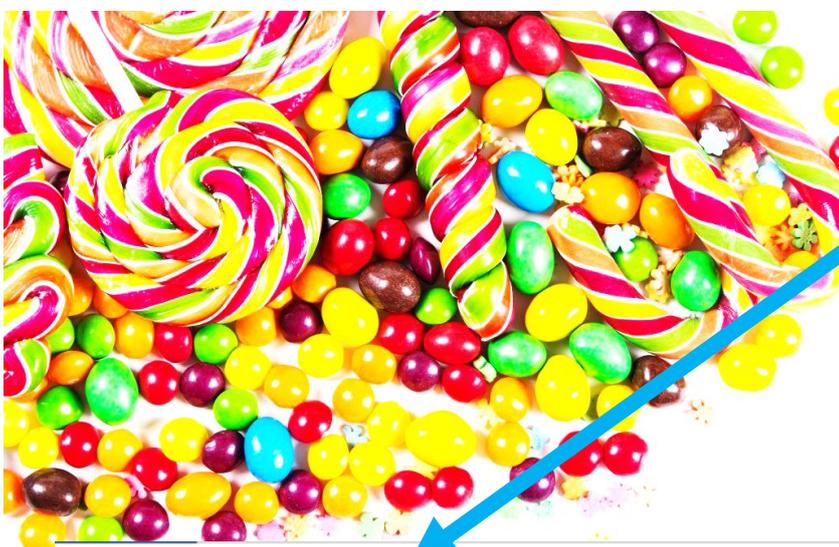


## Changing Colours and Lighting Using Word



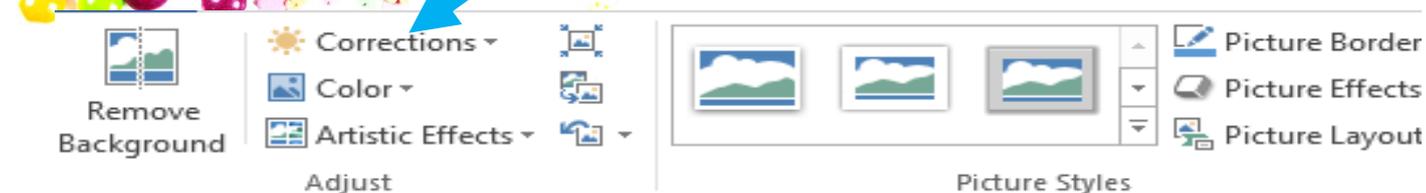
Original photo



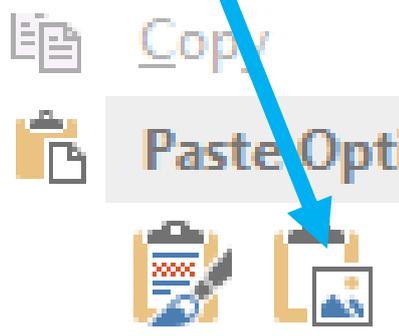
I copied and pasted the original image again.

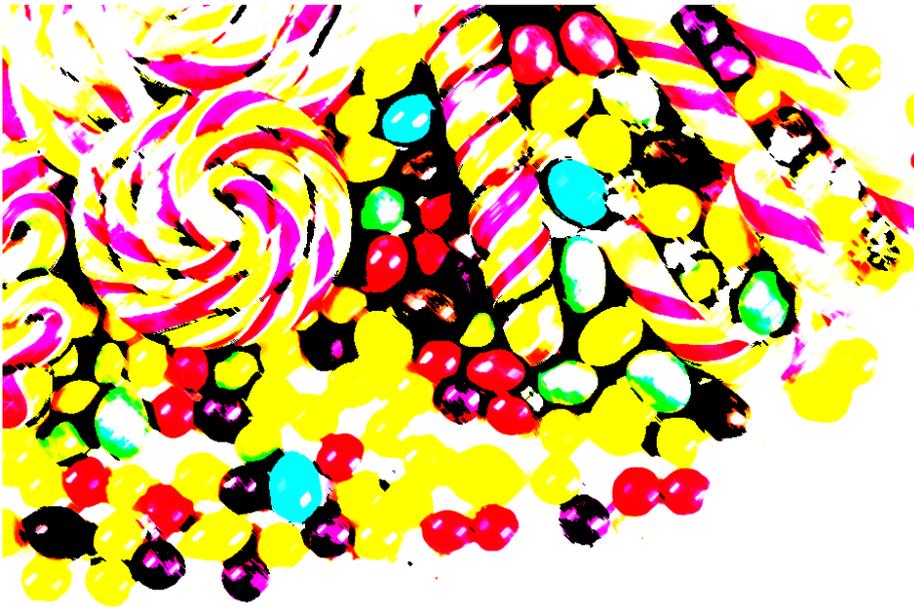
I double clicked on the original image so the editing options appeared.

I selected corrections and then held the mouse over the different options so I could see which brightness I liked best. I chose +20 brightness +40contrast



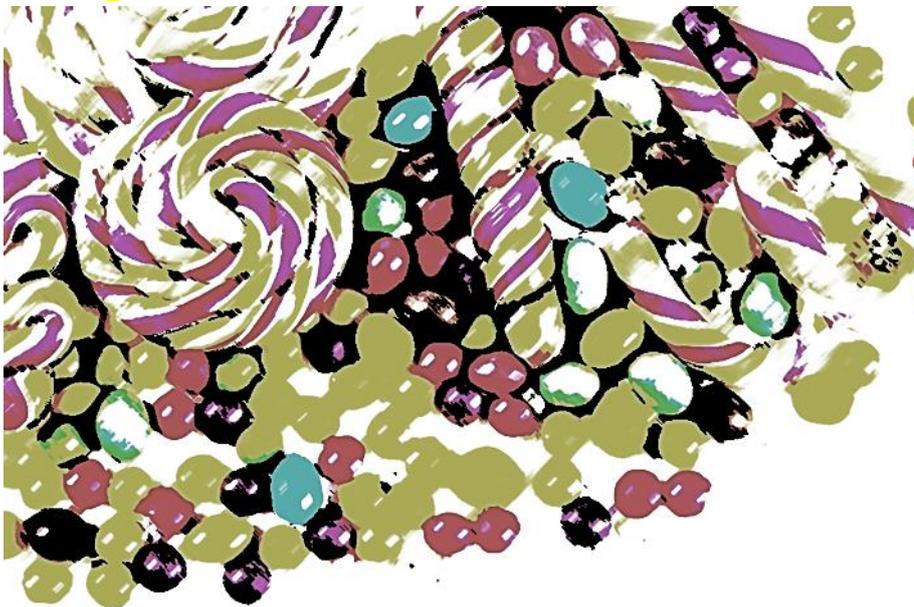
I copied the image again but pasted it using the paste option shown. I then changed the brightness and contrast to +40%





I copied and pasted the image in the same way and I selected the contrast and brightness to +40% again.

I changed the temperature of the colour to 11200K on the 'colour tone' bar and chose the 'brush strokes' effect in the, 'artistic effects' option.



I copied and pasted in the same way again and chose to sharpen the image by 50% on the 'sharpen and soften' bar in 'corrections'. I then chose the 'photocopy' filter in 'artistic effects'.

This is a really easy and quick way to show that you are experimenting with light and shadows, it also can create interesting experiments with how positive or negative messages are communicated about the subject matter, so is a good way to show visual communication and back up the meaning behind your work.

I created more of a hyperactive colour pallet by increasing the saturation (how pure and vibrant the colour was) and by increasing the brightness and contrast of the lighting in 'corrections', which exaggerated the shadows and highlights. I also played around with 'sharpening' the image which made the shapes and tones stand out more.

The ways that I made it seem more negative related to these edits too, because the colours appeared more corrosive and artificial. The deepened shadows make it seem more ominous and the last filter that I applied gave the colours a dull, mouldy look which made it seem sickly and unappealing to look at which gives negative connotations when considering the context due to the subject matter being a food product that is generally portrayed as a treat; something attractive, fun and tasty; and something that is targeted at young children and teenagers.