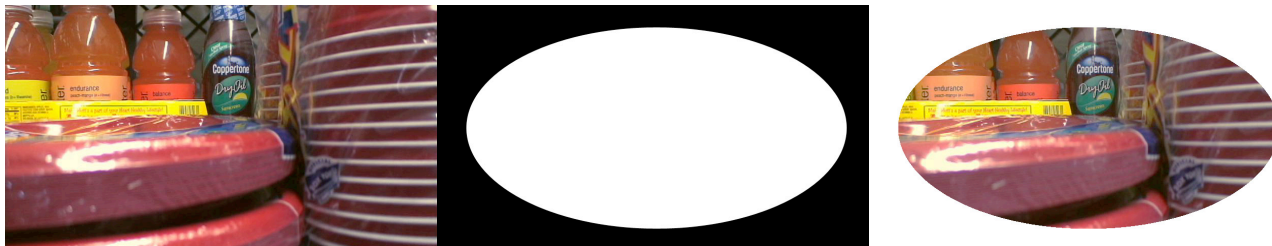


Color Terminology

In a technical world, the correct terminology makes all the difference. Color correcting or communicating about how to fix color opens up a whole new world of lingo. Here are some basic buzz words in the world of color and color correction:

Alpha actually isn't about color; it's about the lack of color. Where the alpha channel is white, the image is 100% opaque (0% transparent). Where the alpha channel is black, the image is 100% transparent (0% opaque).



Original

Alpha Channel

Composite Image

Balance refers to how balanced the red, green, and blue channels are in an image. All color is made up of a combination of red, green, and blue light. If any one of these color channels are subdued or boosted, the color balance will shift.



Original

Blue Channel Suppressed

Blue Channel Boosted

CMYK is the color space for print media. All printed color is created by combing Cyan, Magenta, Yellow, and Black inks. Each value ranges from 1 to 100. If you're creating digital images or video content, you'll be working in RGB instead.

Contrast describes how much difference there is between colors in an image. A high-contrast image will show a dramatic range of hues and luminance while a low-contrast image will be washed out and "flatter."



Original

High Contrast

Low Contrast

Exposure simulates digitally what the image would look like if it were exposed shorter or longer in real-world photography. Exposure differs from brightness or luminance because it simulates how real light would react. Brighter sections of the image will get exponentially brighter when exposure is increased and darker sections will only get slightly brighter.



Original

Increased Exposure

Decreased Exposure

Grayscale is the technical term for black and white. Instead of each pixel's identity being determined by a combination of color values, it's determined by on a scale of grays between white and black.

Hue describes where along the spectrum a color is located. Shifting the hue will dramatically alter the color. Different hues are entirely different colors.



Original

Shifted Hue

Shifted Hue

Luminance is how much light comes from a color. A color with high luminance is closer to white (brighter) while a color with low luminance is closer to black (duller).

RGB is the color space for digital displays. All color is made up of a combination of red, green, and blue light. Each value ranges from 0 to 255. An RGB value of 0 0 0 creates black and a value of 255 255 255 creates white.

Saturation describes how "much" color is present. Decreasing saturation will bring the image closer to grayscale while boosting saturation will make the colors more bold. An over-saturated image may not display correctly on many monitors.



Original

Decreased Saturation

Increased Saturation