

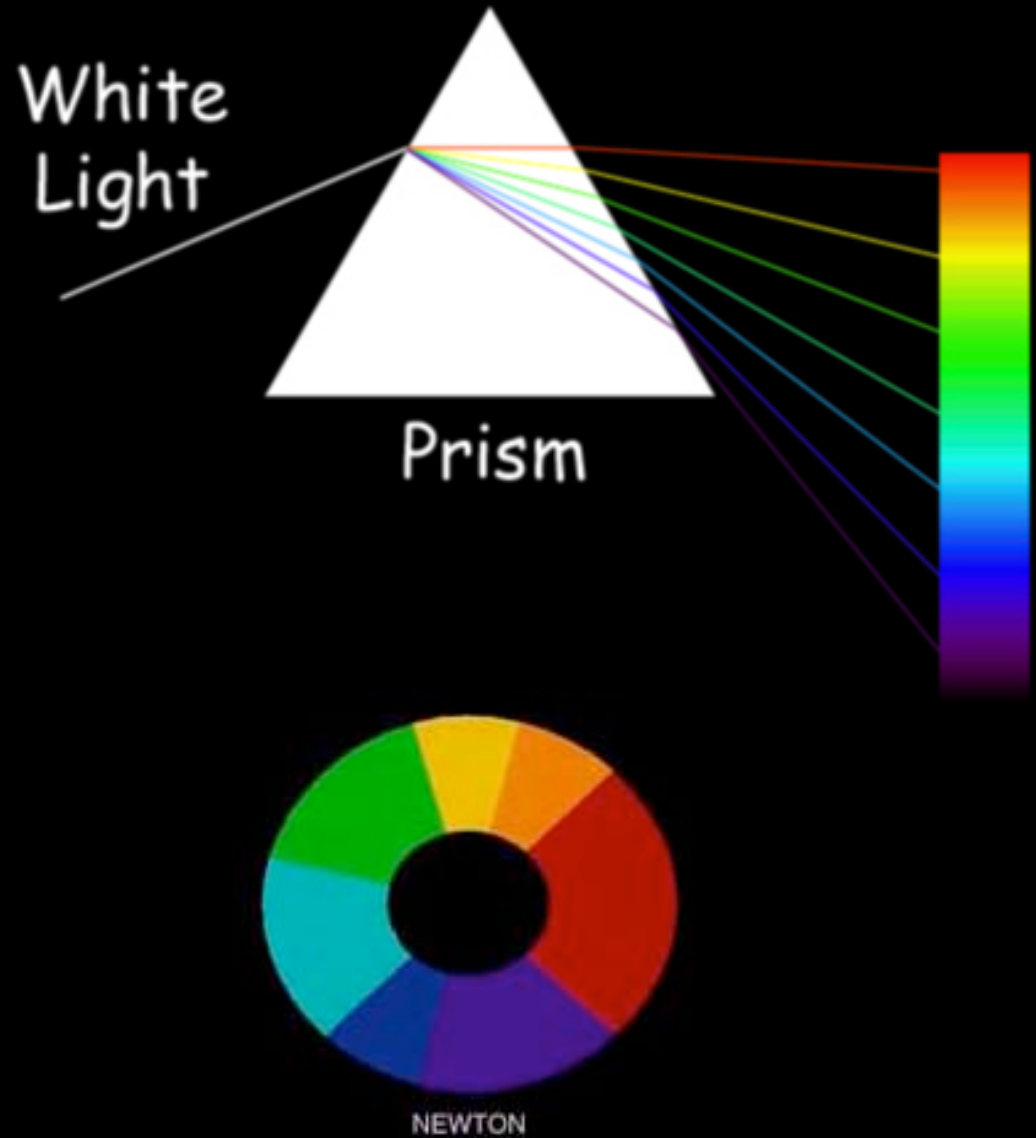
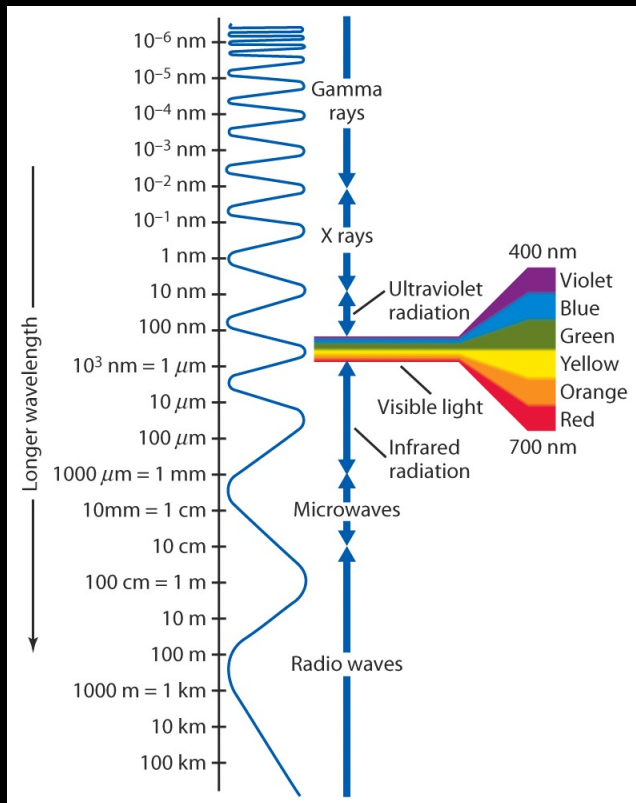
Elements of Design: Intro to Color

Claudia Jacques de Moraes Cardoso

2D Design – Art 112

Color

Property of Light

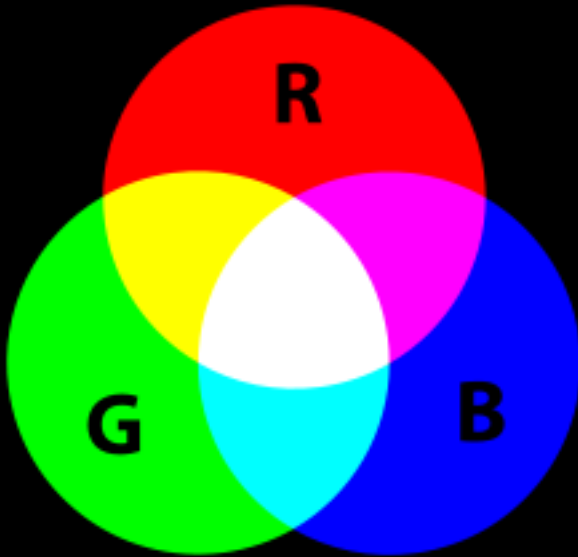


Color Source

Origin: **Light**

Additive System

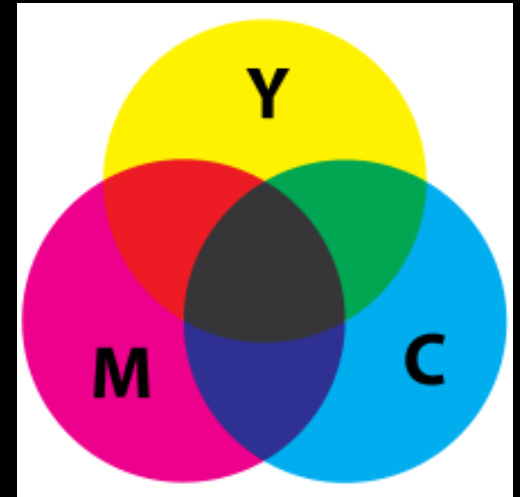
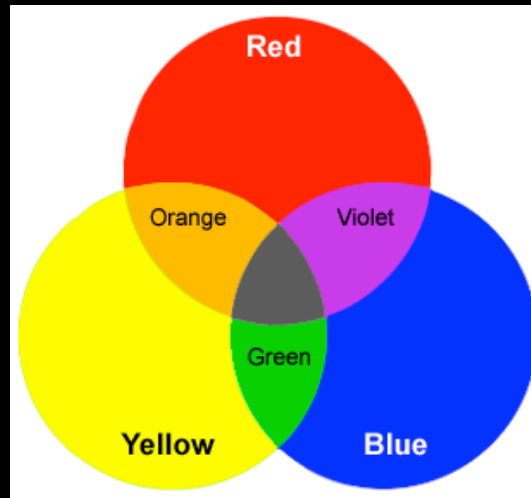
Model: **RGB**



Origin: **Pigments + Dyes + Paints**

Subtractive System

Model: **RYB | CMYK**

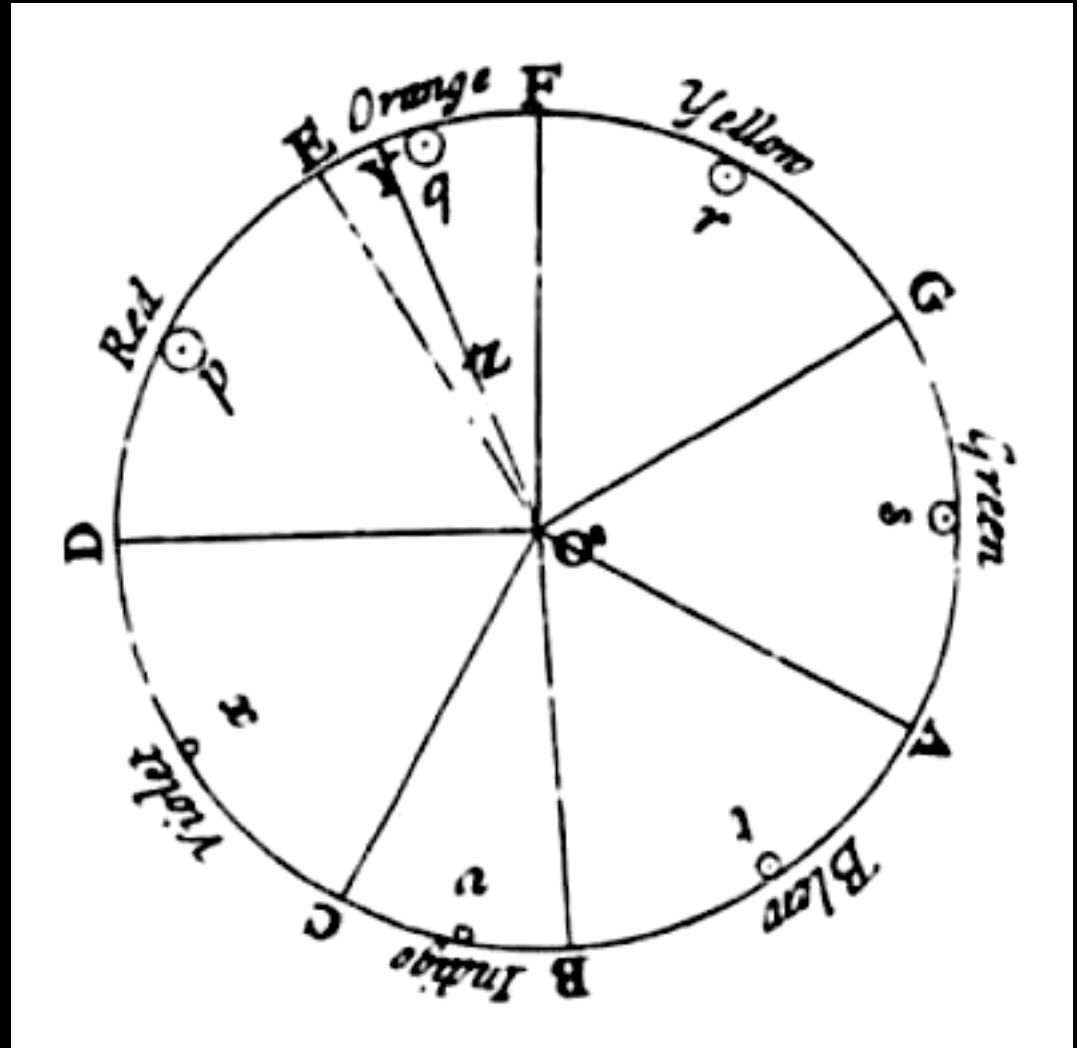


Color Wheel

Isaak Newton

Opticks. 1704, from Book I, Part II,
Proposition VI, Problem 2.

Asymmetric color wheel
correlates colors with musical
notes and planetary symbols.

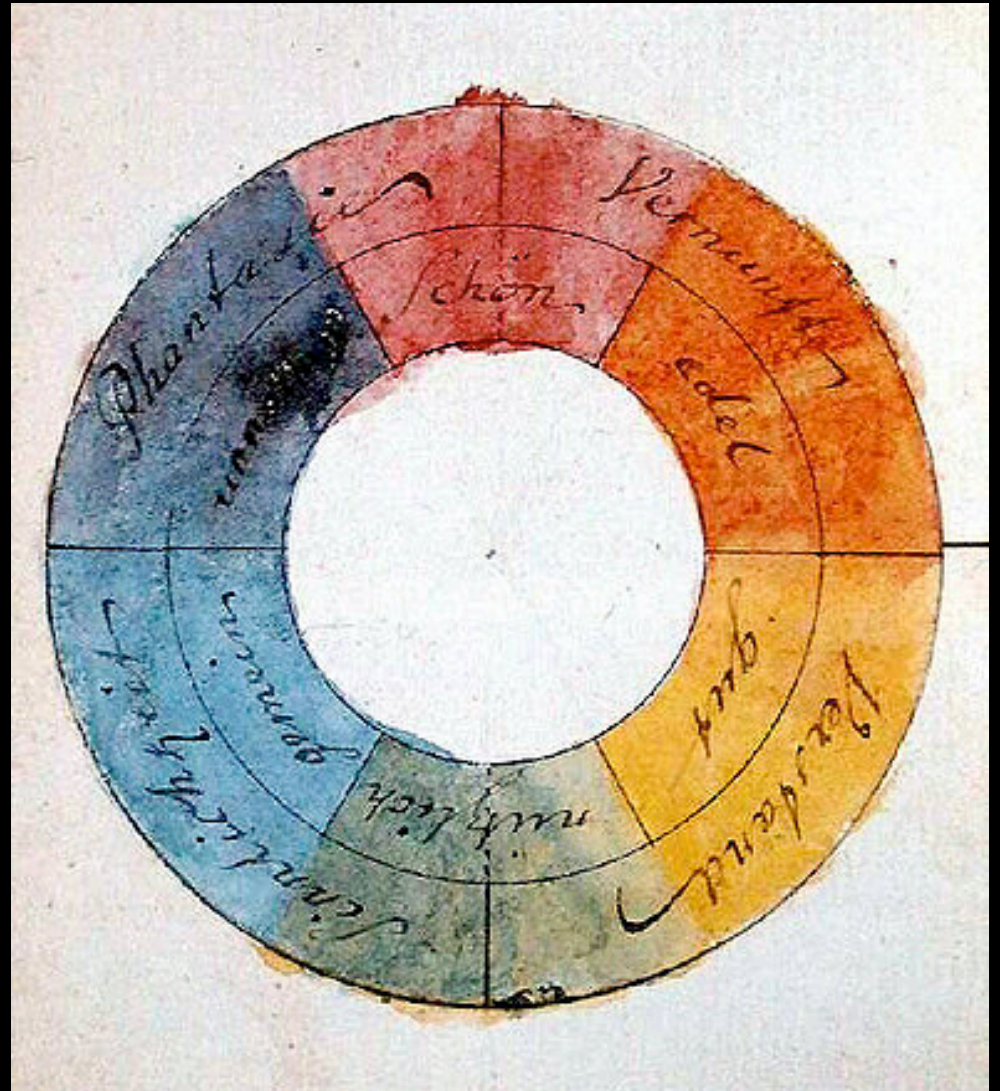


Color Wheel

Johann Wolfgang von Goethe

1809

Symmetric colour wheel with
'reciprocally evoked colours'



Color Wheel

Source: **Pigments**

Subtractive Color System

Model: **Red** - **Yellow** - **Blue**



Color Wheel



Primary Colors



Secondary Colors



Tertiary Colors

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

Exercise 3 | Practice 1 Color Wheel

Primary Colors:

Red | Yellow | Blue

Secondary Colors:

Green | Orange | Purple

Mix: primary + primary

Tertiary Colors:

Yellow-orange,

Red-Orange

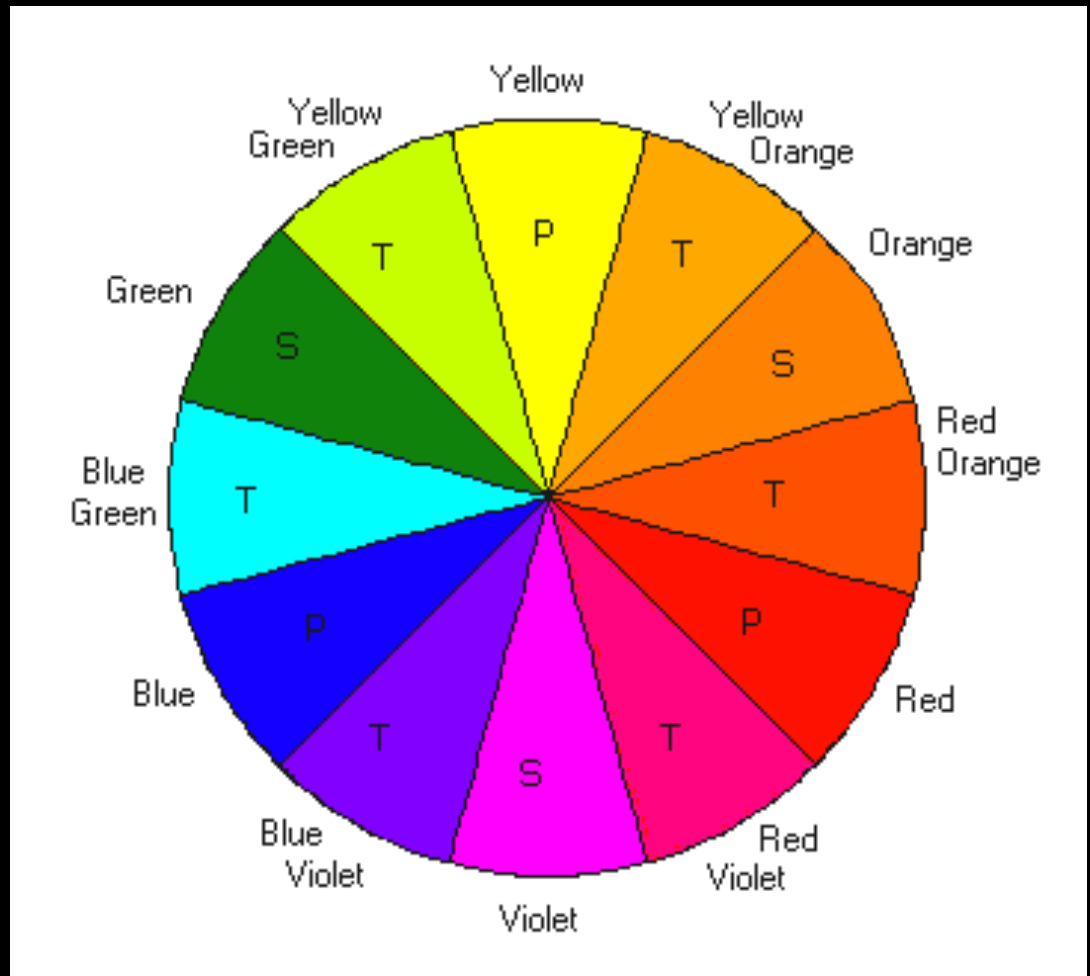
Red-Purple

Blue-Purple

Blue-Green

Yellow-Green

Mix: primary + secondary

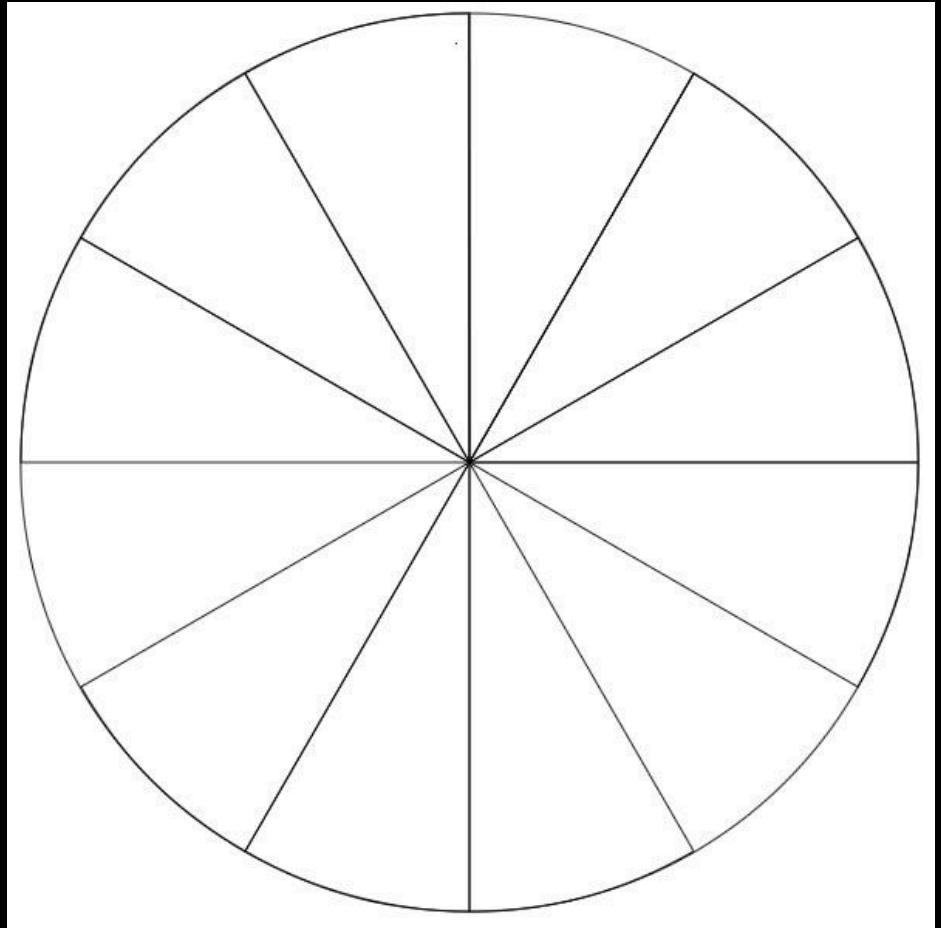


Exercise 3 | Practice 1 Color Wheel

Create an 8" in diameter chart
The compass should have 4" opening

Diameter is the straight line passing
From side to side through the center
of a body or figure, especially a
circle or sphere.

Creating a chart with a compass
<https://youtu.be/smjefu4L6WA>

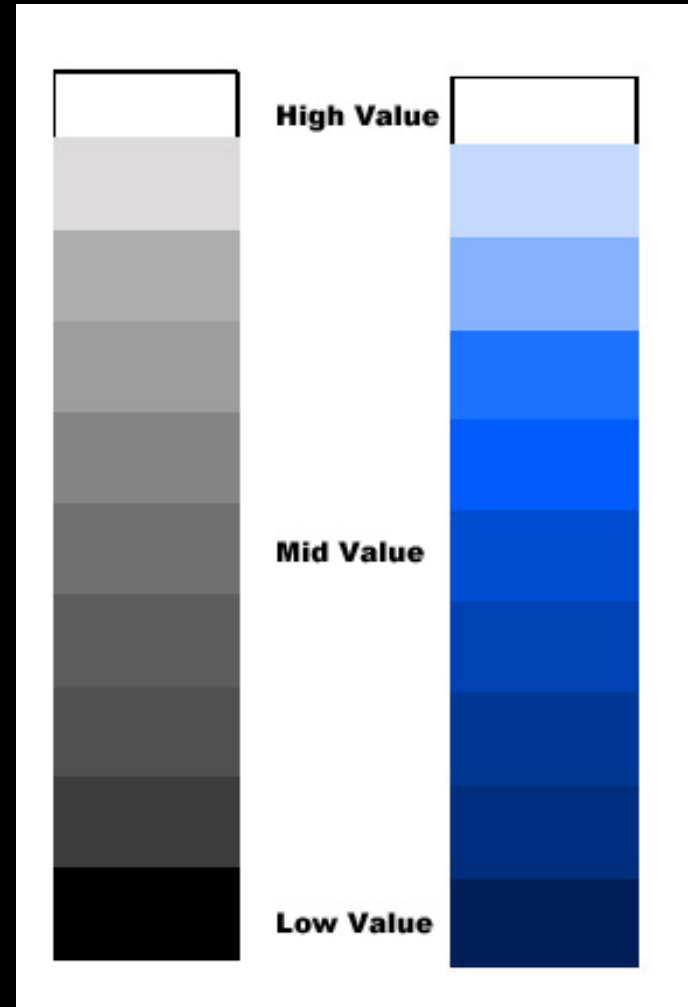
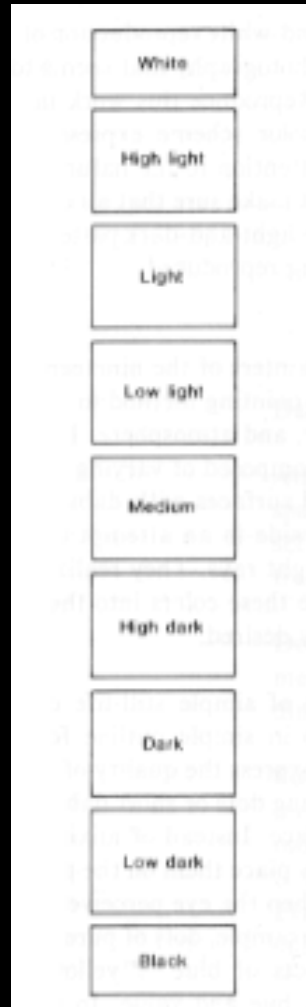


Exercise 3 | Practice 2 Color Value Scale

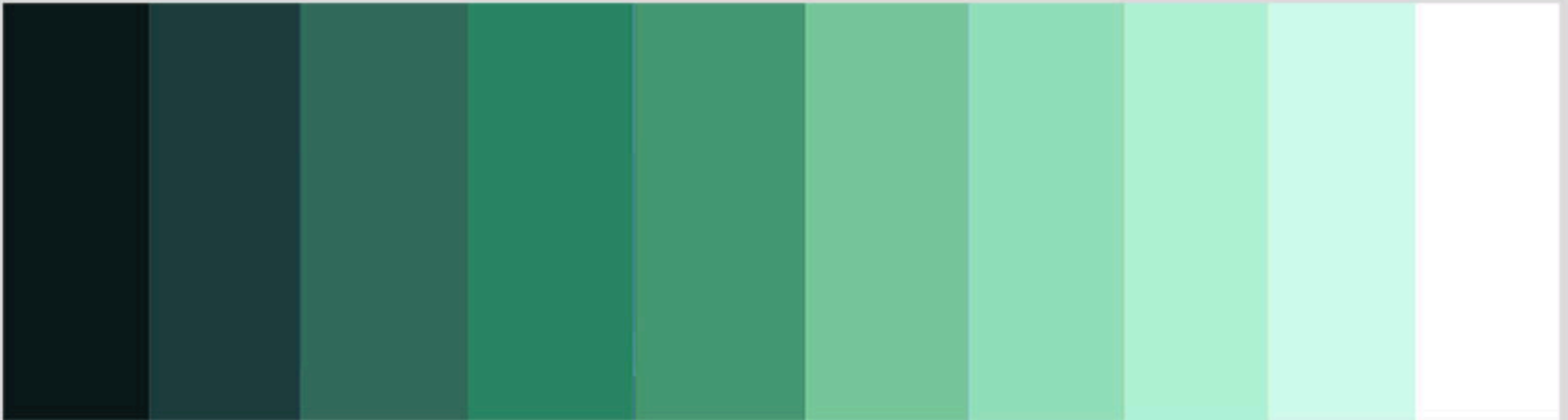


VALUE: The lightness or darkness of a color.

Exercise 3 | Practice 2 Color Value Scale



Exercise 3 | Practice 2 Color Value Scale



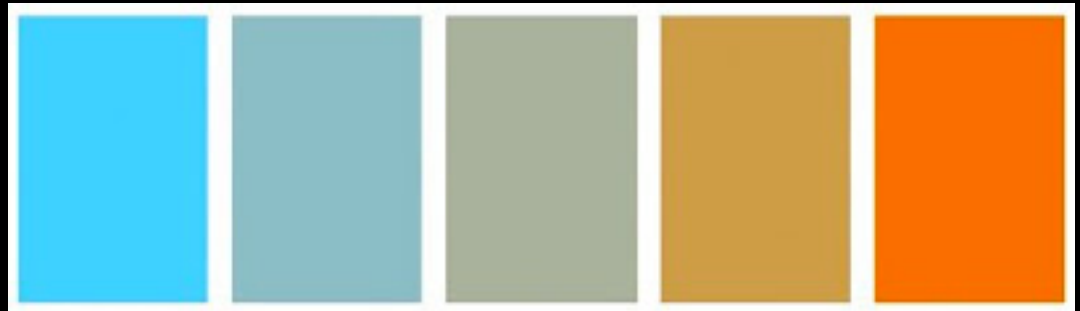
Exercise 3 | Practice 3 Complementary Color Scale



- Colors across from each other on a color wheel.

Exercise 3 |

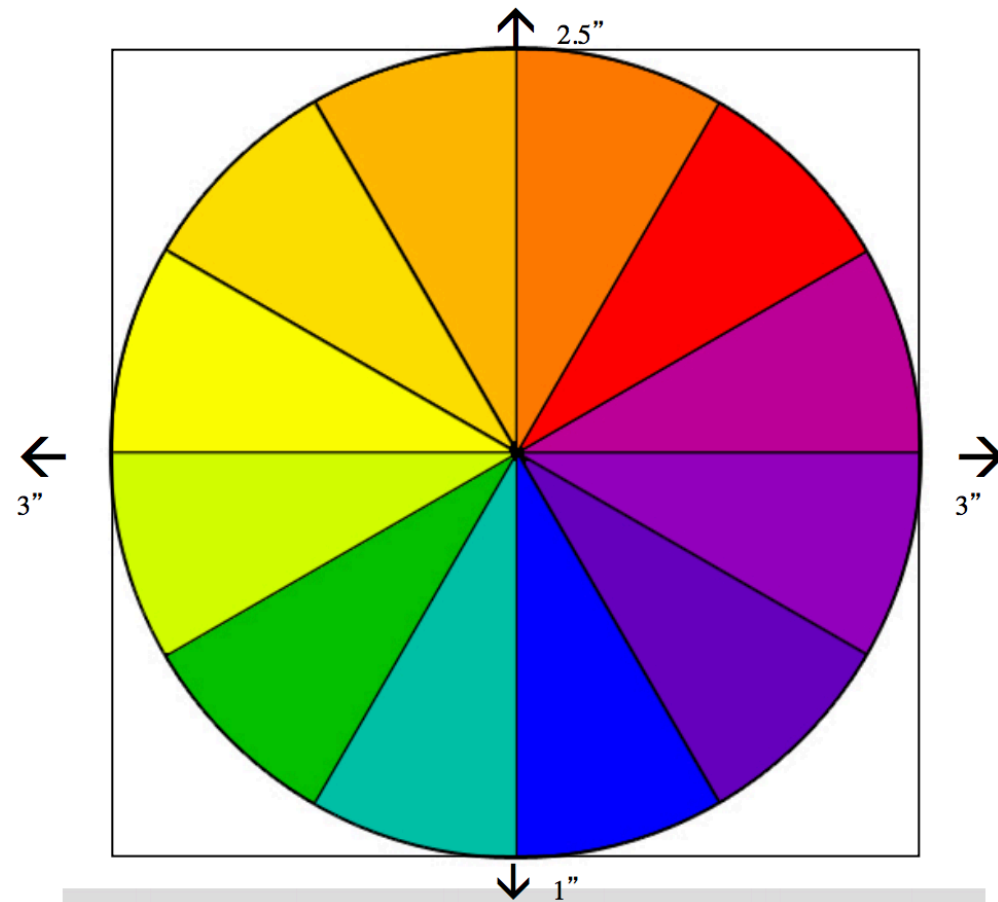
Practice 3 Complementary Color Scale



Exercise 3 | Practices 1, 2 & 3 Mounted



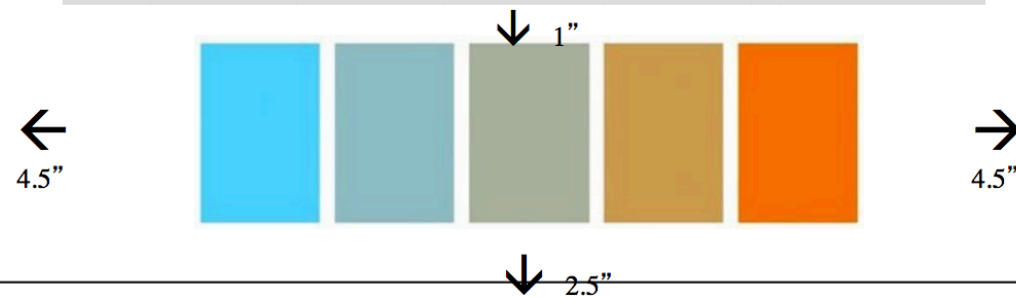
12 Step Color
Wheel ⇨



8 Step Value
Scale ⇨



5 Step
Complementary
Color Scale ⇨



Review

Color:

- It's an element of design.
- Property of light
- Paint RYB | CMYK = Subtractive System
- Monitor/Screen RGB = Additive System
- Color Wheel
- Color Value Scale
- Color Schemes | Harmony
 - Complementary Color Scale