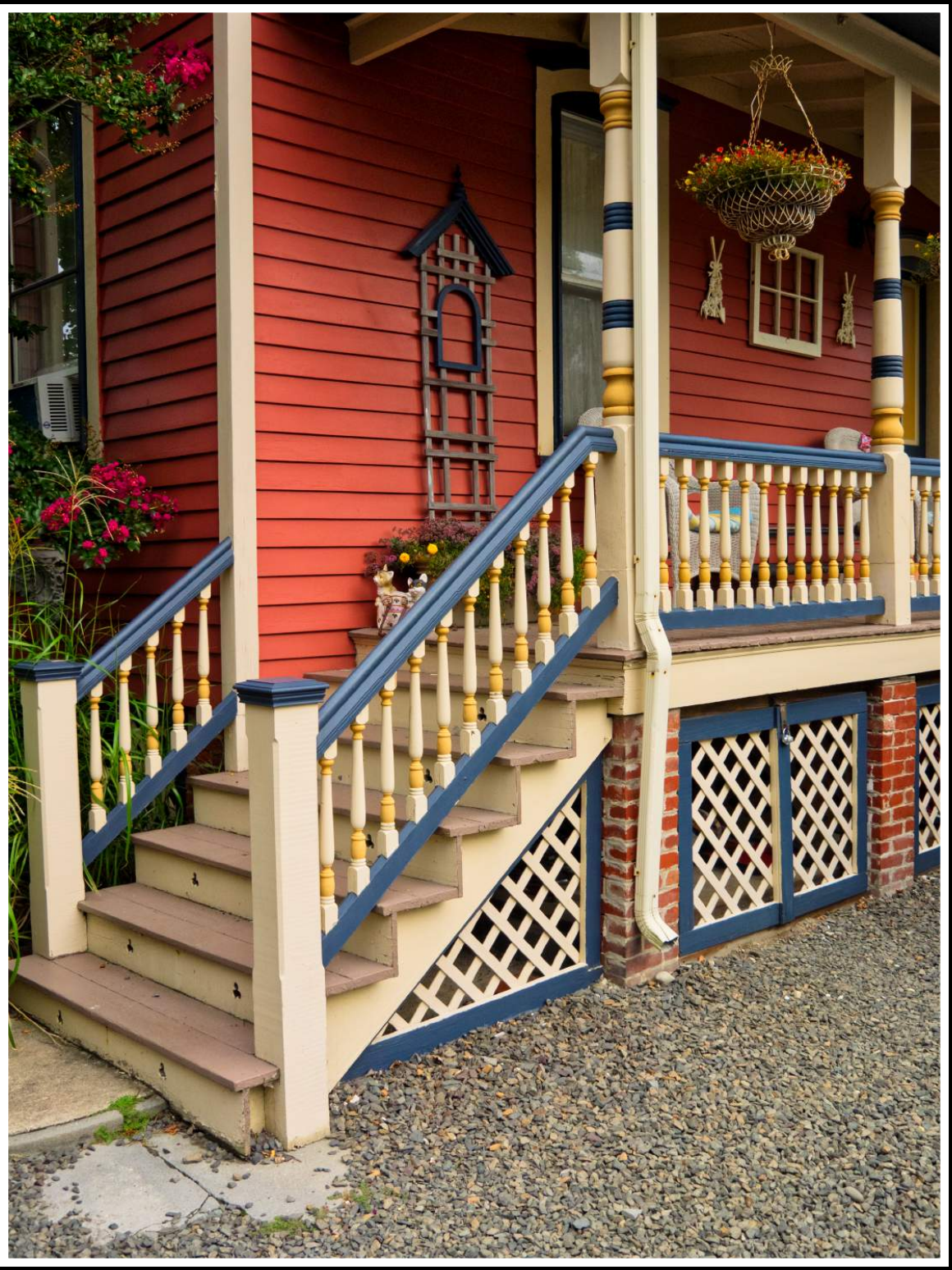
Black and White Photography

Color or
Black and White ?

Color

Use color to catch the eye and when color is a key element of your story

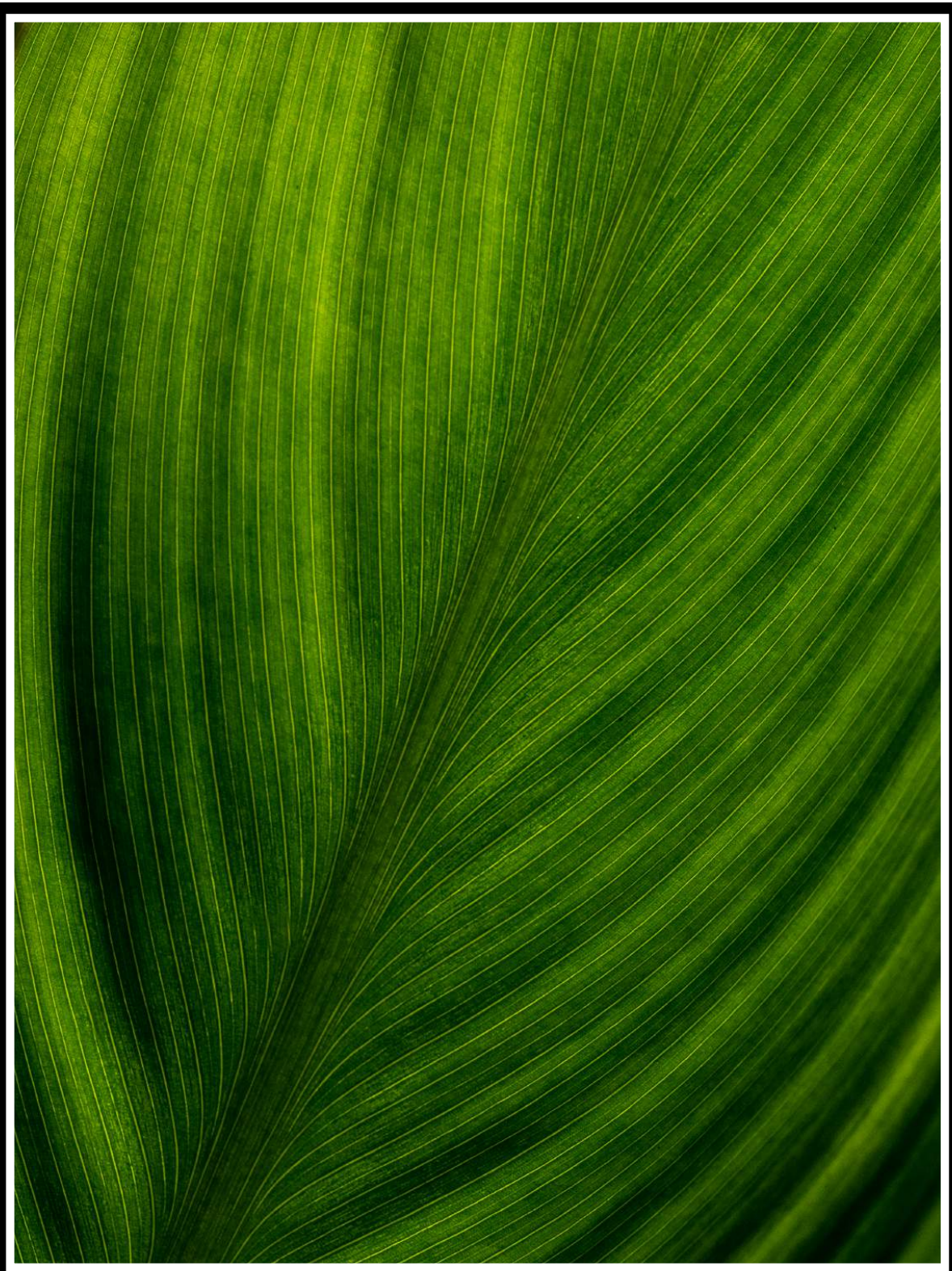




Black and White

Use when light, form, pattern, or texture is more compelling than the colors in the image

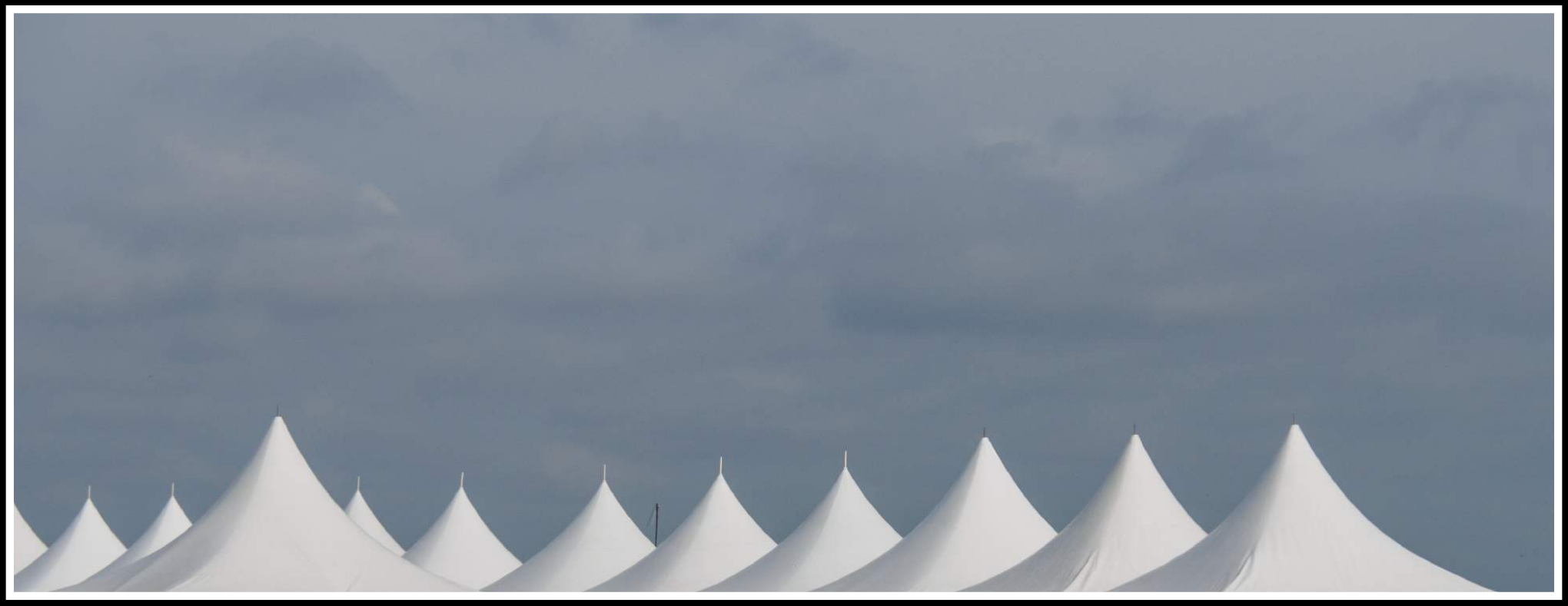
Use to simplify composition

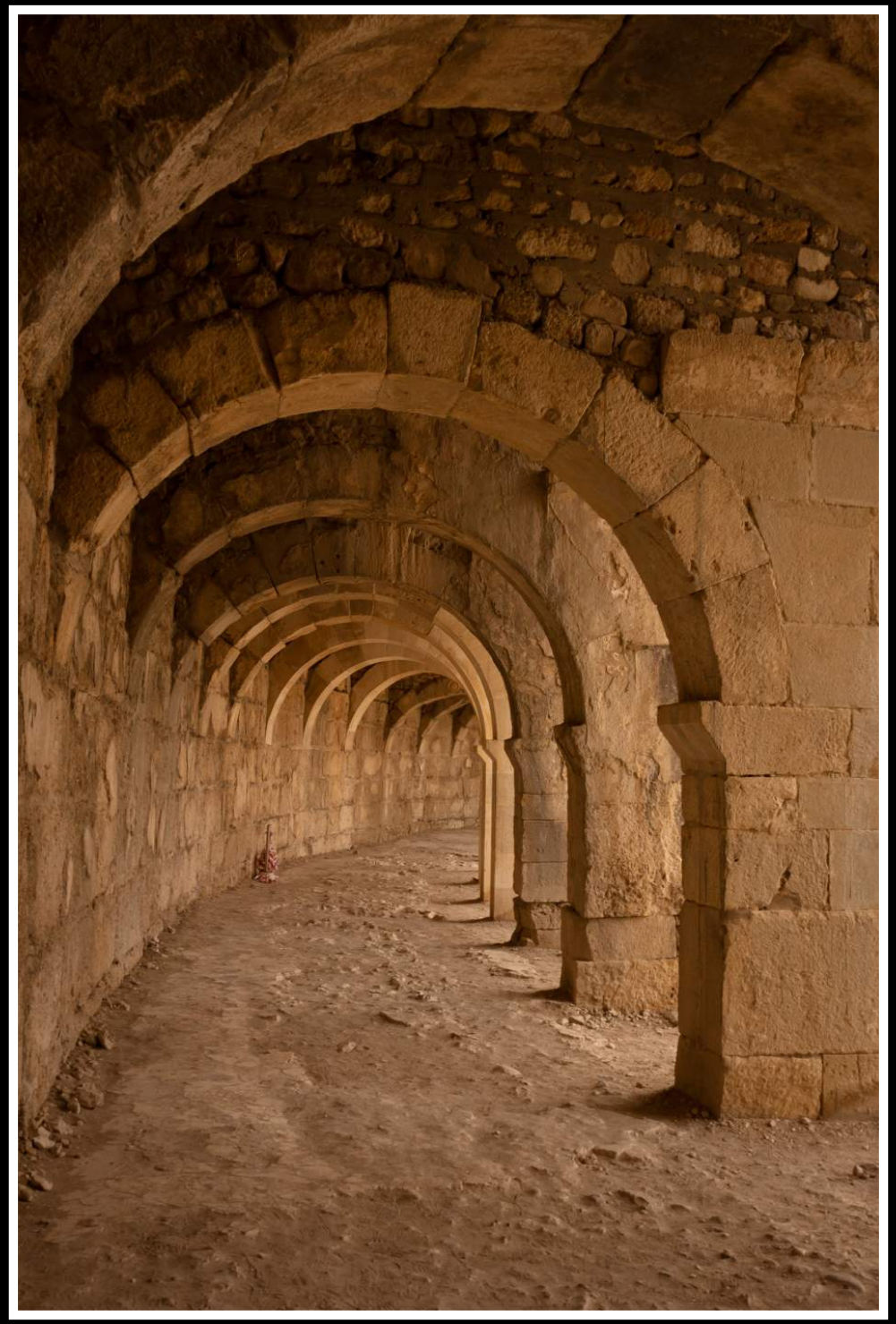


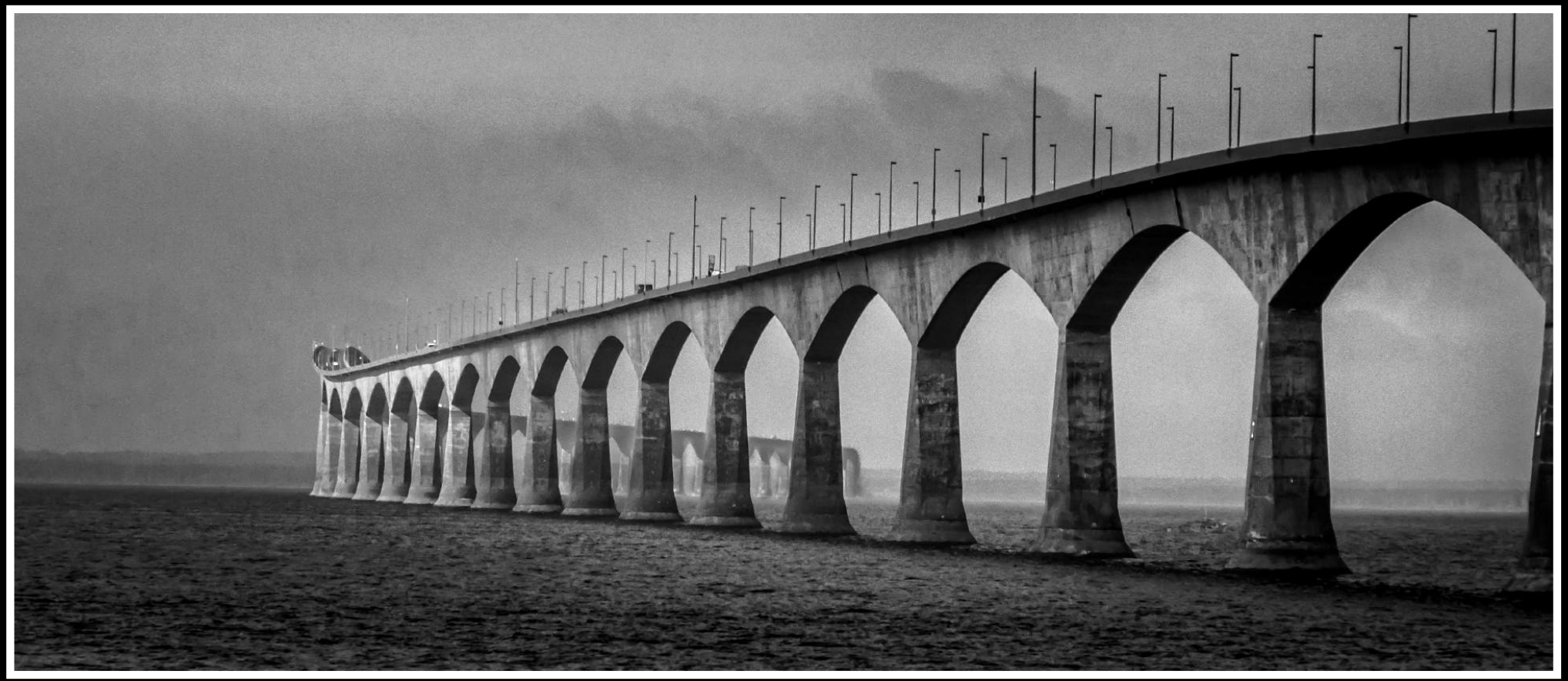
Club Ballroom
COURTYARD AT CRANE
Nobody gets in to see the Wizard
The "Rah" Bar
OYSTER & SHRIMP BAR
Valet
JP MORGAN
JEKYLL ISLAND
GAS • DIESEL
REGISTRATION
GRAND DINING ROOM
CAFE SOLTERRA
CLUB BALLR
GIFT SHOPS

Club Ballroom
Salon & Day Spa
COURTYARD AT CRANE
Nobody gets in to see the wizard
Not Nobody ... not no how
The "Rah" Bar
OYSTER & SHRIMP BAR
Valet
JP MORGAN
JEKYLL ISLAND
REGISTRATION
GRAND DINING ROOM
GIFT SHOPS

Images that have graphic elements, strong lines, geometric shapes or form make wonderful subjects for black and white







Landscape

Use strong range of tones from pure white to rich black

Look for texture

Look for strong skies

Irish River #1
Vaughan Creek 1935
4.0 m
3.1 m

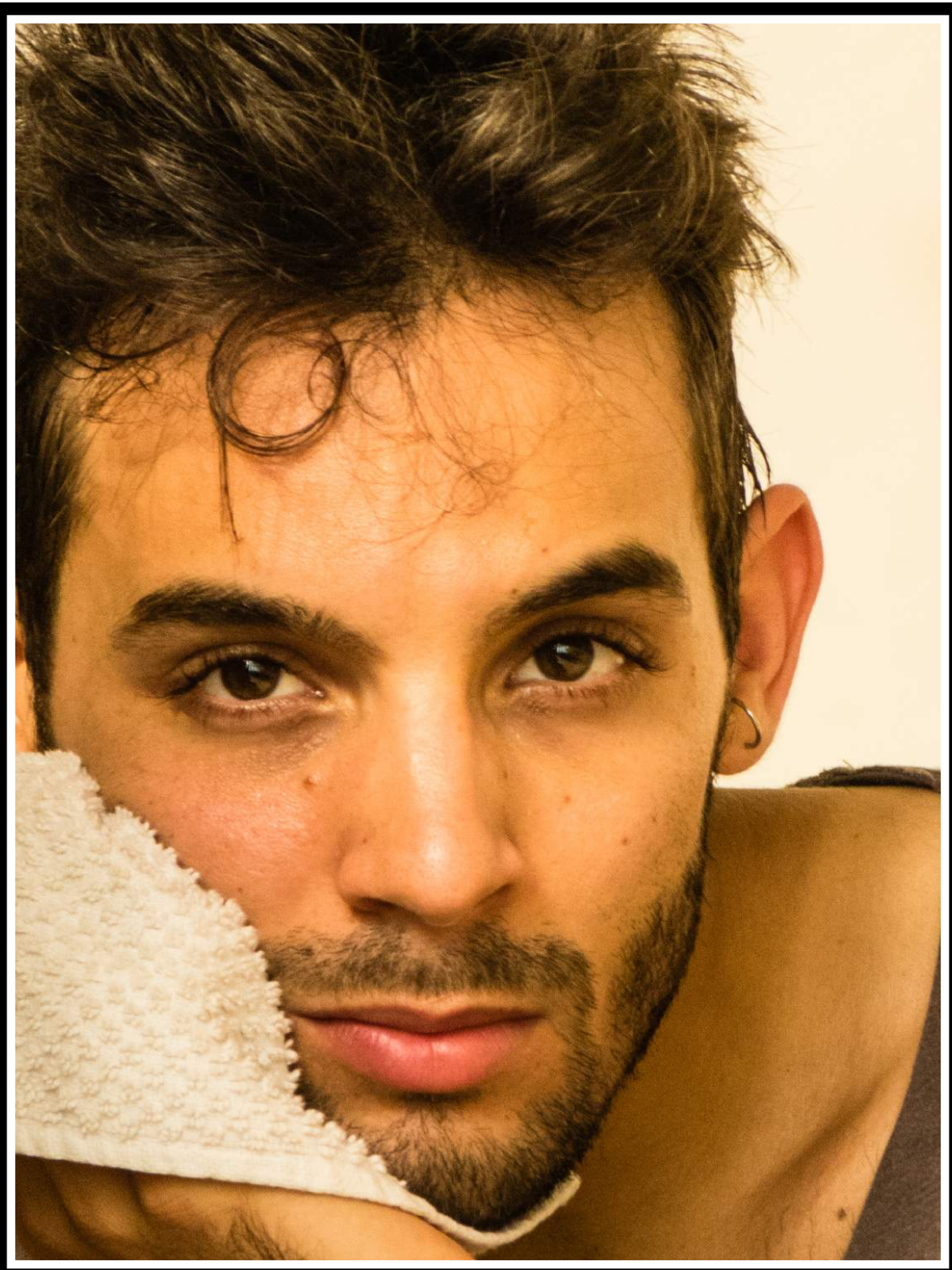
Irish River #1
Vaughan Creek 1935
4.0 m
3.1 m

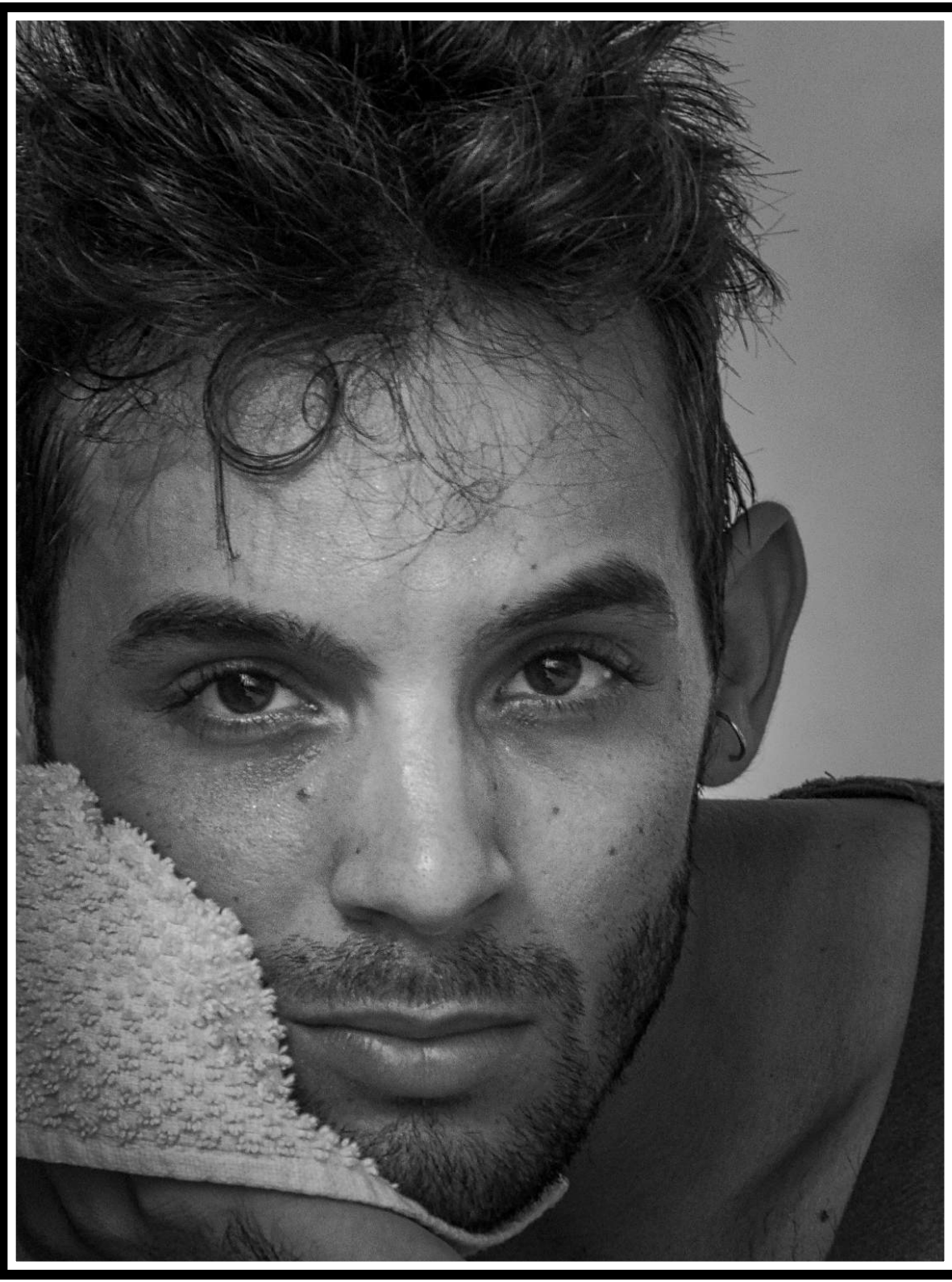
Portraits

See the face and read the eyes without distraction

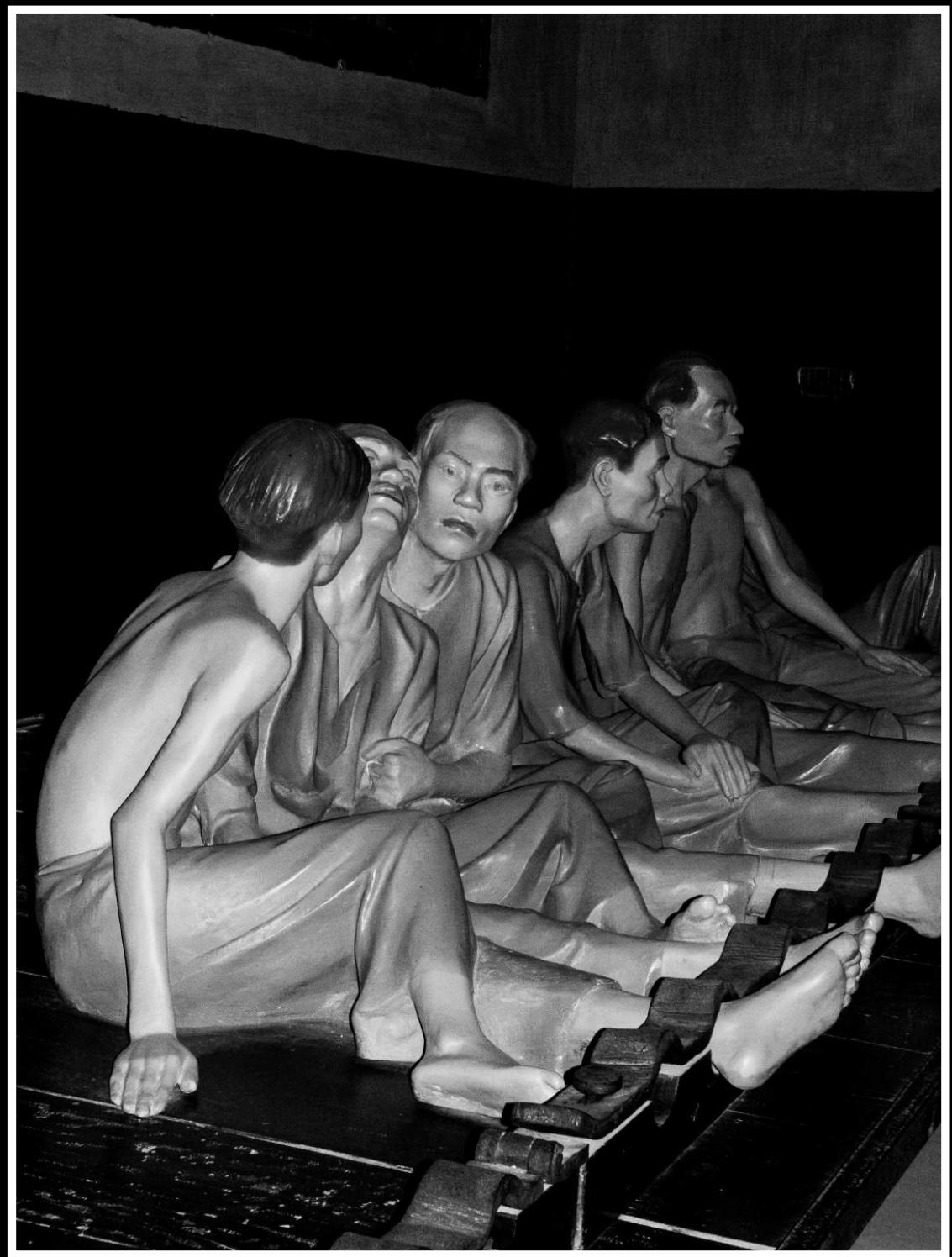
When you photograph people in color, you photograph their clothes. But when you photograph people in black and white, you photograph their souls!

Ted Grant





Create a Mood/
Evoke Emotion



POPCORN
CANDY APPLES
COTTON CANDY
COLD DR
HITCH-HIKER MFG.
Fiesta Shows

POPCORN
CANDY APPLES
COTTON CANDY
COLD DR
Fiesta Shows

Street Photography

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Holiday
GIFT CARDS
WAFFLE HOUSE
GOOD FOOD FAST
WE'VE GOT YOUR LIST
Scattered, Smothered & Covered
WAFFLEHOUSE.COM
FIFTEEN MEALS FOR $5
INCLUDES BEVERAGE
HEINZ
TOMATO KETCHUP
FAVORITES
HASHBROWN BOWL

Consider Black and White

To add timeless quality
To highlight shape, line, texture, pattern
To emphasize emotion/drama
To eliminate distractions and simplify composition
To avoid weak colors