

September Creative Challenge



Red Yellow Blue

Hello, everyone in the Inspire Community!

I'm delighted to welcome you to our September Creative Challenge. Before we delve into the details of what we'll be doing over the next three weeks, I want to express how impressed we were with the quality and quantity of entries we received for the August challenge. It was our first, and we were pleasantly surprised by the response. We're expecting even more entries for September's challenge.

Inspiration for September Challenge: It all began with a 1986 advertisement by Volkswagen promoting the colourful City Golfs. This advert featured a particular colour scheme, and that's what sparked the idea for our challenge: "Red, Yellow, Blue."

Interpretation of Theme: Now, when I say "Red, Yellow, Blue," I'm sure some of you might be thinking about national flags that use these colours. However, this challenge goes beyond that. It's not about flags or specific subjects. It's about exploring the creative possibilities of working with these colours. We've learned valuable lessons from past challenges, such as the significance of camera angles, lighting, and the need to create intrigue and mystery in our compositions, as well as guiding the viewer's eye effectively.

Here are the key guidelines for this month's challenge:

- Your choice of subject is entirely open.
- You can select any format, whether horizontal, vertical, panoramic, or square.
- You're allowed only one entry, and it must prominently feature red, yellow, blue, or a combination of these colours.
- The focus here is on vibrant and standout colours, not muted or tonal palettes.
- Consider the emotions associated with the colour you choose. For example, red symbolises passion and love, yellow represents happiness and optimism, and blue can convey serenity or sadness. Use these emotions to guide your composition.

I want to emphasise a few things as you embark on this challenge:

- Avoid becoming overly fixated on colour. While it should be a central element, avoid saturating your composition to the point where it loses dimension.
- Be cautious about making your work resemble an advertisement or stock photography. We want your entries to be interesting, emotive, or thought-provoking.
- Aim for the "wow" effect. If your work evokes excitement or curiosity in strangers, you're on the right track.
- Allocate 80% of your time to planning and considering your approach, and the remaining 20% to the execution of your photography or artwork.
- Share your progress and seek feedback from the Inspire community. We're here to help and inspire each other.

The deadline for submissions is 23rd September, and our meet-up to discuss the entries is on 27th September. I can't wait to see your creative interpretations of "Red, Yellow, Blue." Let's make September a colourful and inspiring month. Cheers, and see you at the meet-up!

Regards,
Martin Osner