

Color Creates Effects

Color Correction

Learning Objectives

1. Understand what Color Correction object does
2. Define selective coloration

Color Correction

In Lens Studio, you don't have to be a master of complex color math to create a stunning cinematic look. The software provides a built-in shortcut called the BW (Black and White) effect.

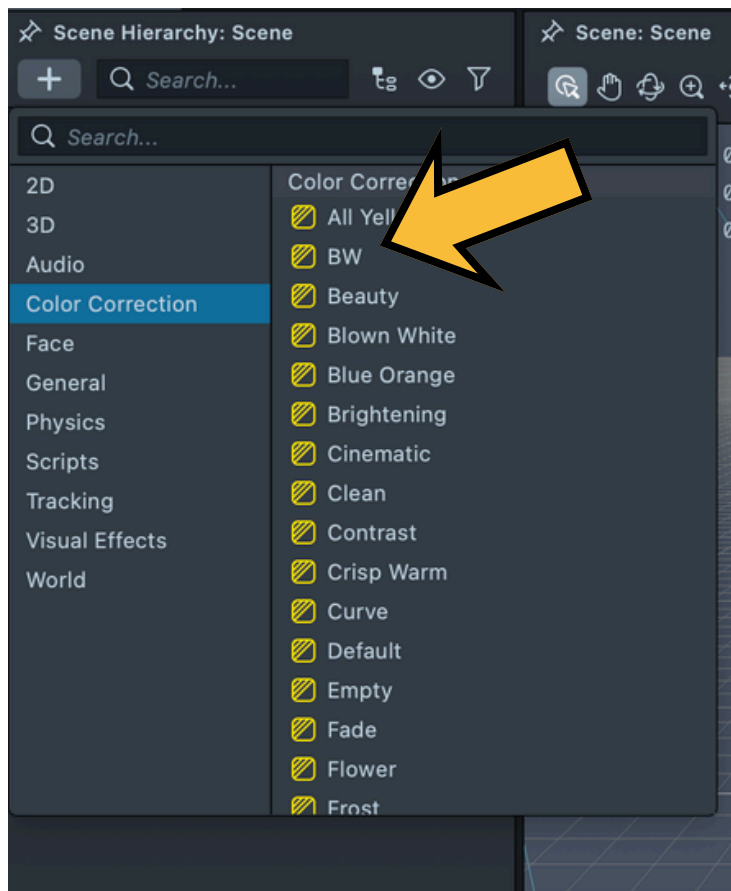
This is a Post Effect, meaning it is applied after the camera captures the world but before the user sees it on their screen.

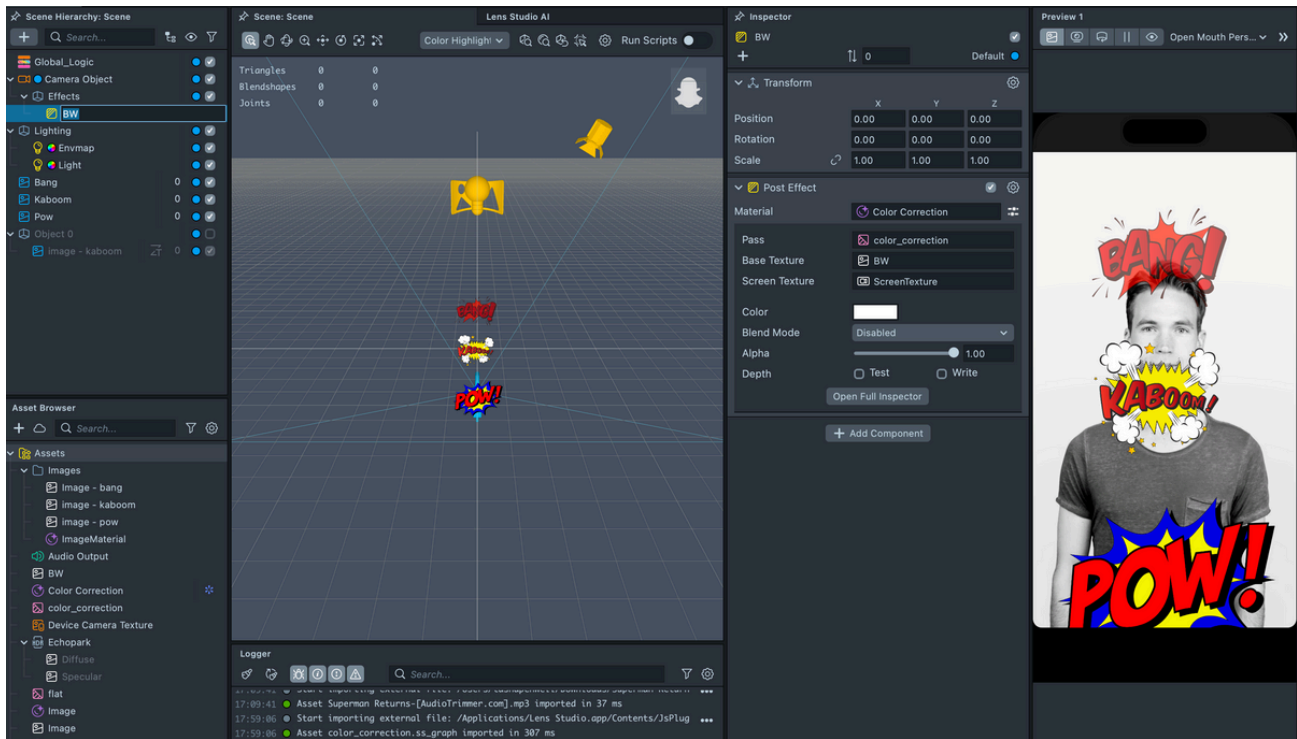
Adding the Black & White Effect

Unlike your images, which you place in a specific spot in 3D space, Color Correction acts like a filter over the camera lens.

Step-by-Step:

1. *The Path*: Go to the Objects Panel and click + Add New.
2. *The Category*: Navigate to Post Effect.
3. *The Selection*: Select Color Correction and then choose the BW option.





The "Comic Book" Effect

In the Preview Panel, you'll notice that the black and white overlay creates a stark contrast against your stickers. This isn't just a filter; it's a design choice that supports the goal of a Comic Book theme.

Why it Works

Traditional comics often rely on "Inking"—using bold blacks and crisp whites to tell a story without needing millions of colors. By applying the BW Color Correction, you are:

- *Simplifying the Palette:* Focusing the viewer's eye on the shapes and actions of your characters.
- *Creating Depth:* Making your colorful stickers "pop" against the grayscale background, or making the entire scene feel like a hand-drawn graphic novel.

The STEAM Insight: Visual Hierarchy

In design, we use Visual Hierarchy to tell the viewer what to look at first.

- By using a Global Behavior to toggle this effect, you are controlling the "Mood" of the reader.
- *The Experiment:* Try keeping your stickers in color while the background is Black and White. This is a professional technique called Selective Coloration!

Unplugged Activity: The Comic Grid Brainstorm

Unplugged Activity: The "Comic Grid" Brainstorm

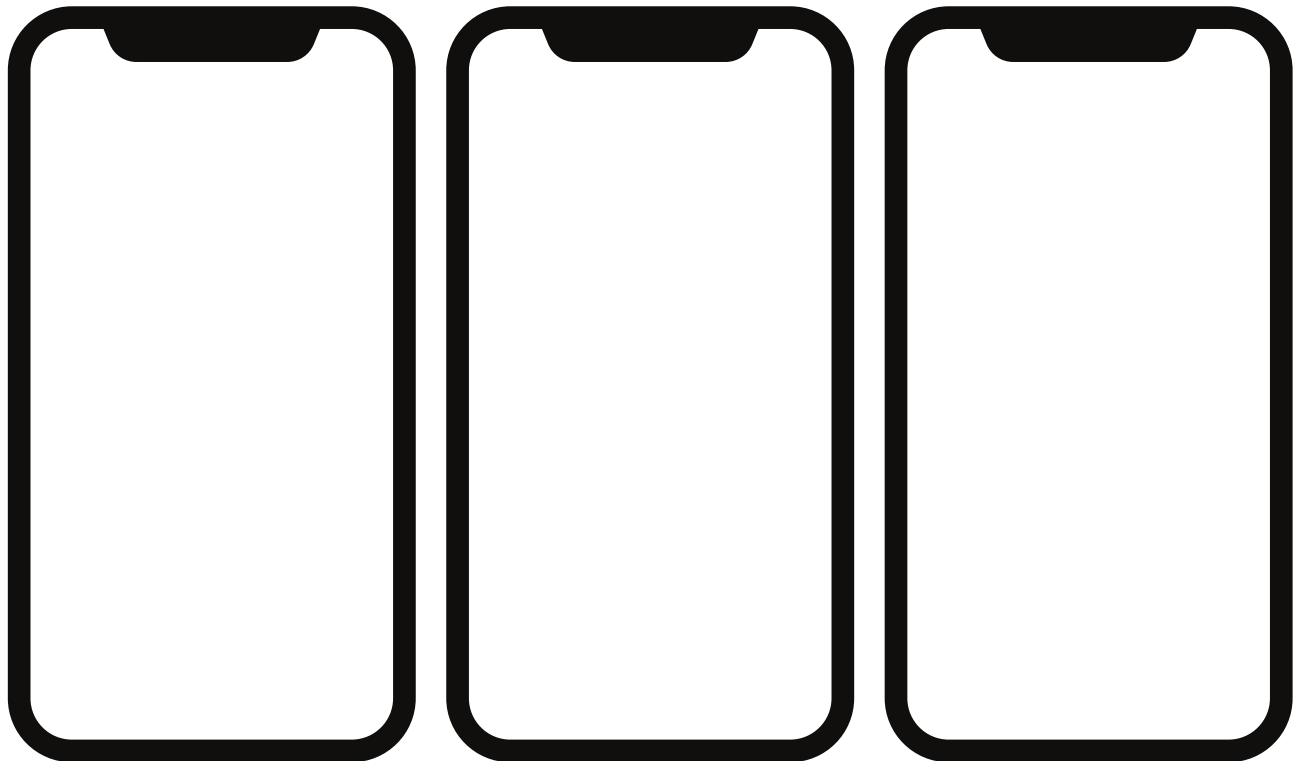
Before we touch the computer, we need to think like a comic book creator.

In AR, you don't have a "page" that turns; you have a "scene" that changes. This activity helps you brainstorm how your stickers (Assets) will move or react to tell a story.

The Mission

Use the grid below or separate piece of paper to draft a 3-step interaction. Think of it like a comic strip, but instead of panels in a book, these are states in your Lens.

- Panel 1 (The Idle State): What does the user see before they do anything?
- Panel 2 (The Trigger): What is the "Action" (a tap, a smile, a loud noise)?
- Panel 3 (The Response): What is the "Reaction" (the "POW" grows, a sound plays, the color changes)?



Plugged Brainstorming: From Paper to Pixels

Take your ideas from the unplugged brainstorming activity and translate your drawing into "Dev Speak" so you can build it in Lens Studio.

- My Main Character (Asset): _____
- The Power Source (Trigger): _____
- The Super Move (Response): _____

Imagine you are the Lead Developer for a new AR graphic novel. Use the prompts below to map out how your Lens will function.

1. *The Aesthetic Switch (Color Correction)*

You have the BW (Black and White) Color Correction effect at your disposal.

- The Concept: In many comics, a "flashback" or a "dream" is shown in black and white.
- Your Idea: How could you use the Toggle behavior to change the story? Maybe the Lens starts in B&W and "comes to life" in color when the user taps?
- Write it out: "My Lens will switch to Black and White when..."

2. *The Character Interaction (Local vs. Global)*

Think about the stickers or characters you drew in your Unplugged Activity. Now, decide how they "behave" using the two types of logic we've learned:

- Local Logic (Targeted): One specific sticker "POPS" (Scale) when you touch it.
- Global Logic (World-Wide): The whole screen shakes or a "ZAP" sound plays when you flip the camera from the front to the back.
- The Plan: List one Local interaction and one Global interaction that fit your comic theme:
 - Local: _____
 - Global: _____

3. *The Soundscape (Atmosphere)*

Sound is the "heartbeat" of a comic book experience. It tells the user if they are in a high-tech lab or a mysterious cave.

- The Hunt: If you were looking on archive.org for a Creative Commons sound, what keywords would you search for to fit your world? (Examples: "Industrial Clang," "Whimsical Whistle," "Electric Hum")
- The "When": Decide the State of your sound. Will it play On Awake (as theme music that stays on) or as a Response to a specific tap?
- The Result: _____

Knowledge Check

Mastering Color and Mood

Instructions: Answer the following questions to demonstrate your understanding of visual effects and artistic focus in AR.

1. The Color Correction Object

In Lens Studio, what is the primary purpose of adding a Color Correction object to your scene?

- A. To fix blurry images and make them sharper.
- B. To apply a specific aesthetic or "filter" (like a Vintage or Cinematic look) across the entire lens.
- C. To tell the computer to stop tracking the user's face.
- D. To increase the volume of the audio assets.

2. Defining Selective Coloration

What is the main goal of using the Selective Coloration technique in a digital design?

- A. To make sure every single color in the image is as bright as possible.
- B. To isolate one specific color (like the red in a rose) while making the rest of the image black and white.
- C. To delete all colors except for green.
- D. To change the background of the image to a different location.

3. Short Answer: The Power of Focus

Why would an AR developer use Selective Coloration to guide the user's eye?

Answer:

(Hint: If the whole world is gray but one button is bright yellow, where will the user look first?)

