Elements of Design: Color I

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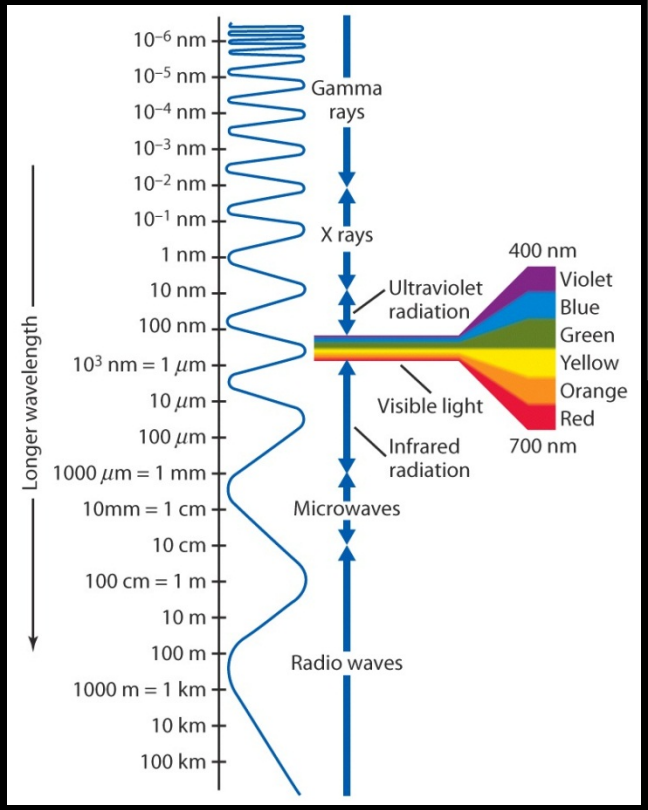
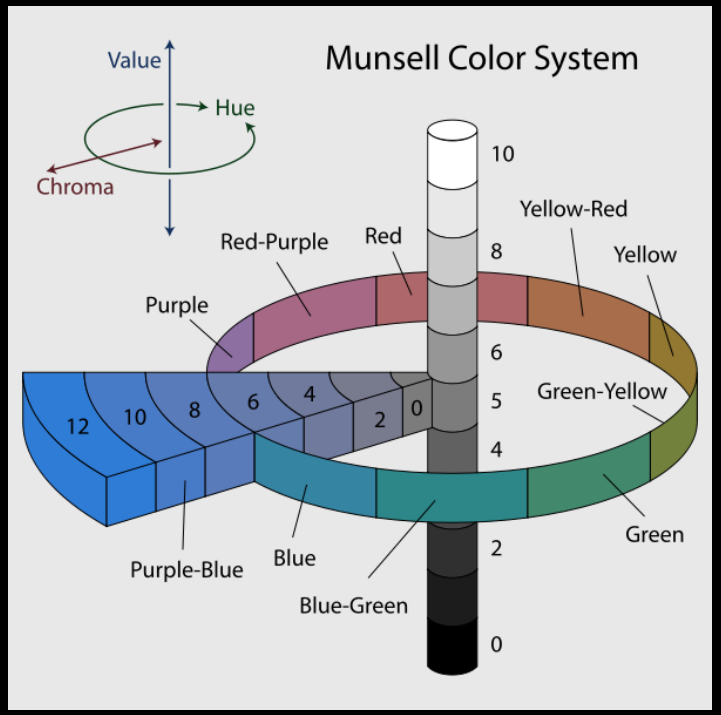
2D Design – Art 112

Color

Property of Light



Color



Color = perception of wavelength.

Hue = position in the spectrum.

Chroma = how pure a hue is in relation to gray.

Saturation = degree of purity of a hue.

Shade = A hue produced by the addition of black.

Tint = hue produced by the addition of white.

Intensity = hue brightness or dullness of a hue.
One may lower the intensity by adding white or black.

Luminance | Value = Amount of light reflected from a hue.
Hues with a high content of white have a higher luminance or value.

Color Source

Origin: Light

Additive System

Combining Light

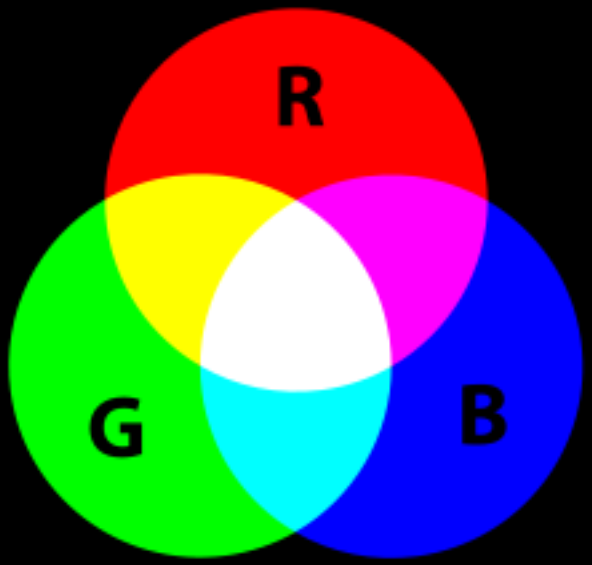
Model: RGB

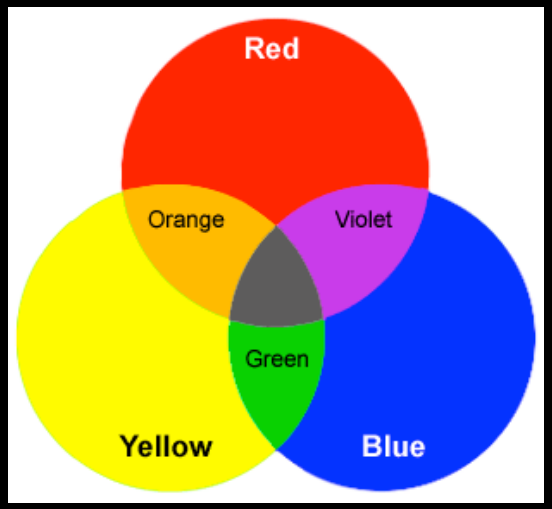
Origen: Paints + Dyes + Pigments

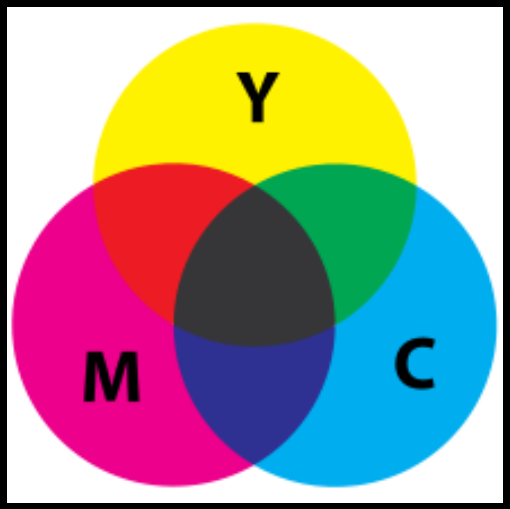
Subtractive System

combining pigment

Model: RYB | CMYK







Color Wheel

Source: Pigments
Subtractive Color System
Model: Red - Yellow - Blue

Color Wheel

Primary Colors:
Red | Yellow | Blue

Secondary Colors:
Green | Orange | Purple
Mix: primary + primary

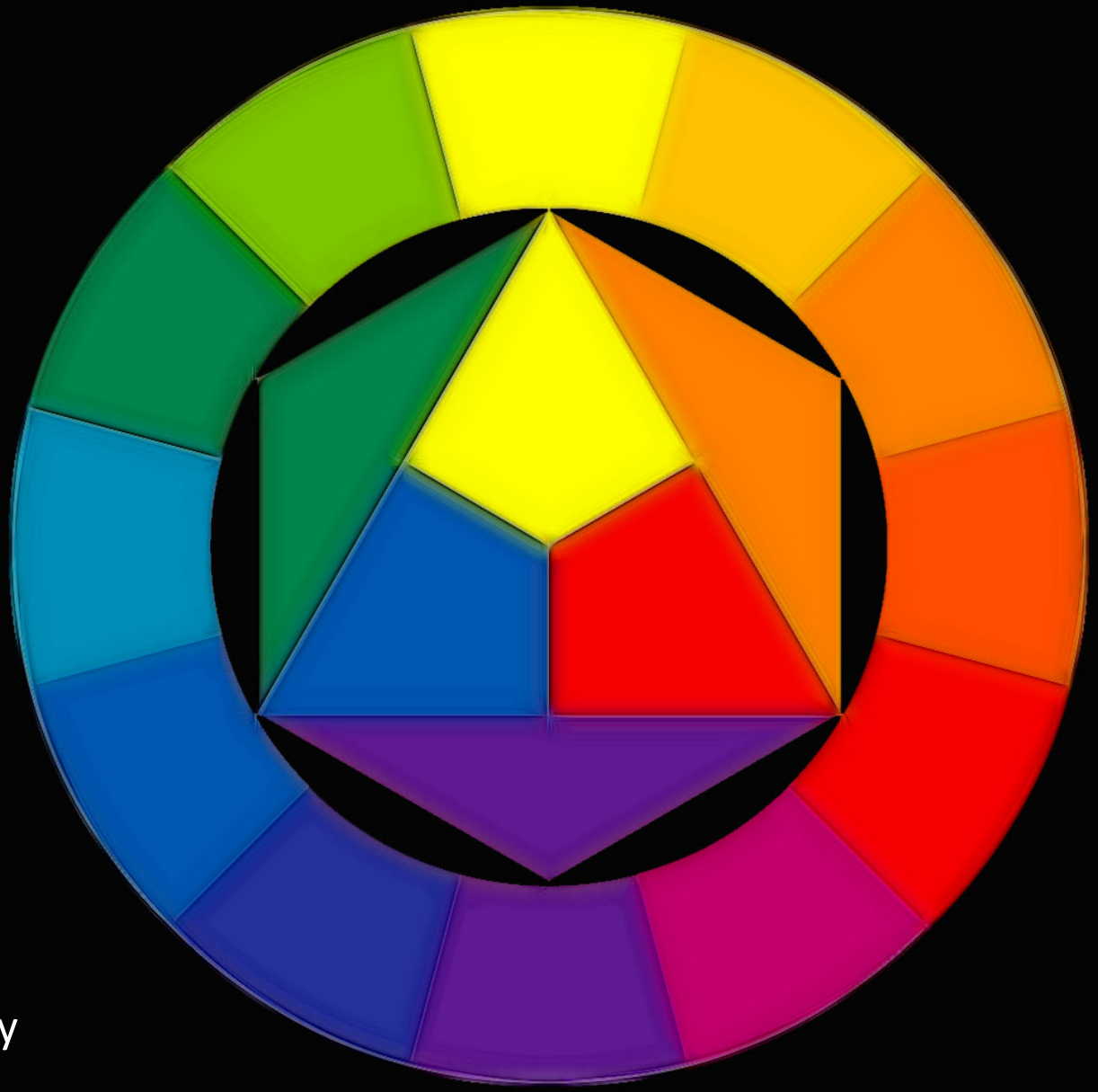
Tertiary Colors:
Yellow-orange,
Red-Orange
Red-Purple
Blue-Purple
Blue-Green
Yellow-Green
Mix: primary + secondary

Color Wheel

Primary Colors:
Red | Yellow | Blue

Secondary Colors:
Green | Orange | Purple
Mix: primary + primary

Tertiary Colors:
Yellow-orange,
Red-Orange
Red-Purple
Blue-Purple
Blue-Green
Yellow-Green
Mix: primary + secondary



Color Scheme | Harmony

Monochromatic
A single hue and a selection of tints, tones and shades.

Analogous
Colors that are side by side, or very near each other on a color wheel.

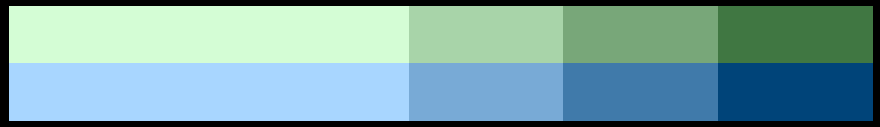
Complementary
Colors appearing across from one another on a color wheel. These color combinations offer the maximum amount of contrast.

Split-Complementary
One hue plus two colors on either side of its complement. These provide less contrast than straight complements.

Triad
Three colors that are equidistant on a color wheel.

Tetrad
Two pairs of complimentary colors.

Color Scheme | Harmony | Monochromatic



- Colors that are shade or tint variations of the same hue.
- Clean and elegant.
- Colors go well together.
- Produce a soothing effect.
- Easy on the eyes,
  especially with blue or green hues.

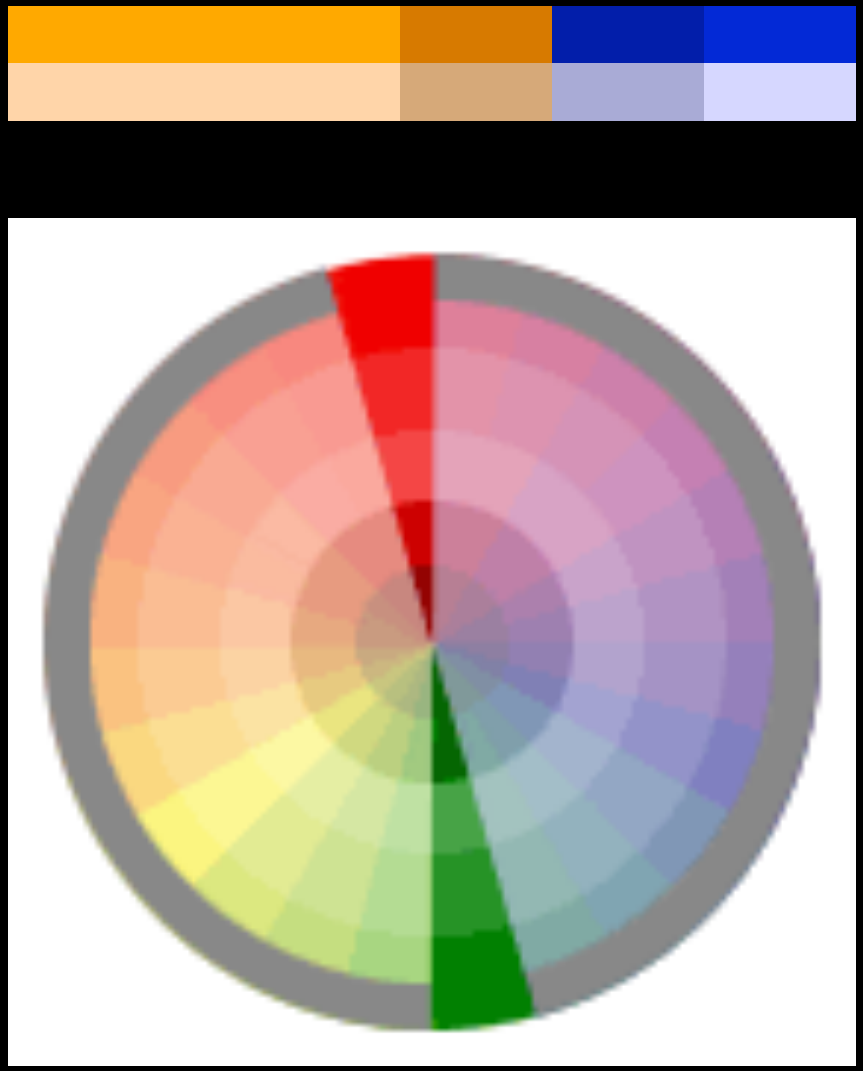
http://www.2d-digital-art-guide.com/step-by-step-drawing.html

Color Scheme | Harmony | Analogous

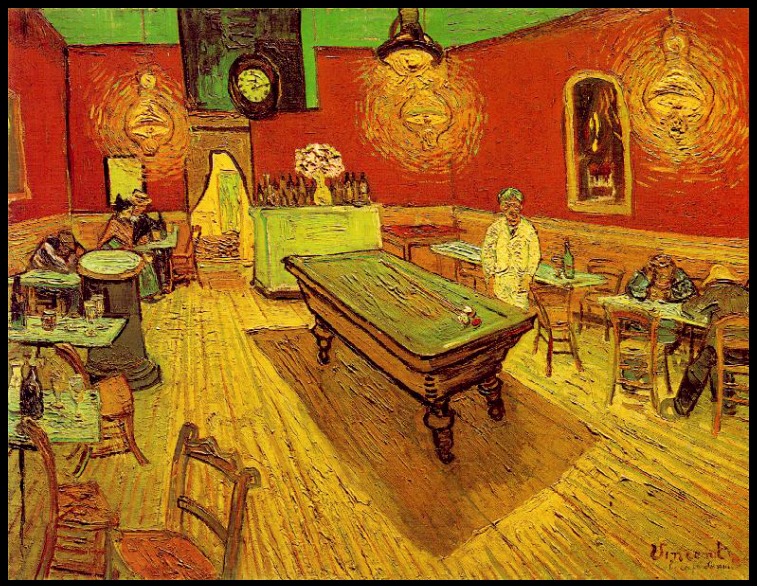
- Colors located adjacent (next) to each other on a color wheel.
- One color is used as a dominant color.
- Other colors are used to enrich the scheme.

http://www.hongkiat.com/blog/basics-behind-color-theory-for-web-designer/

Color Scheme | Harmony | Complementary

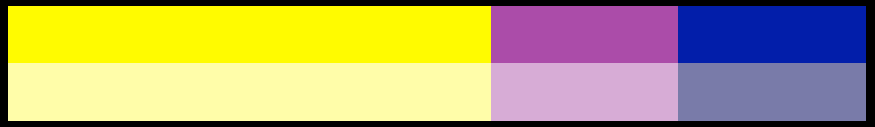


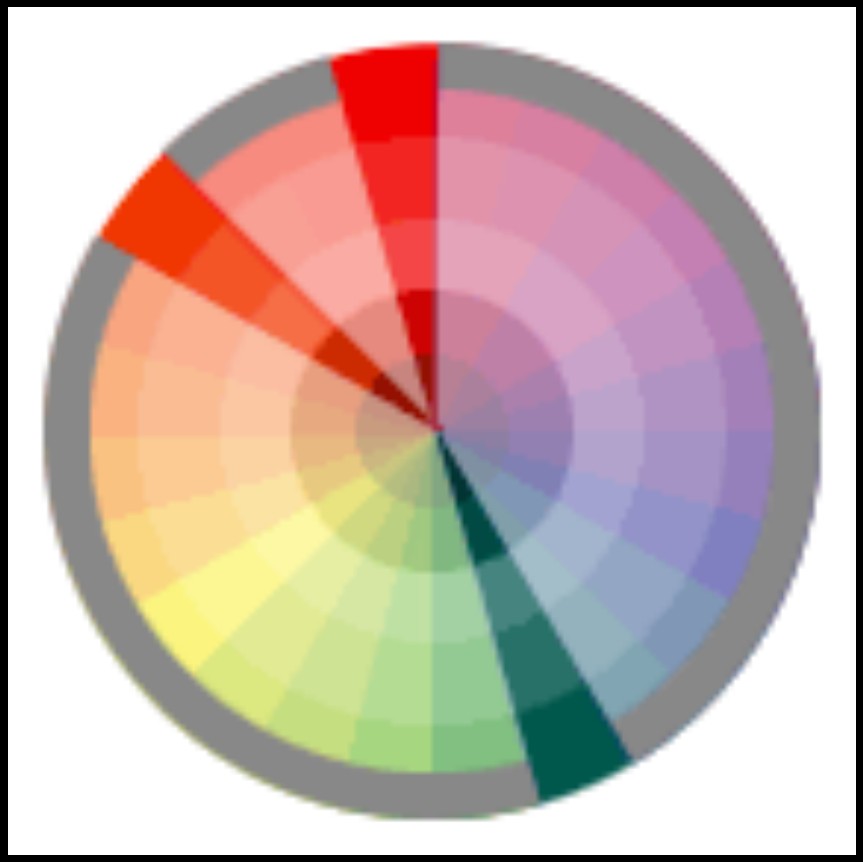
- Colors across from each other on a color wheel.
- Best when warm color against a cool color.
- High contrast.



http://en.wikipedia.org/wiki/File:Vincent_Willem_van_Gogh_076.jpg

Color Scheme | Harmony | Split Complementary





- One hue plus two others equally spaced from its complement.
- High contrast without tension.

Color Scheme | Harmony | Triadic

- Three hues equally distanced on a color wheel.
- Strong visual contrast.
- Retains harmony and color richness.

Color Scheme | Harmony | Tetrad

Tetrad | Double Complementary

- Two complementary color sets; the distance between selected complementary pairs will effect the overall contrast of the final composition.
- Hard to harmonize.

Review

Color:

- It's an element of design.
- Property of light
- Paint RYB | CMYK = Subtractive System
- Monitor/Screen RGB = Additive System
- Color Schemes | Harmony
  - Monochromatic
  - Analog
  - Complementary
  - Triadic
  - Split Complementary
  - Tetrad | Double Complementary

http://www.worqx.com/color/combinations.htm
http://www.wiu.edu/art/courses/design/color.htm
http://www.colormatters.com/color-and-design/basic-color-theory
http://elizabeth-martinez.wikispaces.com/Color+Schemes+Downloaded
http://www.tigercolor.com/color-lab/color-theory/color-theory-intro.htm#Primary_colors