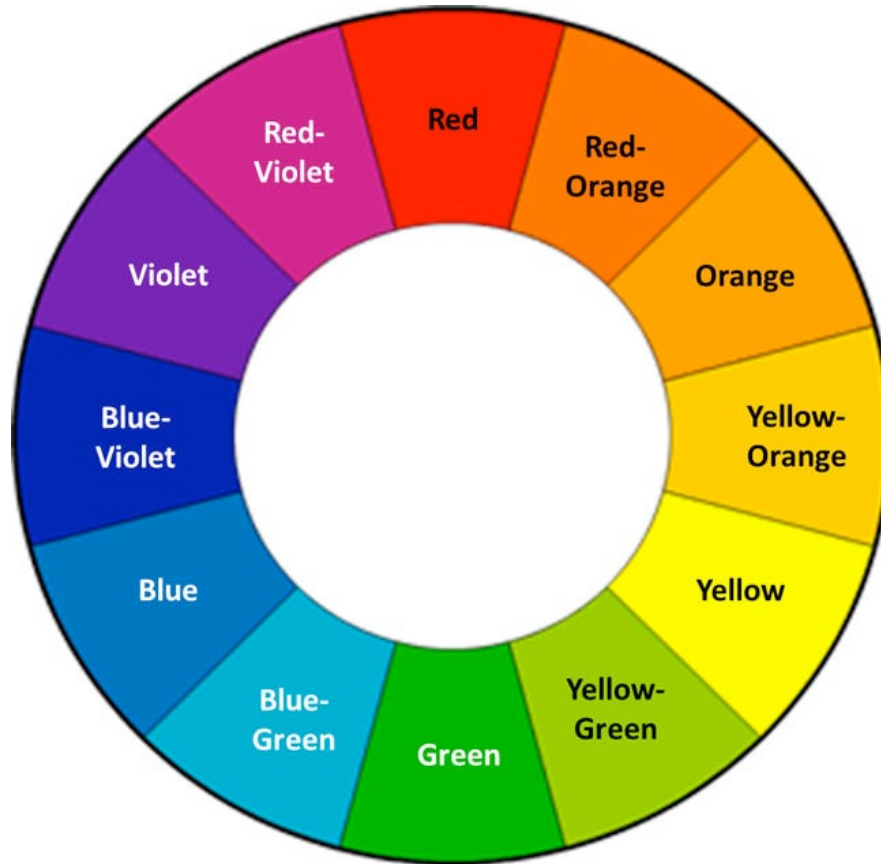


color *theory*

Color Vocabulary

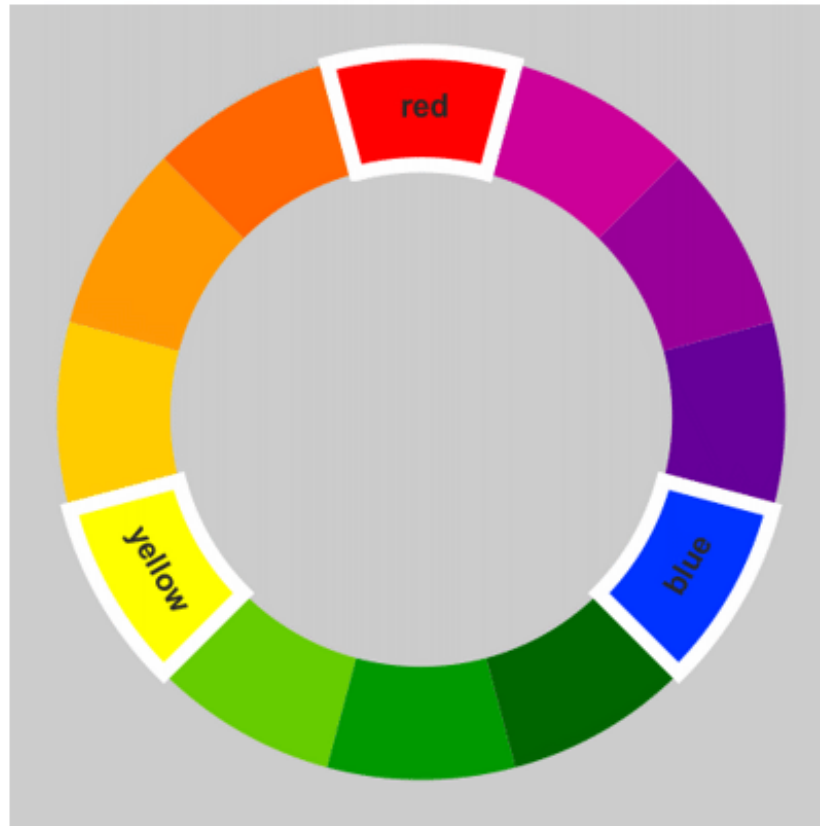
- **color** - the reflection or absorption of light by a given surface
- **hue** - the name of a color
- **value** - the degree of lightness or darkness in the color
- **intensity** - the degree of brightness or dullness of the color

Color Wheel



- Color Wheel is a circular arrangement for the twelve spectral colors.

Primary Colors



- **Primary Colors** - the three basic colors from which all other colors are made: red, blue, yellow

Secondary Colors



- **Secondary Colors** - the results of mixing two primary colors: orange, green, violet

Tertiary Colors



- **Tertiary Colors** - the results of mixing a primary and a secondary color together: red plus violet =red-violet, yellow plus orange =yellow-orange, etc.

Complementary Colors



- **Complementary Colors** - colors that are directly opposite each other on the color wheel: red and green, blue and orange, etc.

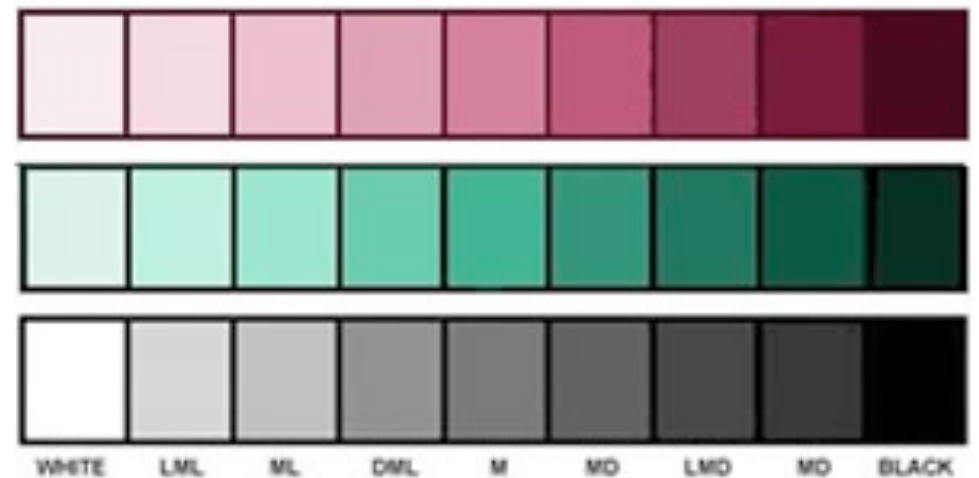
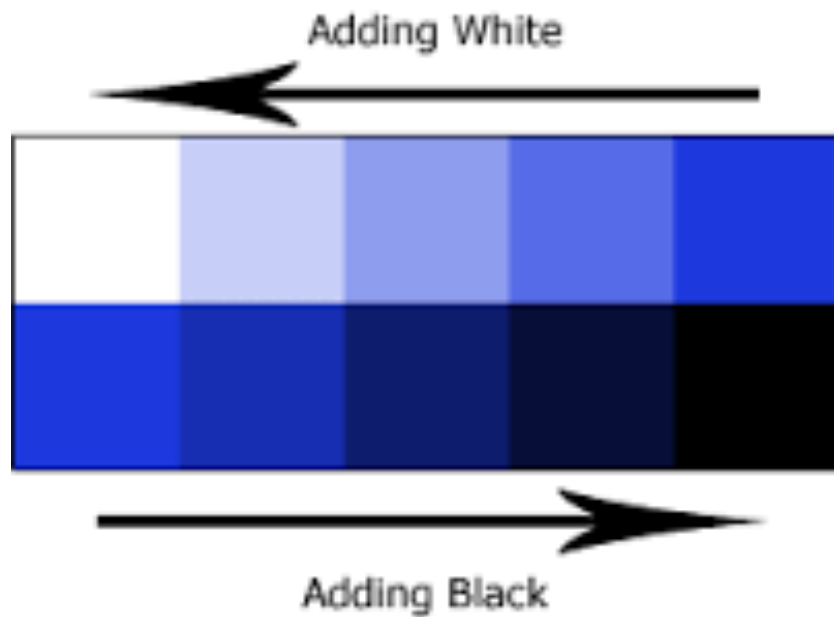
Variations of Color

- **shade** - when black is added to a hue
- **tint** - when white is added to a hue
- **tone** - when gray is added to a hue

Color Schemes

- **Monochromatic** - color scheme that uses one color and the tints and shades of that color.
- **Analagous** - color scheme that uses three or more colors that are next to each other on the color wheel.
- **Triadic** - color scheme that uses three colors that are equal distances on the color wheel.
- **Complementary** - color scheme that uses two colors that are opposite each other on the color wheel.

Monochromatic



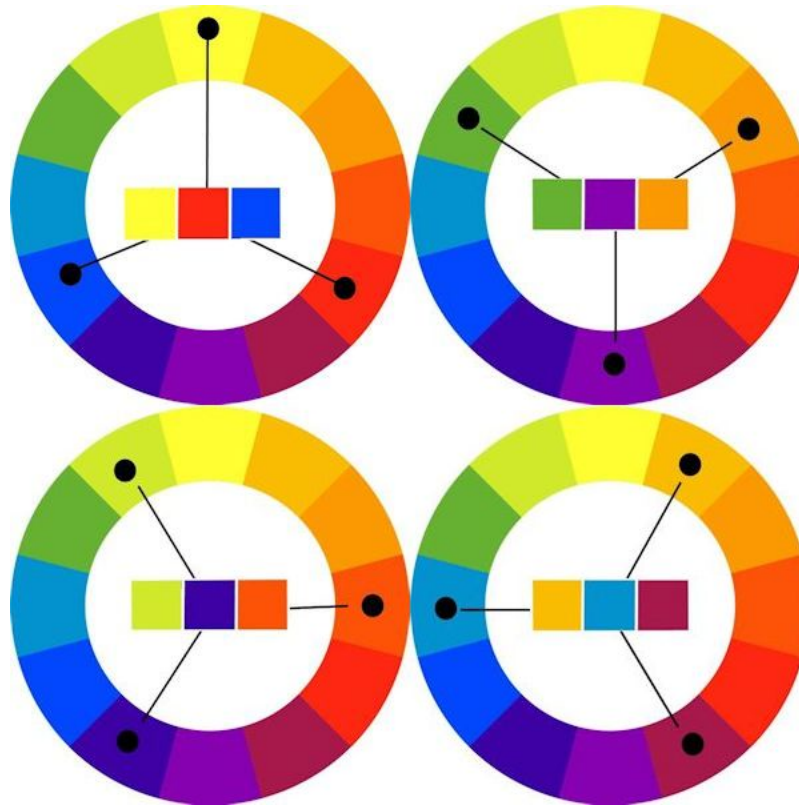
- color scheme that uses one color and the tints and shades of that color.

Analagous



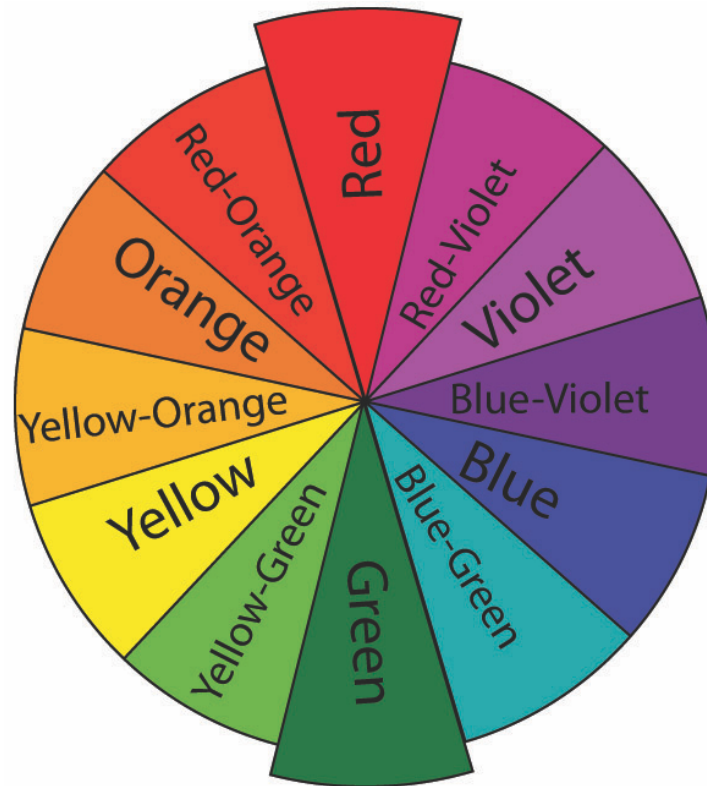
- color scheme that uses three or more colors that are next to each other on the color wheel.

Triadic



- color scheme that uses three colors that are equal distances on the color wheel.

Complementary



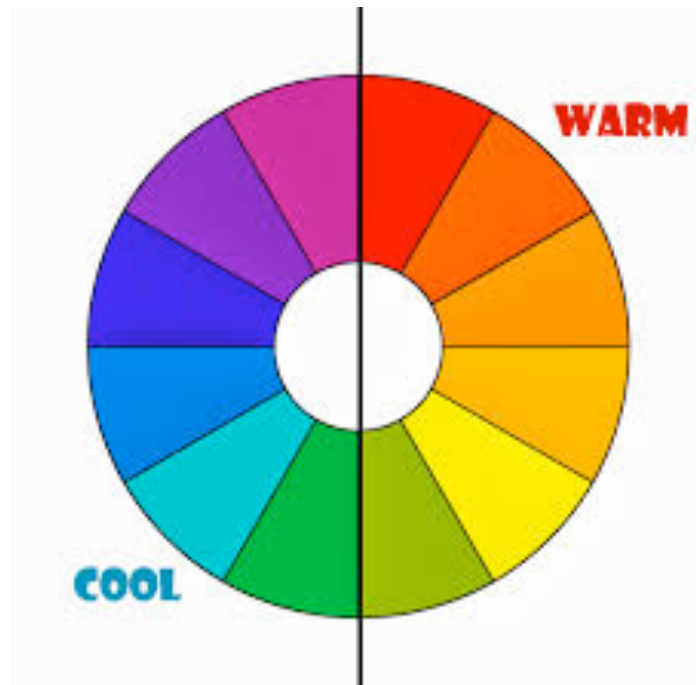
- color scheme that uses two colors that are opposite each other on the color wheel.

Color Scheme Paintings



- What color scheme does each painting represent?

Colors and Temperature



- **Warm colors** - red, red-orange, orange, yellow-orange, yellow, yellow green
- **Cool colors** - green, blue-green, blue, blue-violet, violet, red-violet

Emotional Properties

- **RED** - is dynamic when used in a design
- **BLUE** - sometimes associated with depression or sadness; calm, soothing, tranquil
- **YELLOW** - embodies warmth and light; cheery
- **BLACK** - associated with evil, danger, or anger; bad luck, mournful, dramatic
- **WHITE** - symbolizes purity, truth, innocence
- **VIOLET** - symbolizes royalty or wealth
- **GREEN** - signifies life or hope

THE END

