

COLOR

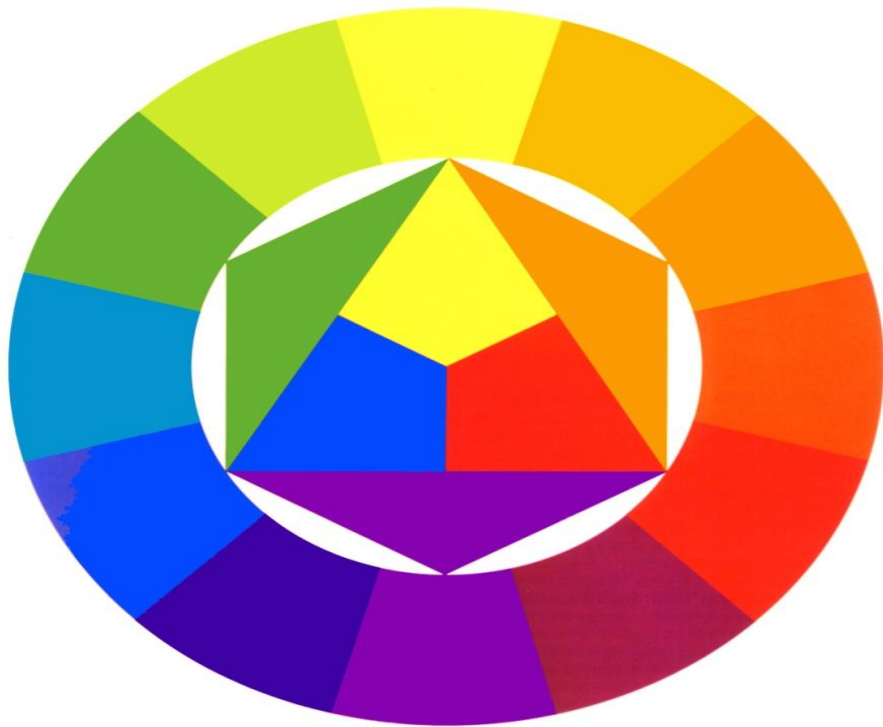
Theory

The Color Wheel



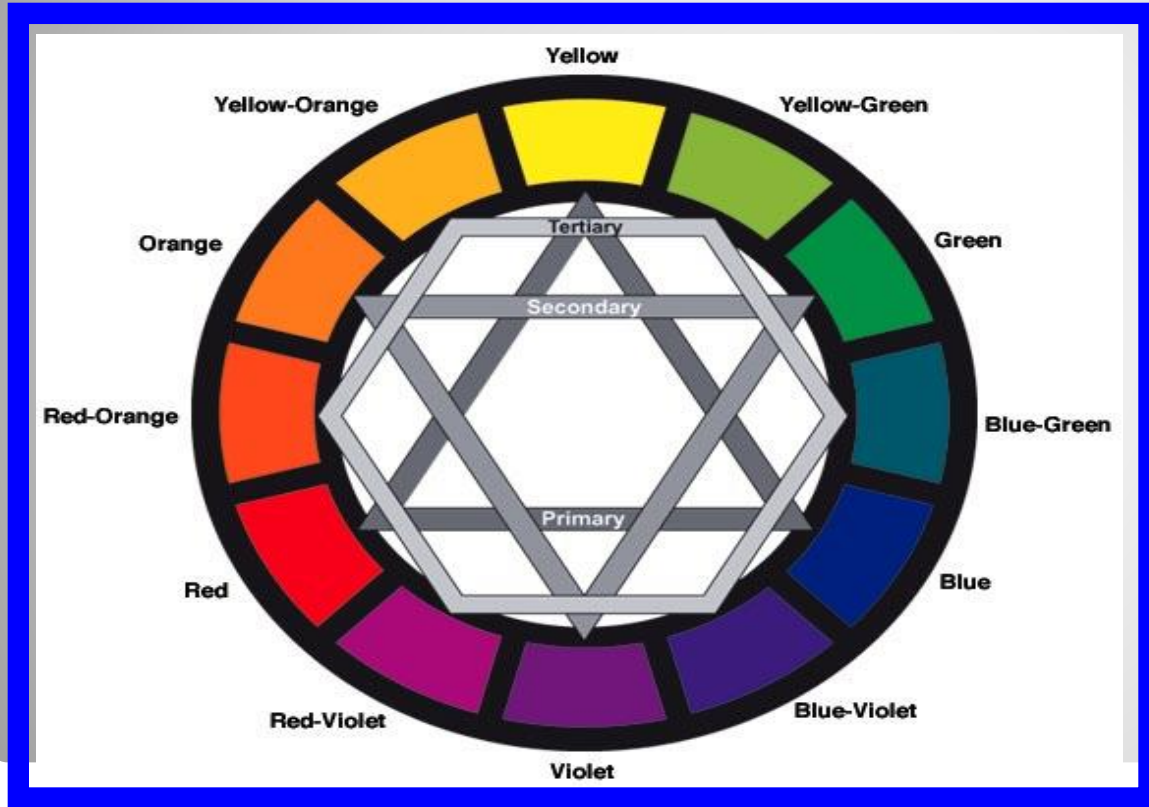
- The color wheel shows relationships between the colors.
- Artists often use the color wheel to help understand how colors relate to one another.

The Color Wheel



- Primary, Secondary, & Tertiary Colors
- Warm Colors
- Cool Colors
- Neutrals
- Monochromatic
- Complementary
- Analogous
- Mixing Colors
- Color Meaning

The Color Wheel



- ❖ Primary Colors
- ❖ Secondary Colors
- ❖ Tertiary Colors

Primary Colors



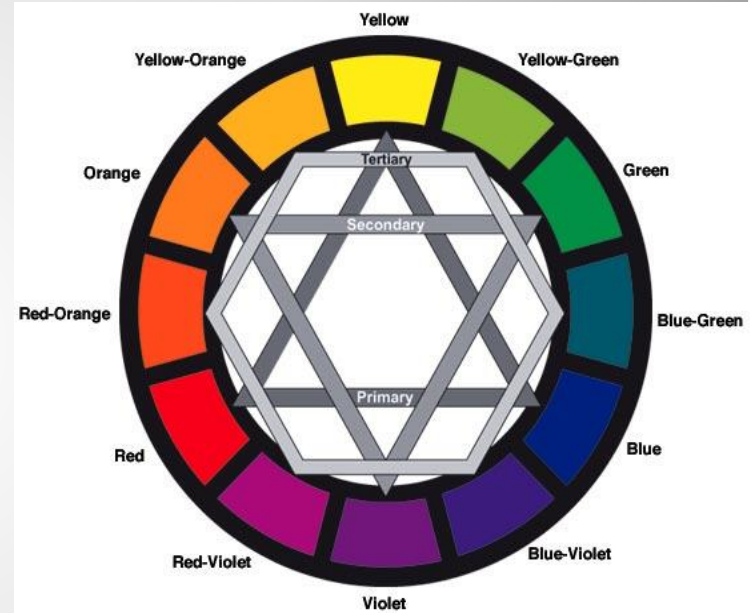
YELLOW

RED

BLUE

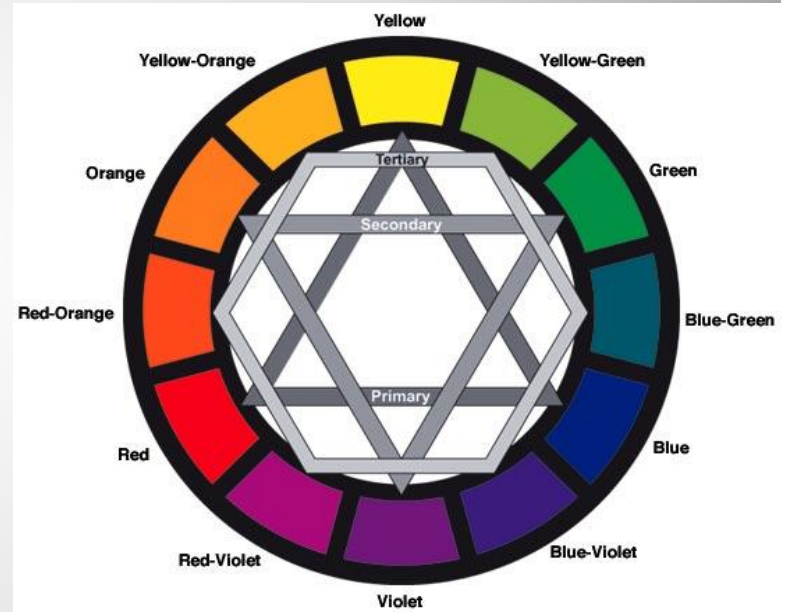
The primary colors are **red**, **blue**, and **yellow**.

Primary colors cannot be made from other colors.





















Secondary Colors

- The secondary colors are **orange**, **green**, and **purple**.
- Secondary colors are made from mixing the primary colors.



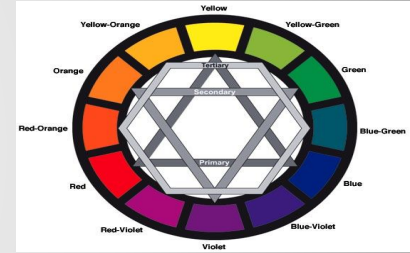
Tertiary Colors

Primary	+	Secondary	=	Tertiary
	+		=	
YELLOW		ORANGE		YELLOW-ORANGE
	+		=	
RED		ORANGE		RED-ORANGE
	+		=	
RED		VIOLET		RED-VIOLET
	+		=	
BLUE		VIOLET		BLUE-VIOLET
	+		=	
BLUE		GREEN		BLUE-GREEN
	+		=	
YELLOW		GREEN		YELLOW-GREEN

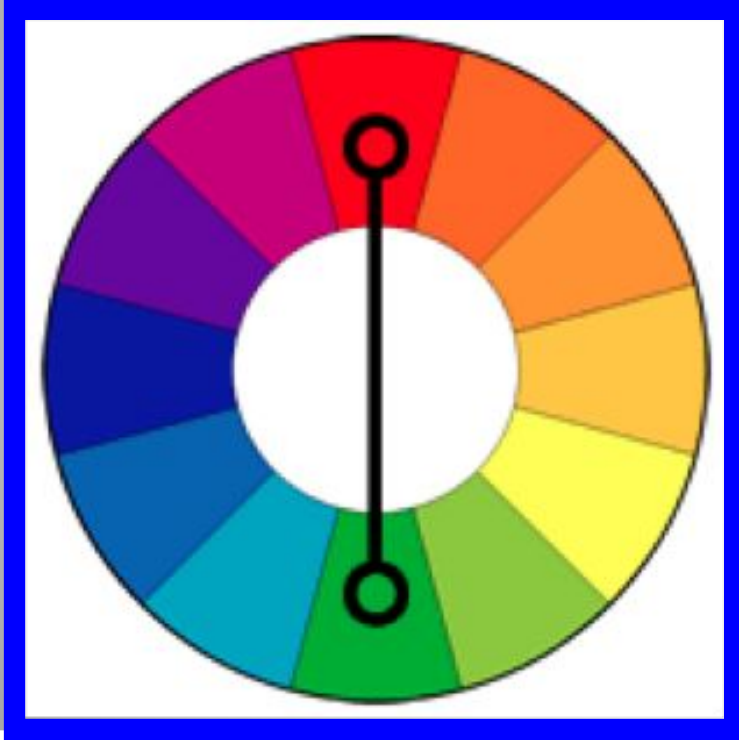
- Mixing primary and secondary colors creates tertiary colors.

Tertiary colors include:

- 1) Red-Violet
 - 2) Blue-Violet
 - 3) Blue-Green
 - 4) Yellow Green
 - 5) Red-Orange
 - 6) Yellow-Orange
- On the color wheel, the tertiary colors are located between the primary and secondary colors they are made from.

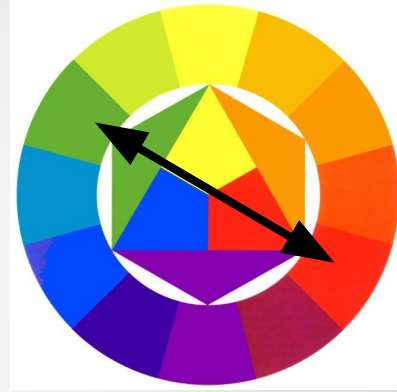


Complementary Colors



- Complementary colors are the colors that are directly across from each other on the color wheel:
 - Blue & Orange
 - Red & Green
 - Purple & Yellow

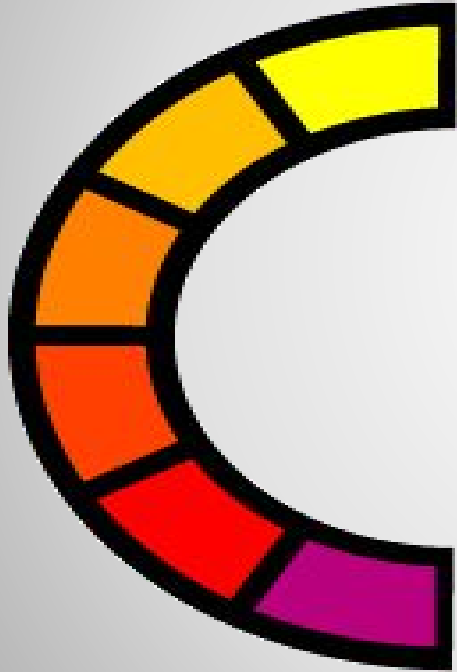
Complementary Colors



- Red and green are an example of complementary colors. Look at the painting *Carnation, Lily, Lily, Rose* by John Singer Sargent. The reddish-pink color of the flowers really stands out against the green background. Imagine if Sargent had painted all yellow or blue flowers instead. They would just blend in with the green (ho-hum).

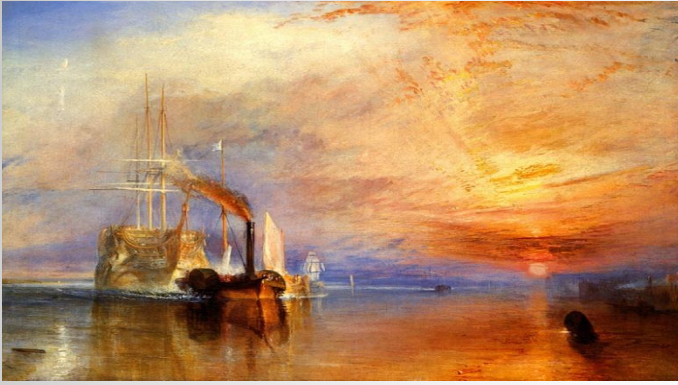


Warm Colors



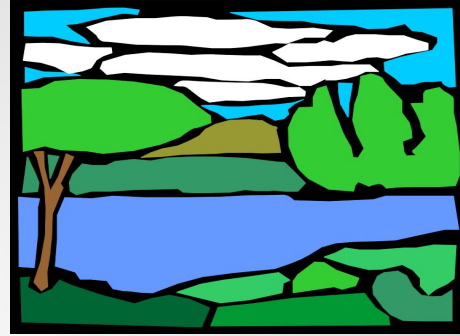
- The warm colors are red, orange, yellow, and anything in between.
- They are called warm because they remind you of the sun or fire.
- Warm colors seem to come out at you in space.

Warm Colors



In *The Fighting Temeraire* by William Turner, the warm colors of the sunset give a feeling of brightness and heat. Look at the red spreading from the setting sun and the deep golden glow on the water. If you're feeling cold, looking at colors like these can actually make you feel warmer!

Cool Colors



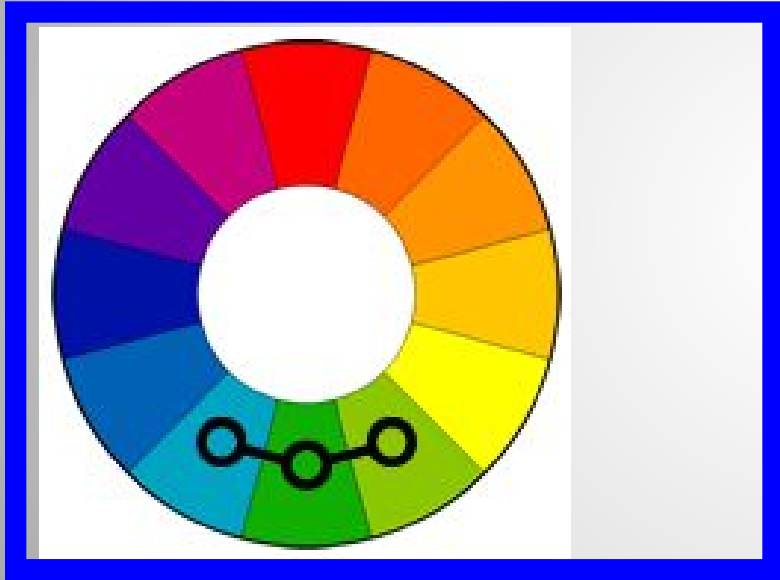
- The Cool colors are **blue, green, purple** and anything in between.
- They are called cool because they remind you of the earth or a cool creek.
- Cool colors seem to recede from you in space.

Cool Colors



In this painting by Claude Monet, ***The Walk, Lady with a Parasol*** , the cool colors of the ground and sky contributes to the peaceful feeling of the painting. Imagine how different the painting would look with a bright red sky—it might seem more exciting or energetic than restful.

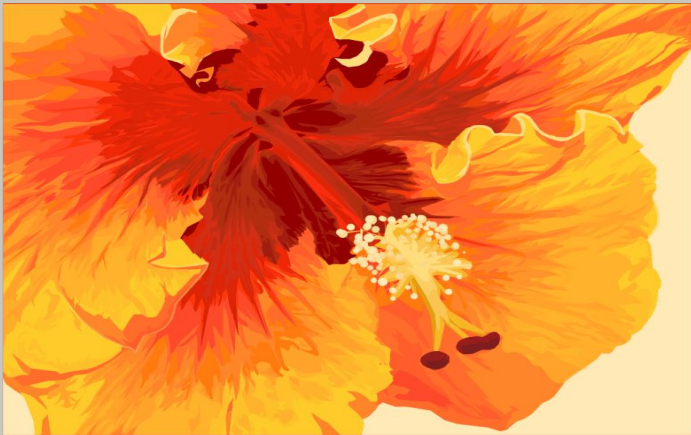
Analogous Colors



- These colors are located next to each other on the wheel, such as:
 - Blue, Blue-green, Green
 - Red, Red-Orange, and Orange
- Analogous colors are sometimes called harmonious colors.

Analogous Color Scheme

Any two or more adjacent to each other on the color wheel, neighbors on the color wheel. Warm & Cool color can be placed in this category.



Analogous Colors



Orange, yellow-orange, and yellow are also examples of analogous colors. They are blended nicely in *Sunflowers*, a painting by Vincent Van Gogh. How do you know that these colors are closely related? They share a color—each of them contains some yellow.

Neutrals



- Neutrals don't usually show up on the color wheel. Neutrals include black, white, gray, and sometimes brown and beige. They are sometimes called “earth tones.”
- There are a few different ways to make neutrals. You can blend black and white to make gray. You can create brown in two ways—by blending two complementary colors together or by blending all three primary colors together.



Monochromatic Colors



- A monochromatic scheme consists of different values (tints and shades) of a single color. An example of a monochrome color scheme could include any color mixed with white or black. The example above is a green monochromatic color scheme.
 - A shade of green is made by mixing green and black.
 - A tint of green is made by mixing green and white.

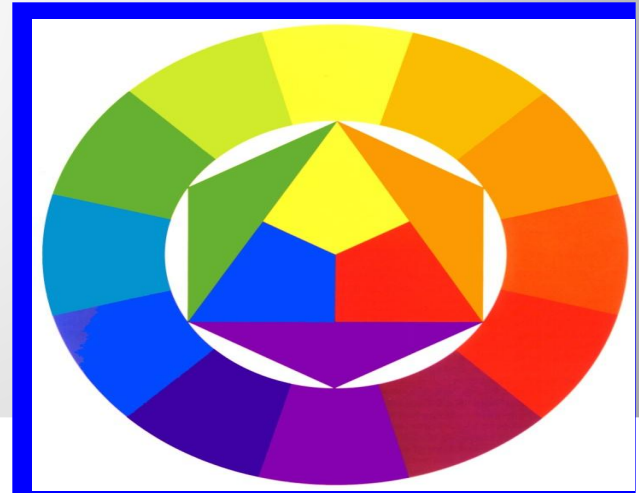
Monochromatic Color Scheme

Artist uses one color and some of its tints (color + white) and shades (color + black). The intermediate color associated with it is also included. (Ex: BLUE color scheme can include blue-green and blue-violet).



COLOR MIXING

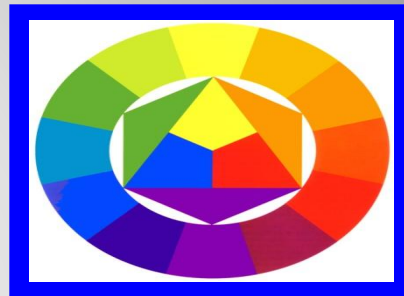
- It's easy to mix color pencils to make new colors. You can use the primary colors (red, blue, and yellow) plus black and white to get all of the colors of the rainbow!



COLOR MIXING

Primary + Secondary

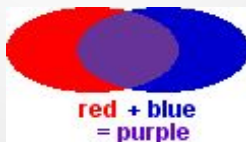
When you mix the Primary Colors together, you get the Secondary Colors.



Red + Yellow = Orange



Red + Blue = Purple



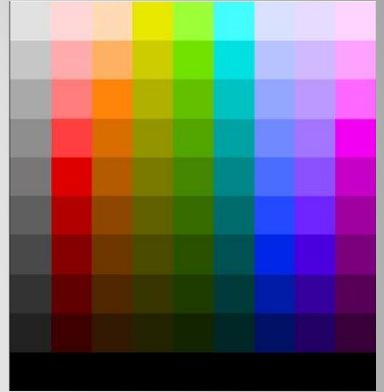
Blue + Yellow = Green



COLOR MIXING

Value, Tints, & Shades

- **Value:** is the lightness or darkness of a color is called its value.
- **Tints** are light values that are made by mixing a color with white. For example, pink is a tint of red (red+white), and gray is a tint of black (black+white).
- **Shades** are dark values that are made by mixing a color with black. Maroon is a shade of red, and navy is a shade of blue.



COLOR MIXING

Tints and Shade



This painting by Vincent Van Gogh, *Fields in a Rising Storm*, has tints and shades of blue in the sky, and tints and shades of green in the fields.



Created by:
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Sources:
<http://goo.gl/C1PKRh>



The Meaning of Color-Red

- Red is the color of fire. It is associated with energy, war, danger, strength, power, determination and love.
- Red is a very emotionally intense color. It enhances human metabolism, increases respiration rate, and raises blood pressure. It has very high visibility, which is why stop signs, stoplights, and fire equipment are usually painted red. It is a color found in many national flags.
- Red brings text and images to the foreground. Use it as an accent color to stimulate people to make quick decisions; it is a perfect color for 'Buy Now' or 'Click Here' buttons on Internet banners and websites. Red is widely used to indicate danger (high voltage signs, traffic lights).

The Meaning of Color-Orange

- Orange combines the energy of red and the happiness of yellow. It is associated with joy, sunshine, and the tropics. Orange represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, and encouragement.
- To the human eye, orange is a very hot color, so it gives the sensation of heat. Nevertheless, orange is not as aggressive as red. Orange increases oxygen supply to the brain, produces an invigorating effect, and stimulates mental activity. As a citrus color, orange is associated with healthy food and stimulates appetite. Orange is the color of fall and harvest.
- Orange has very high visibility, so you can use it to catch attention and highlight the most important elements of your design.

The Meaning of Color-Yellow

- Yellow is the color of sunshine. It's associated with joy, happiness, intellect, and energy.
- Yellow produces a warming effect, arouses cheerfulness, stimulates mental activity, and generates muscle energy. Yellow is often associated with food. Bright, pure yellow is an attention getter, which is the reason taxicabs are painted this color. When overused, yellow may have a disturbing effect; it is known that babies cry more in yellow rooms. Yellow is seen before other colors when placed against black; this combination is often used to issue a warning.
- Use yellow to evoke pleasant, cheerful feelings. Yellow is very effective for attracting attention, so use it to highlight the most important elements of your design. Shades of yellow are visually unappealing because they lose cheerfulness and become dingy.

The Meaning of Color-Green

- Green is the color of nature. It symbolizes growth, harmony, and freshness. Green has strong emotional correspondence with safety. Dark green is also commonly associated with money.
- Green has great healing power. It is the most restful color for the human eye; it can improve vision. Green suggests stability and endurance. Sometimes green denotes lack of experience; for example, a 'greenhorn' is a novice. Green, as opposed to red, means safety; it is the color of free passage in road traffic.
- Green is directly related to nature, so you can use it to promote 'green' products. Dull, darker green is commonly associated with money, the financial world, banking, and Wall Street.
- **Dark green** is associated with ambition, greed, and jealousy. **Olive green** is the traditional color of peace.

The Meaning of Color-Blue

- Blue is the color of the sky and sea. It symbolizes trust, loyalty, wisdom, confidence, intelligence, and truth.
- Blue is considered beneficial to the mind and body. It slows human metabolism and produces a calming effect. Blue is strongly associated with tranquility and calmness.
- Blue is used to promote products and services related to cleanliness (water purification filters, cleaning liquids), air and sky (airlines, airports, air conditioners), water and sea (sea voyages, mineral water).
- When used together with warm colors like yellow or red, blue can create high-impact, vibrant designs; for example, blue-yellow-red is a perfect color scheme for a superhero.

The Meaning of Color-Purple

- Purple combines the stability of blue and the energy of red. Purple is associated with royalty. It symbolizes power, nobility, luxury, and ambition. It conveys wealth and extravagance. Purple is associated with wisdom, dignity, independence, creativity, mystery, and magic.
- According to surveys, almost 75 percent of pre-adolescent children prefer purple to all other colors. Purple is a very rare color in nature; some people consider it to be artificial.

The Meaning of Color-White

- White is associated with light, goodness, and innocence. It is considered to be the color of perfection.
- White means safety, purity, and cleanliness. As opposed to black, white usually has a positive connotation. White can represent a successful beginning.
- White is associated with hospitals, doctors, and sterility. White is also often associated with low weight, low-fat food, and dairy products.

The Meaning of Color-Black

- Black is associated with power, elegance, death, evil, and mystery.
- Black is a mysterious color associated with fear and the unknown (black holes). Black denotes strength and authority; it is considered to be a very formal, elegant, and prestigious color (black tie event).
- Black gives the feeling of perspective and depth. When designing for a gallery of art or photography, you can use a black or gray background to make the other colors stand out. Black contrasts well with bright colors. Combined with red or orange – other very powerful colors – black gives a very aggressive color scheme.

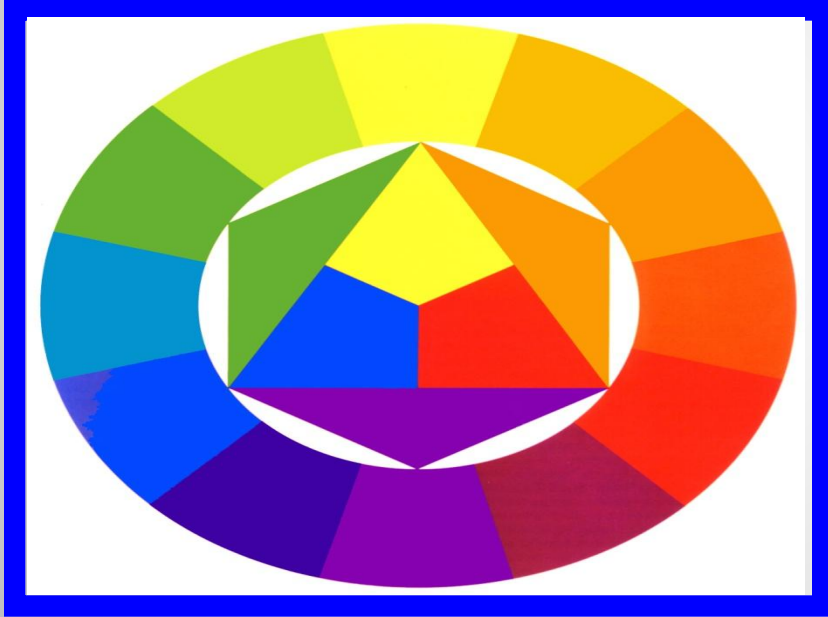
Advanced Color Theory

Color

An element of art which has three properties.

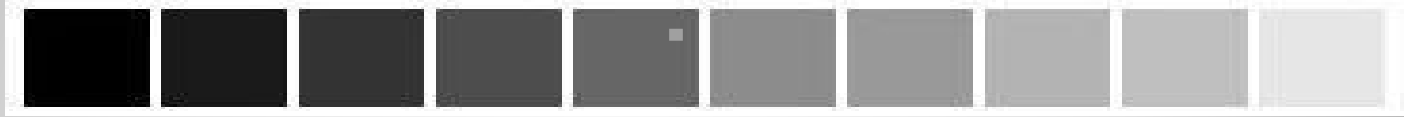
- 1) Hue, which is the name of a color. For example, red, yellow, blue are hues.
- 2) Intensity, which refers to the brightness and purity of a color. For example, bright red or dull red.
- 3) Value, which refers to the lightness or darkness of a color.

Hue



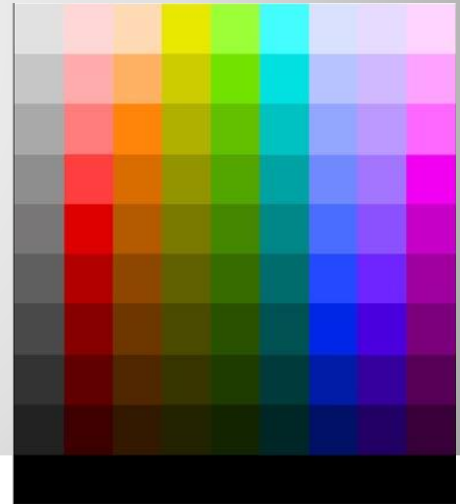
- Hue refers to the name of a color. For example red, blue, and purple are hues.

Value

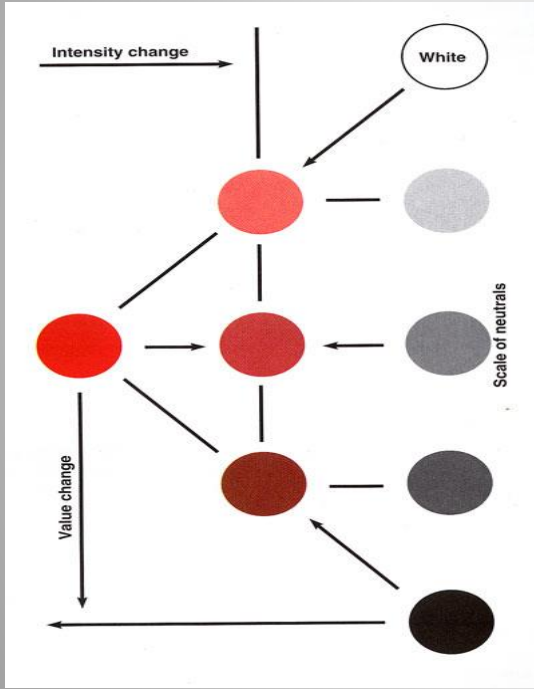


Here is an example of a value scale that has values ranging from the darkest dark, to the whitest white.

- Value is the lightness or darkness of a color.
- You can obtain different values by adding black or white to a color.
 - A light color is called a tint of the original hue. For example, pink is a tint of red.
 - To make a color darker in value, black is added. A dark color is called a shade of the original hue. Maroon is a shade



Intensity



Intensities of Green

- Intensity refers to the brightness or dullness of a color. An example is bright red (or dull red).
- When a hue is strong and bright, it is said to be high in intensity. When a color is faint, dull and gray, it is said to be low in intensity.

Temperature - the warmth or coolness of a color (red-orange is warmest, blue-green is coolest)

*Color Temperature
In Painting It Is Always A Relative Term*

