



Girl in a white hat

It's a colourful world

So why black and white?

Colour is everywhere. We don't see the world in black and white, we see it in rich, vibrant colour. It inspires and challenges us, and we all respond to its many hues differently. Colour affects much of what we do in life and our choices. Whether it's the clothes we dress in, the car we drive, the way we decorate our homes or the food we eat, colour is an important part of how we choose to express ourselves.

So why choose to photograph in black and white? The answer is simply because we don't see the world that way. From the deep blacks to the bright whites and the many shades of grey inbetween, the monochrome palette makes us look at our familiar world differently. It has an emotional effect very different to that of colour.

Regardless of its content, a photograph can succeed or fail based on its graphic characteristics alone. When working in fine-art style, artistic harmony is paramount. This is achieved not only through correct framing and composition but through the right balance of light and shade.