

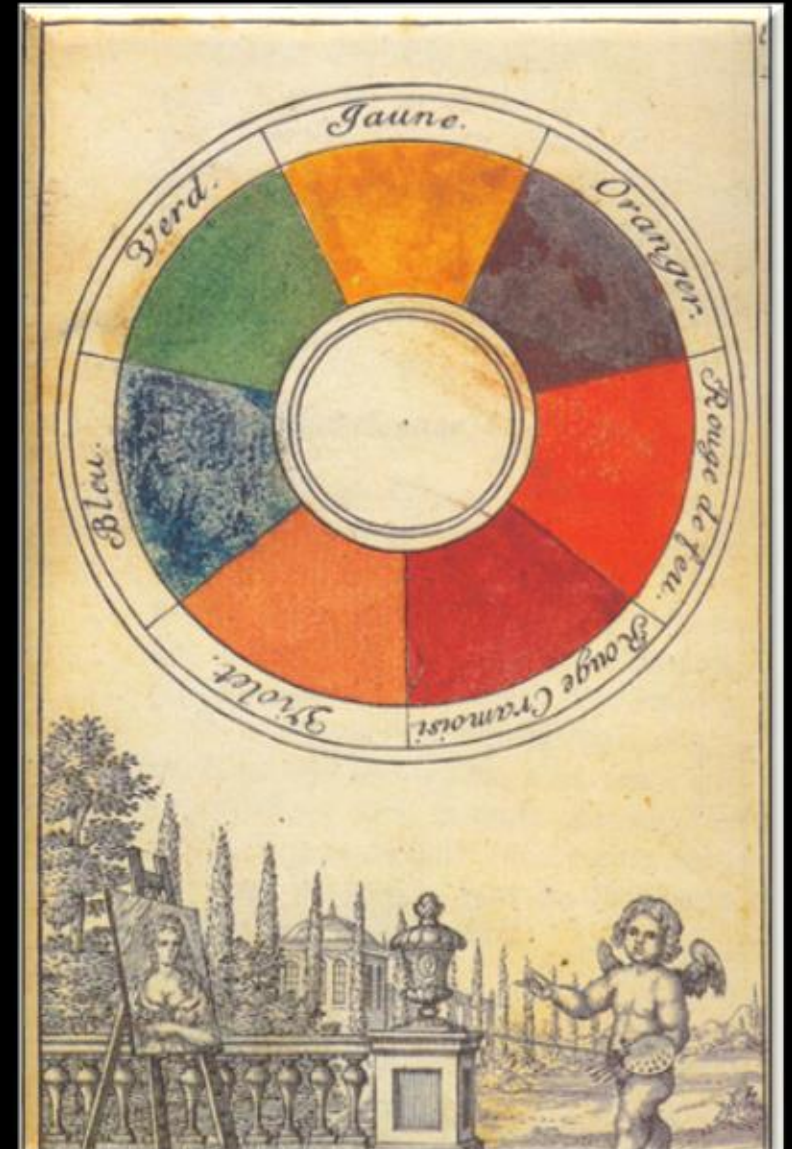


COLOR THEORY

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WHAT IS COLOR THEORY?

- Color theory or a body of practical guidance to color mixing and the visual effects of a specific color combination
- Color theories create a logical structure for color
- Sir Isaac Newton developed the first circular diagram of colors in 1666
- Color can be the most powerful design element when used correctly



THE COLOR WHEEL

- 3 Types of Color Wheels
 - Primary
 - Secondary
 - Tertiary
- Primary Colors: Red, Yellow, Blue
- Secondary: Green, Orange, Purple
- Tertiary: Yellow-orange, red-orange, red-purple, blue-purple, blue-green & yellow-green



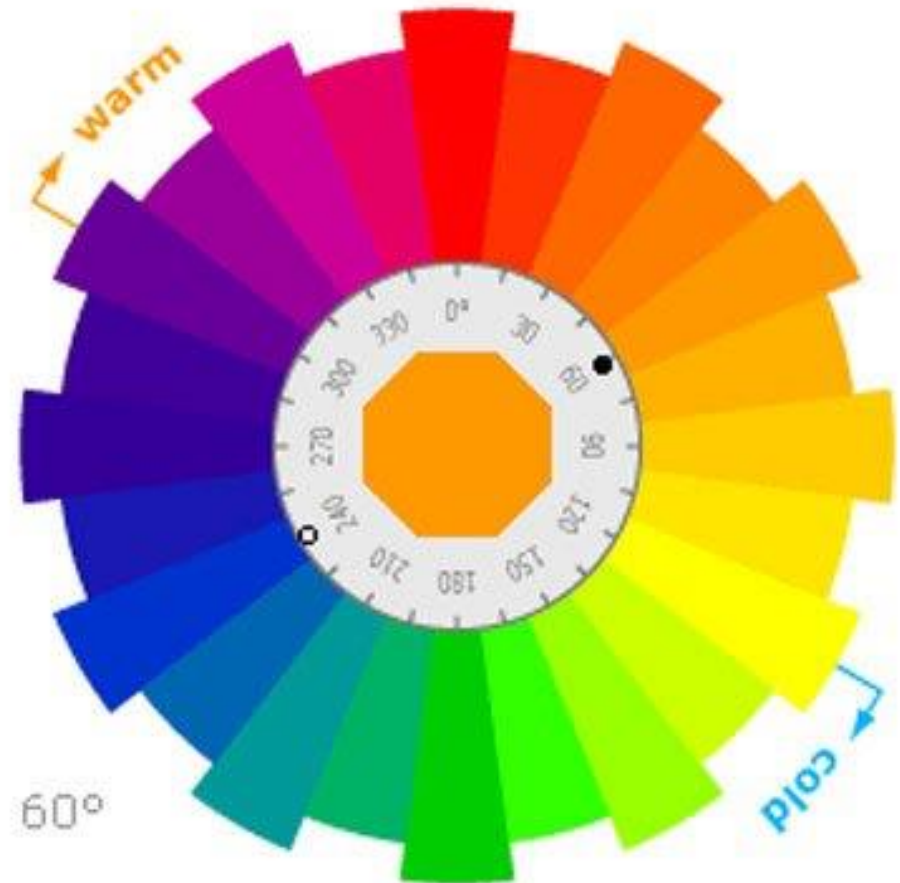
COLOR HARMONY

- Color harmony can be defined as a pleasing arrangement of colors
- Engages the viewer and it creates an inner sense of order, a balance in the visual experience
- Color harmony delivers visual interest and a sense of order
- Complementary, analogous, triadic, monochromatic, rectangle, square



WARM & COOL

- Warm colors are vivid and energetic, and tend to advance in space
- Cool colors give an impression of calm, and create a soothing impression
- White, black and gray are considered to be neutral
- Complementary schemes are great examples of the use of warm and cool colors
- Provide great contrast



COLOR VARIATIONS

- Tint: White added to a hue
- Tone: Grey added to a hue
- Shade: Black added to a hue
- Hue: Another word for color
- Chroma: Intensity of a hue
- Brightness: the quantity of light reaching a viewer's eye





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RESOURCES

- [http://www.tigercolor.com/color-lab/color-theory/color-theory-intro.htm#tints shades tones](http://www.tigercolor.com/color-lab/color-theory/color-theory-intro.htm#tints_shades_tones)
- <https://www.colormatters.com/color-and-design/basic-color-theory>
- [https://www.w3.org/wiki/Colour theory](https://www.w3.org/wiki/Colour_theory)