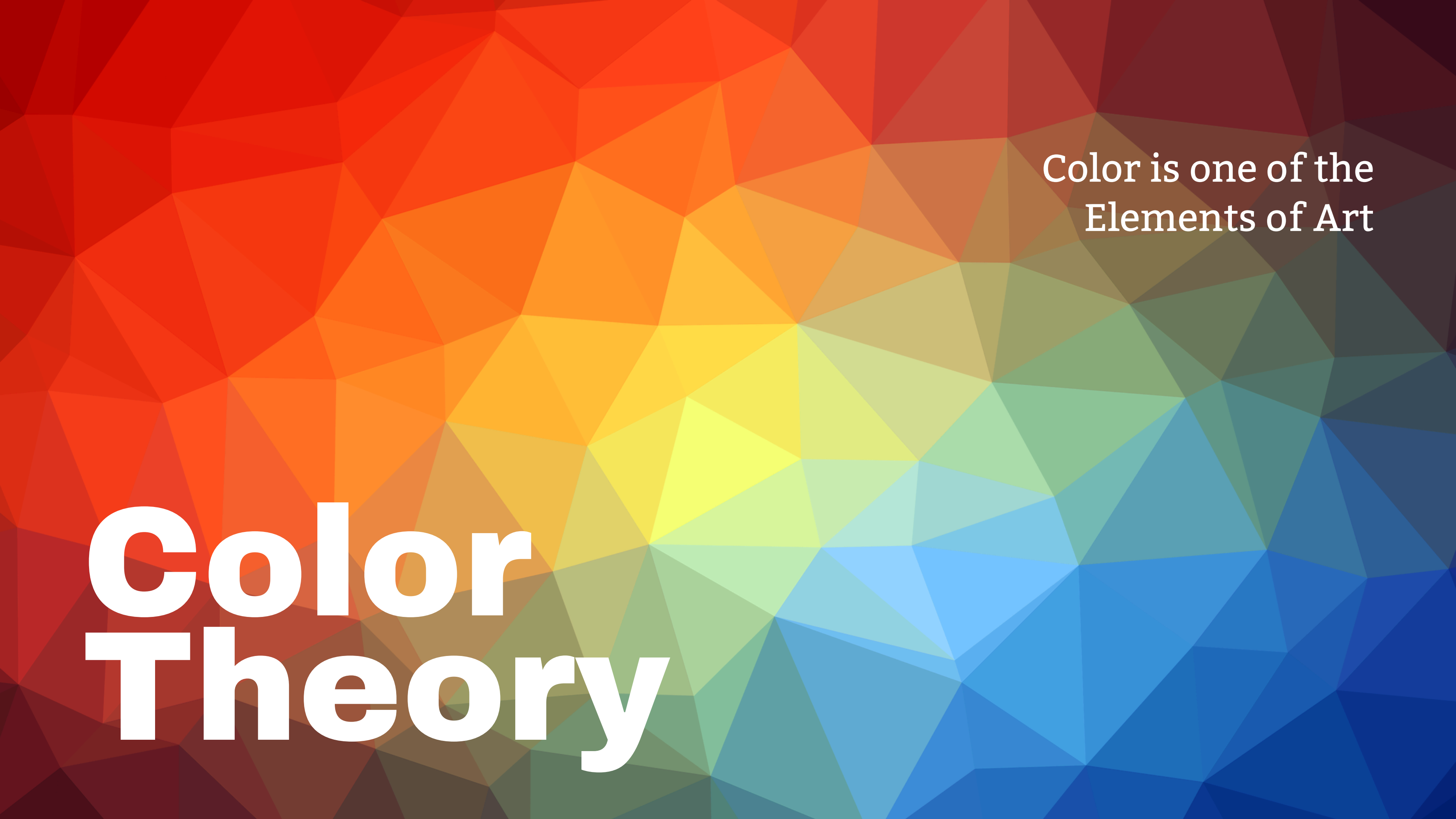




Color is one of the
Elements of Art

Color Theory

Today we will cover...

- **The Color Wheel**
- **Primary, Secondary and Tertiary Colors**
- **Warm and Cool Colors**
- **Hue, Value, and Saturation**
- **Alternative Color Wheel**
- **Why All This Matters**
- **Questions**
- **Hands On**



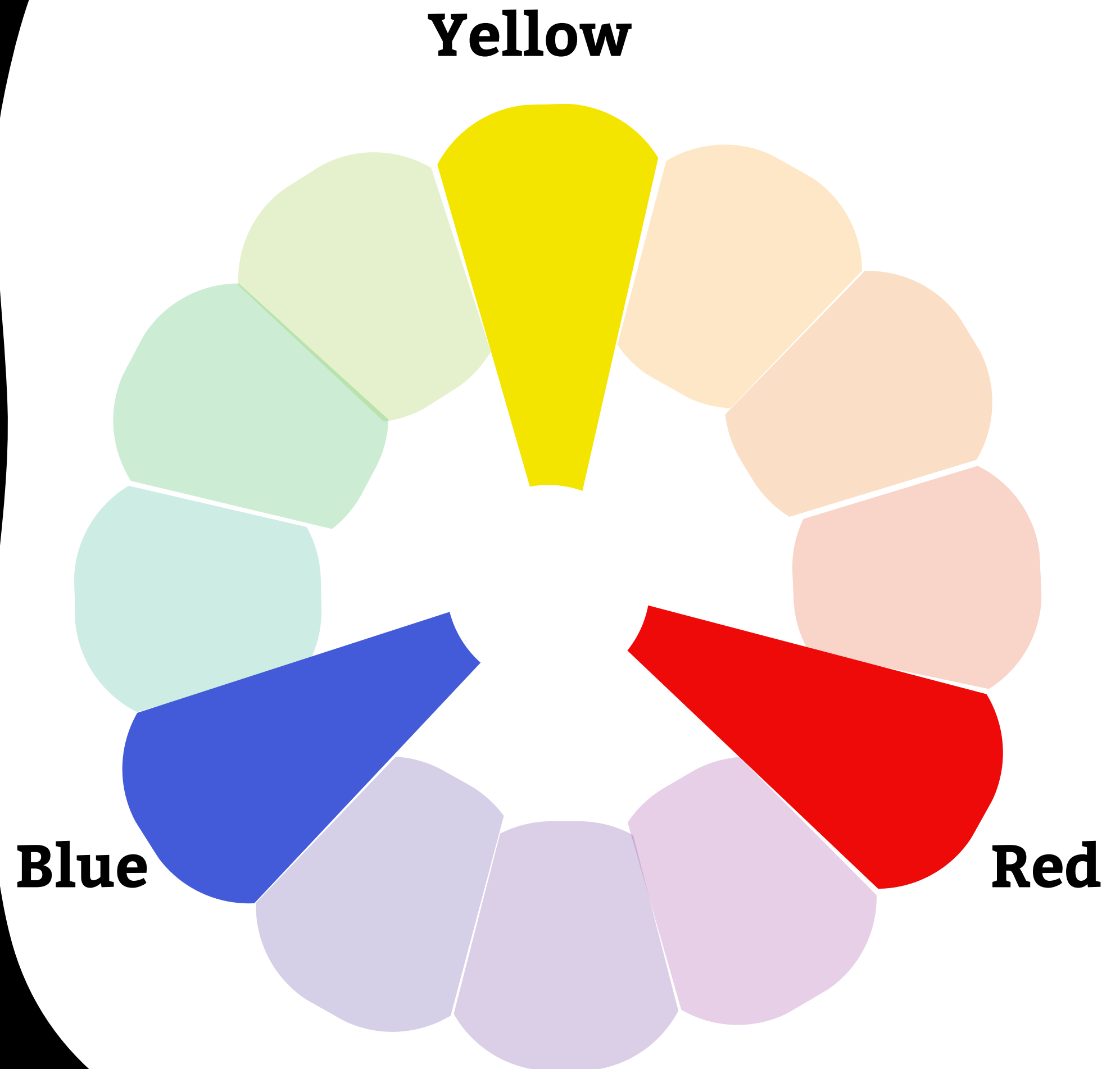
THE COLOR WHEEL

Tool used to show the connection between colors and organizes these colors into groups.



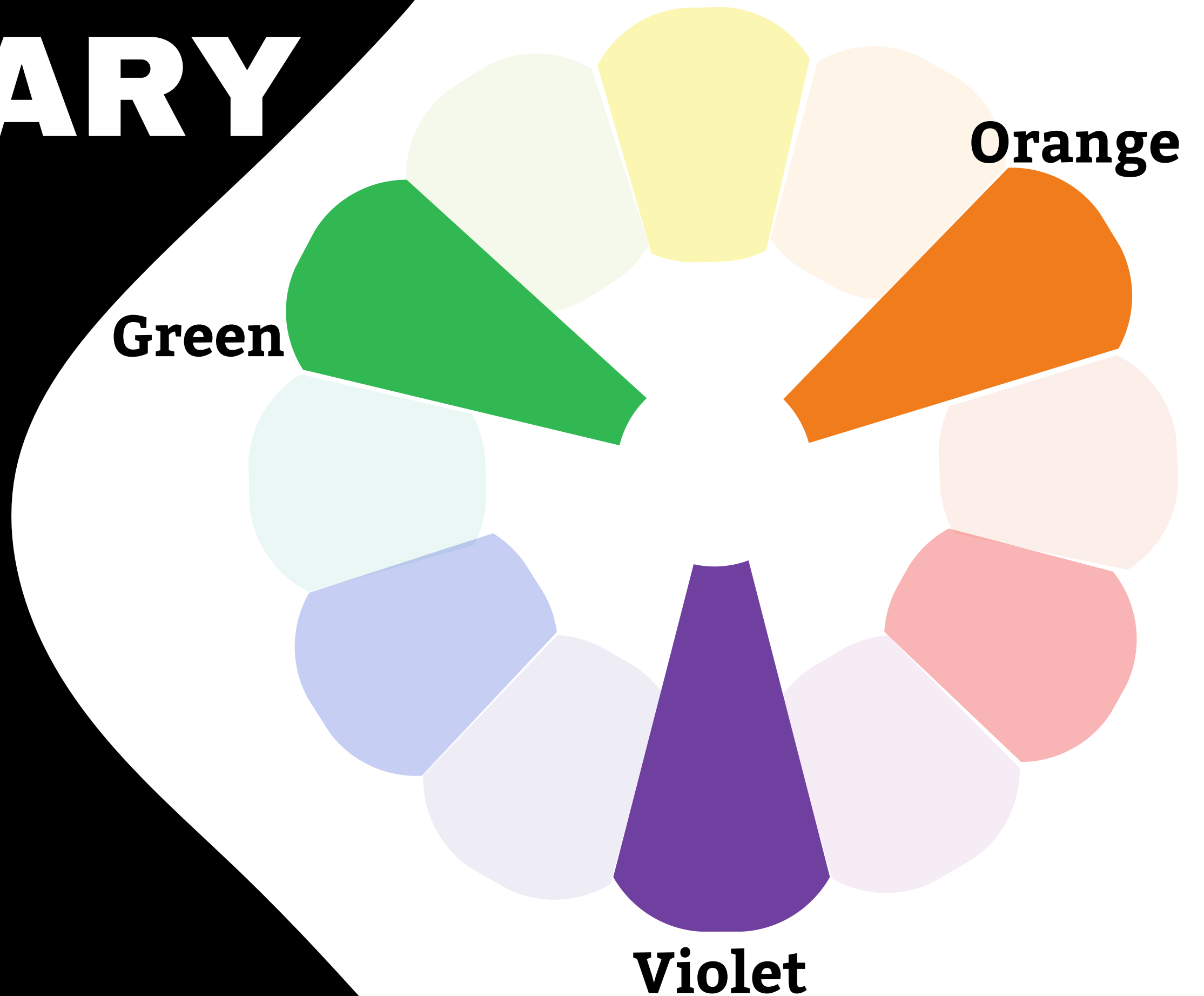
PRIMARY COLORS

Primary colors are
foundational colors that
**cannot be created by
mixing other colors.**



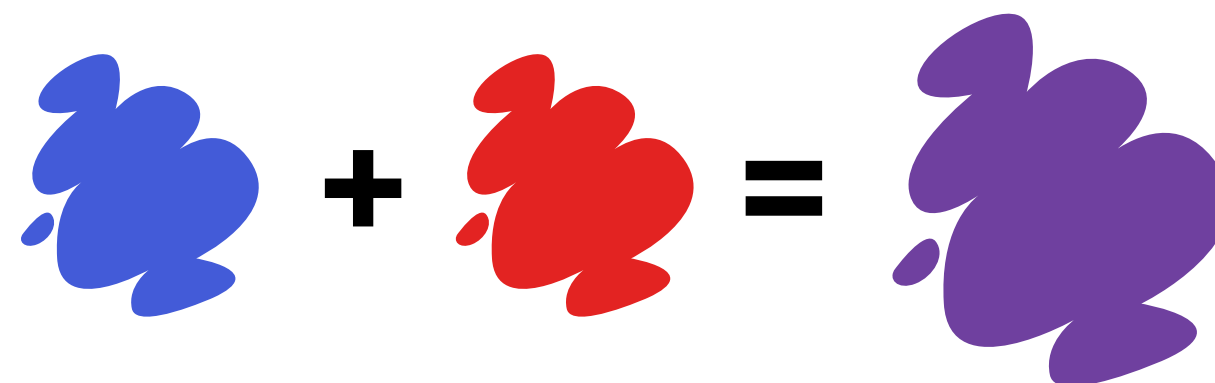
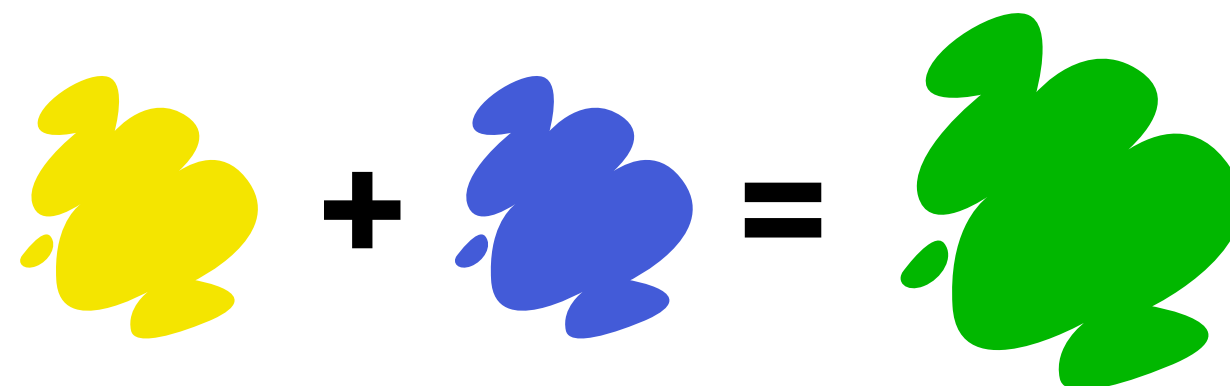
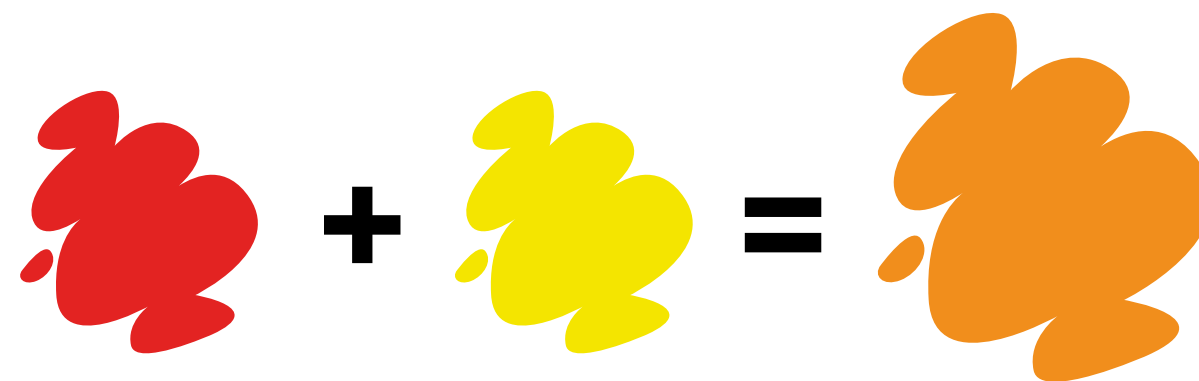
SECONDARY COLORS

A secondary color is
created **mixing two**
primary colors.





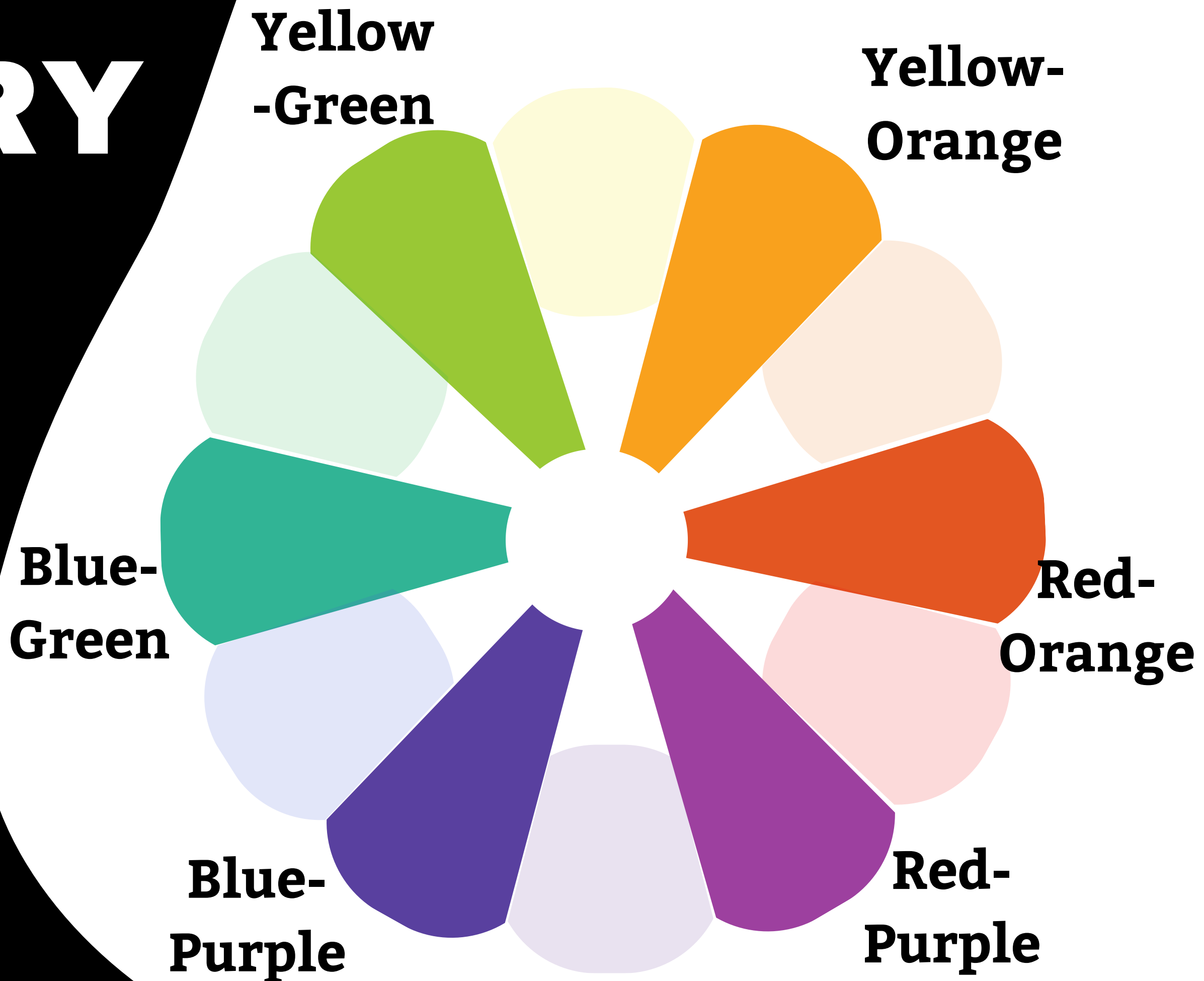
Primary + Primary = Secondary



You use primary colors to make all other colors.

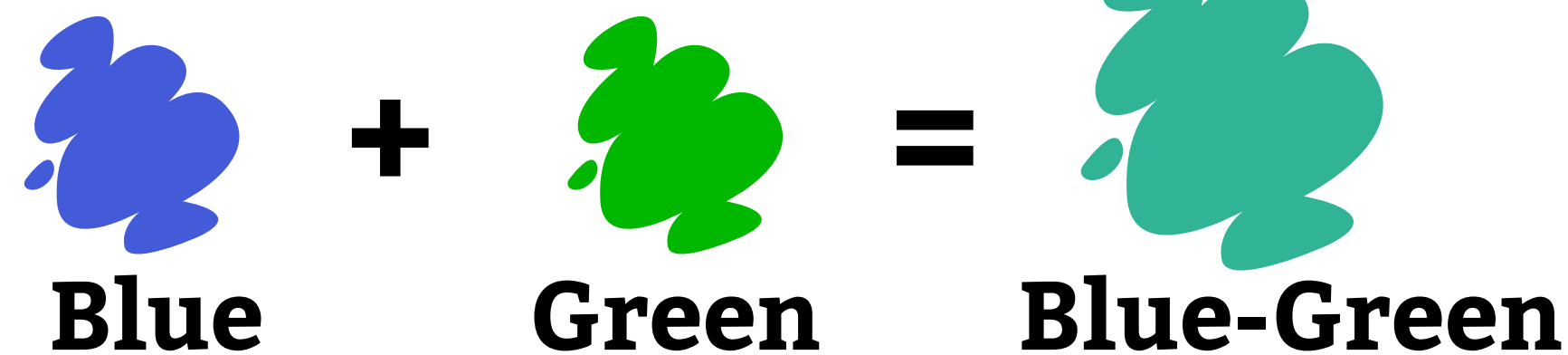
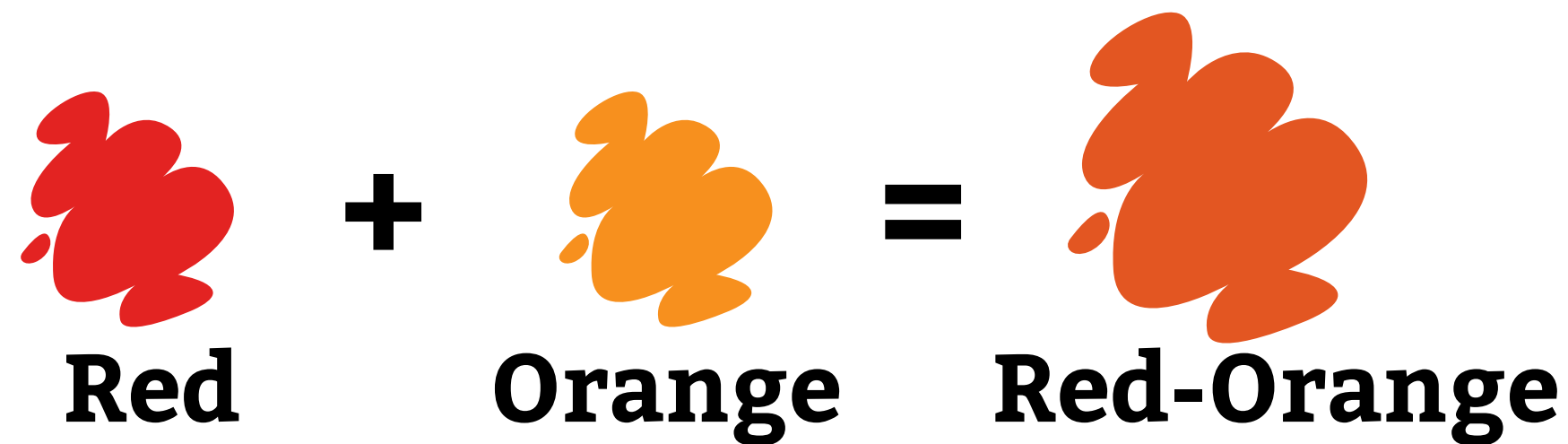
TERTIARY COLORS

Tertiary colors are intermediate colors resulting from mixing a primary and a secondary color.



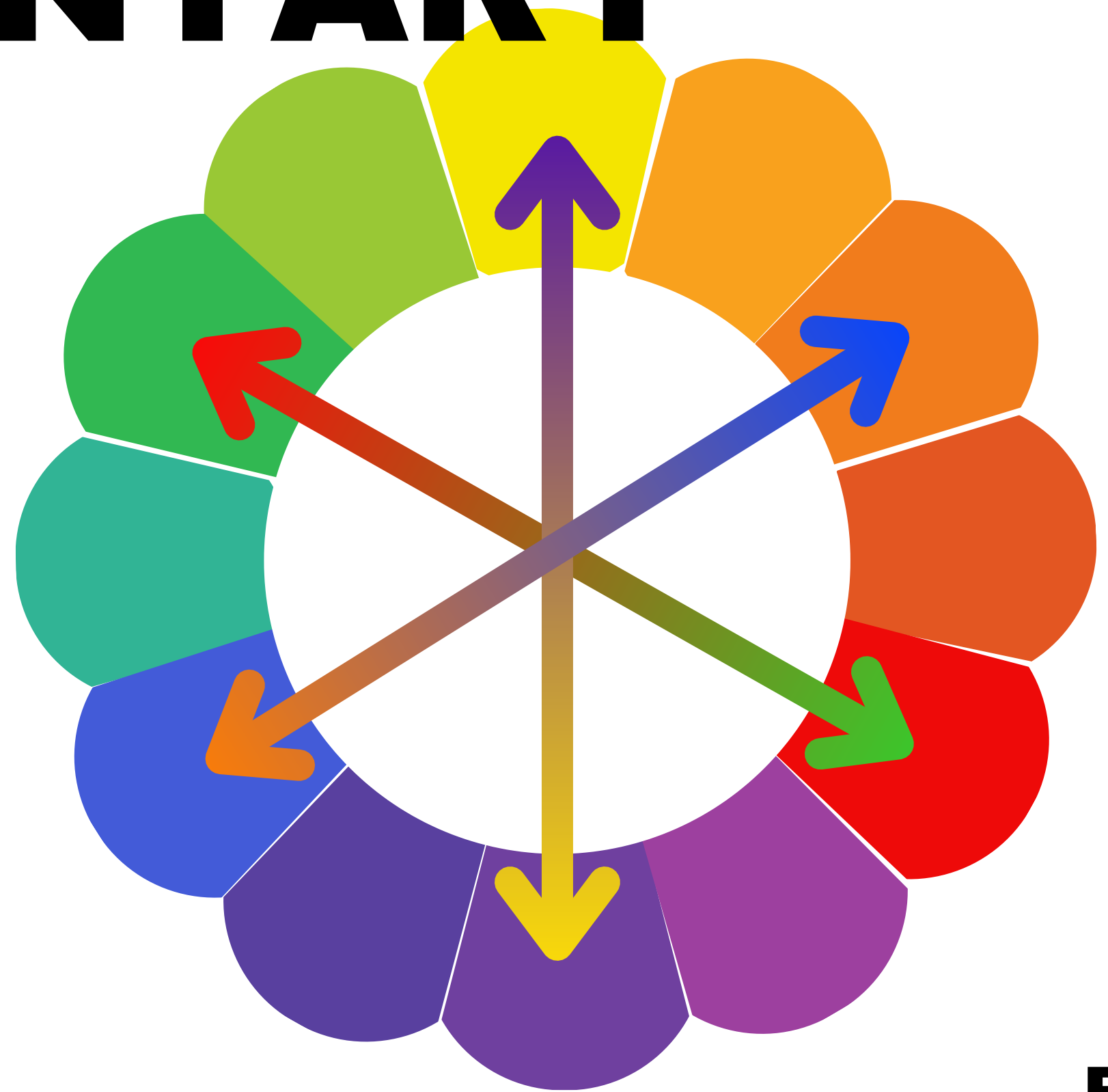


Primary + Secondary = Tertiary



COMPLEMENTARY COLORS

2 colors that sit directly opposite each other on the color wheel.



RYB



Which carrot do you like more? ❤️ Drawing, Color Theory

Nashtia

drawing an orange carrott 🥕
without vs with color theory

@stasiart



STASI
ART

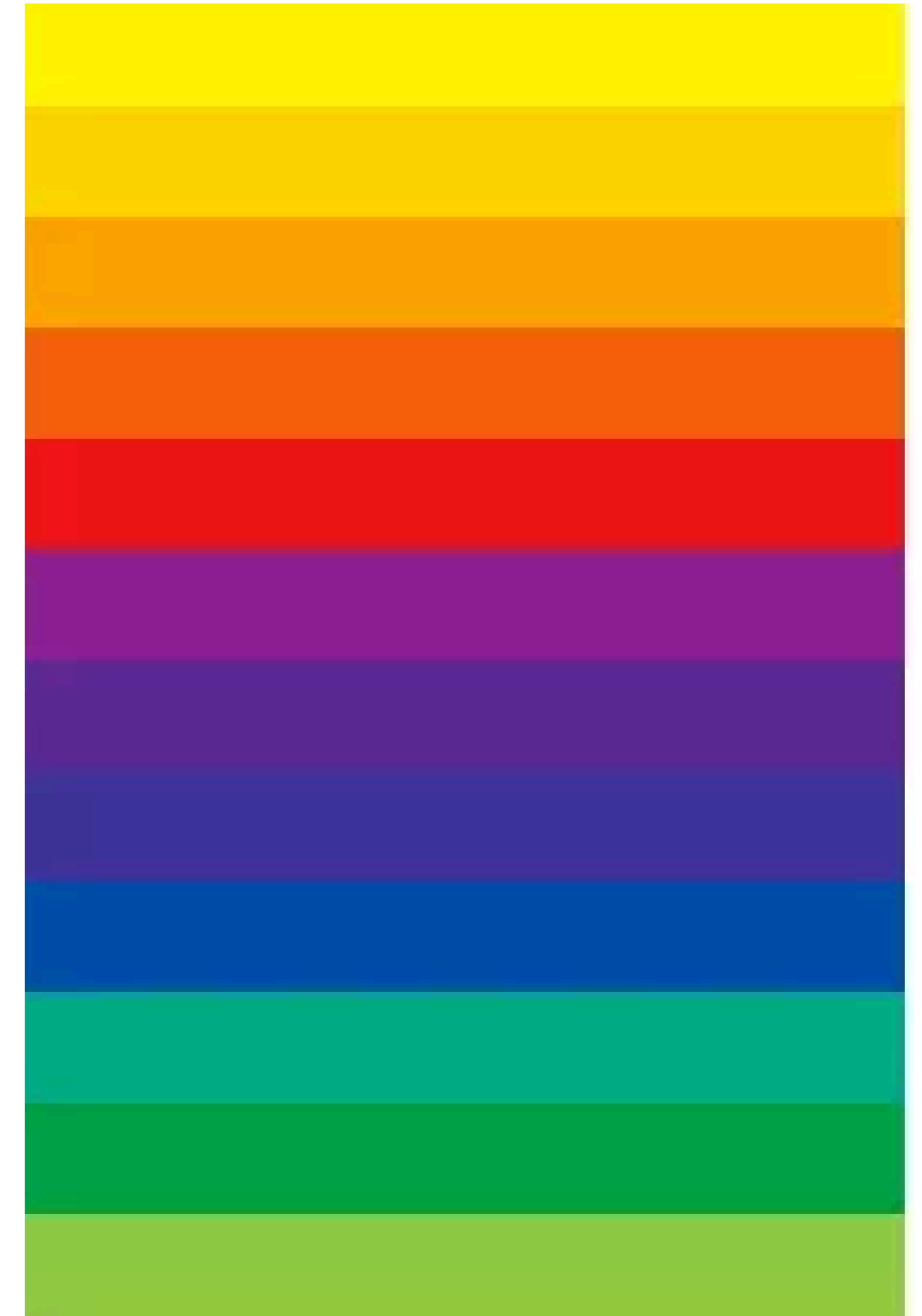
HUE

What is
the color?

Hue refers to the raw, spectral color, like a primary (red, blue, yellow) or secondary (green, orange, purple) color, **before** any white, black, or gray is added.

Example:

The hue of Navy is blue.



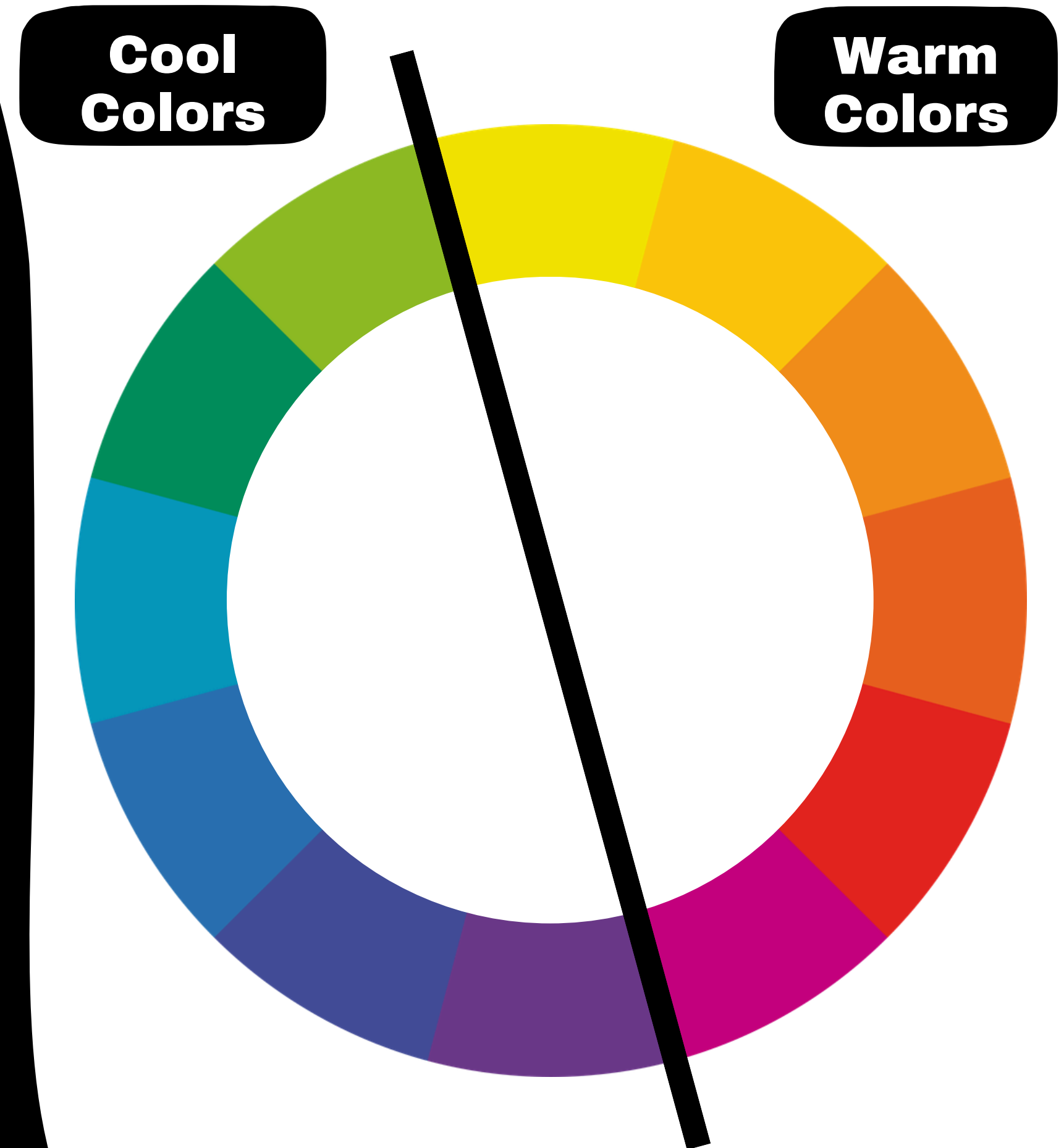
COLOR TEMPERATURE

Color temperature generally refers to how “warm” or “cool” a color is.



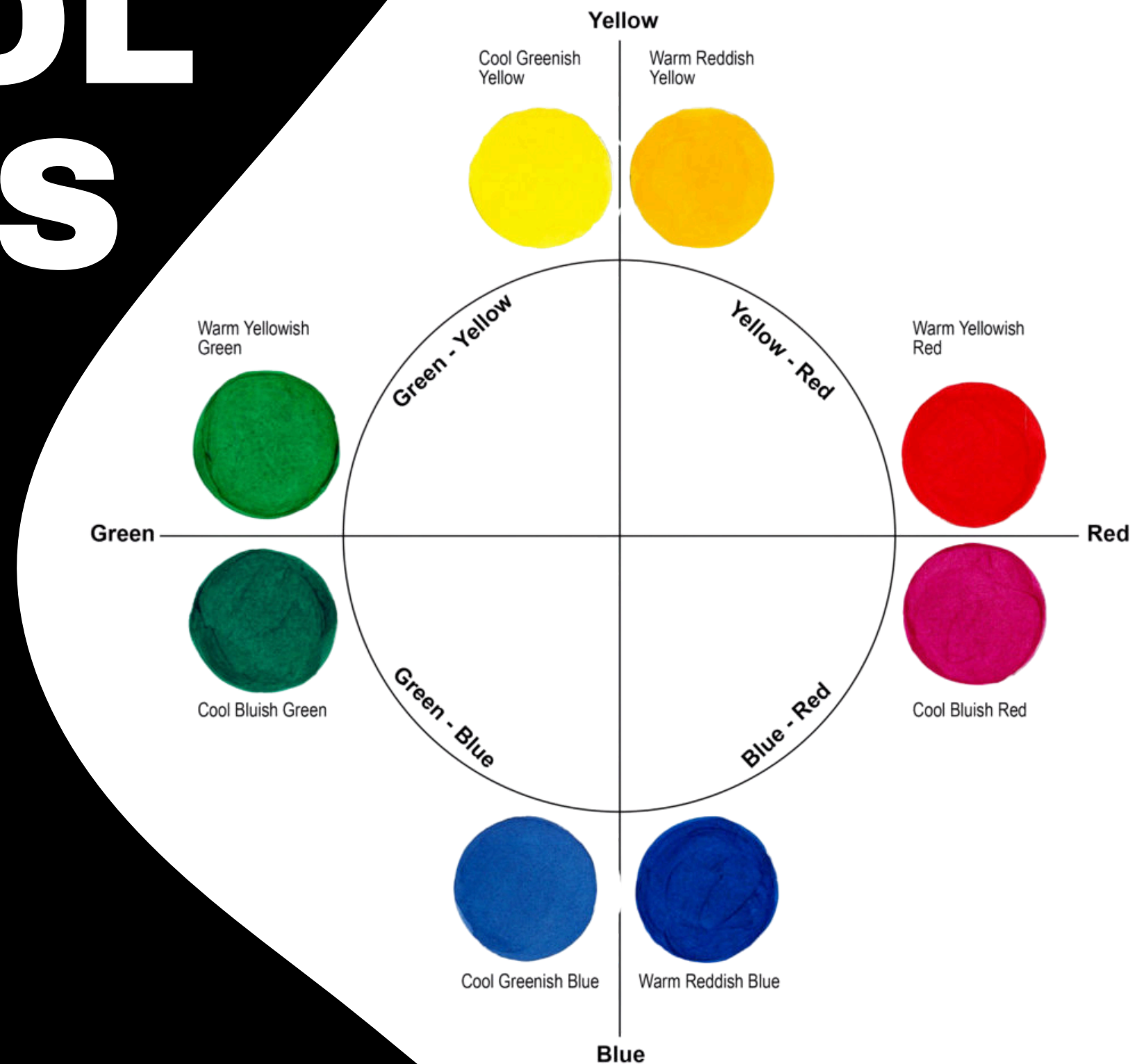
WARM & COOL HUES

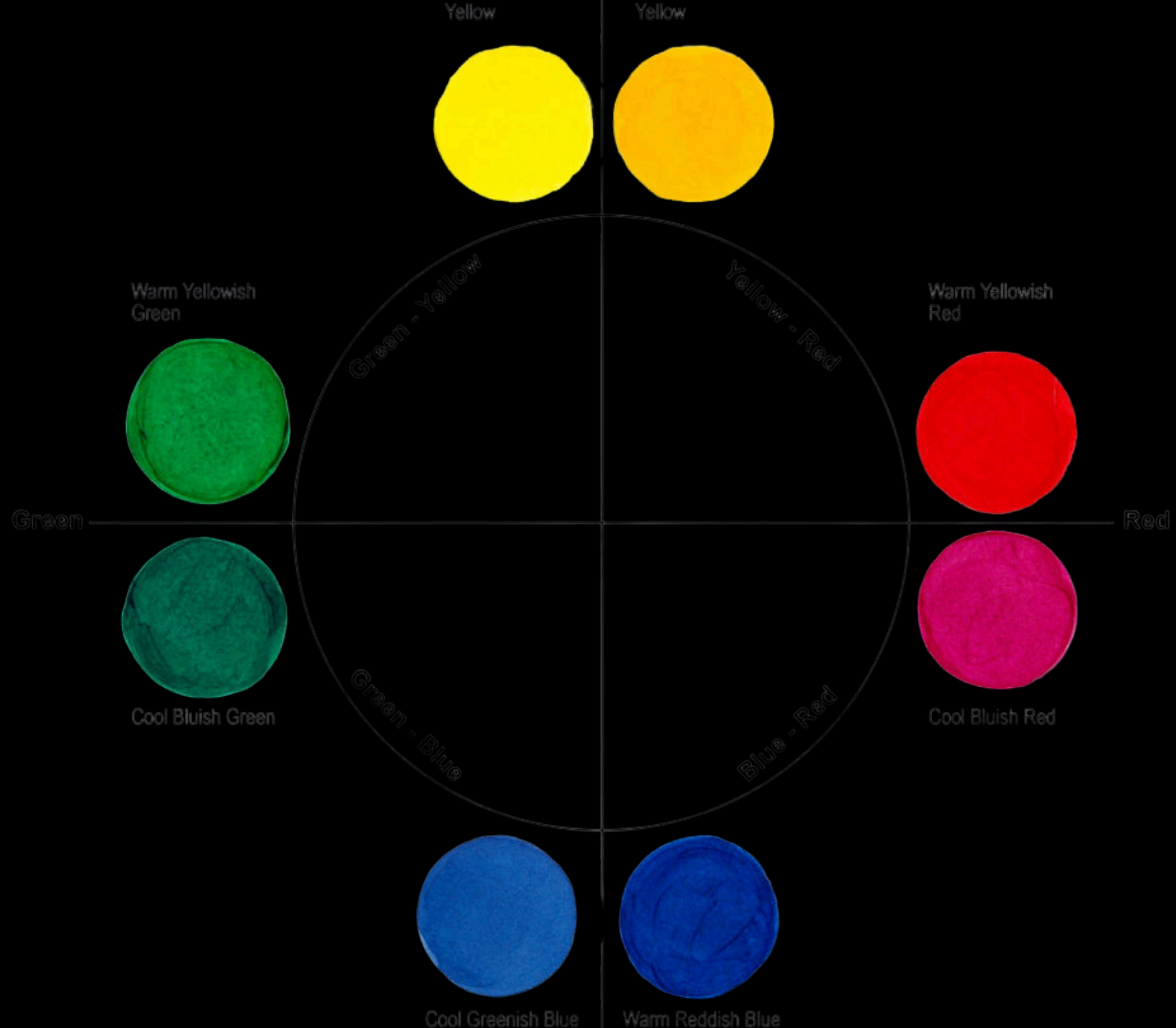
- Warm colors (red, orange, yellow) evokes heat and sunshine, creating an energetic feeling and appears to advance in design.
- Cool colors (blue, green, violet) suggests water, sky, and shade, creating a calming feeling and seems to recede, making them ideal for backgrounds.

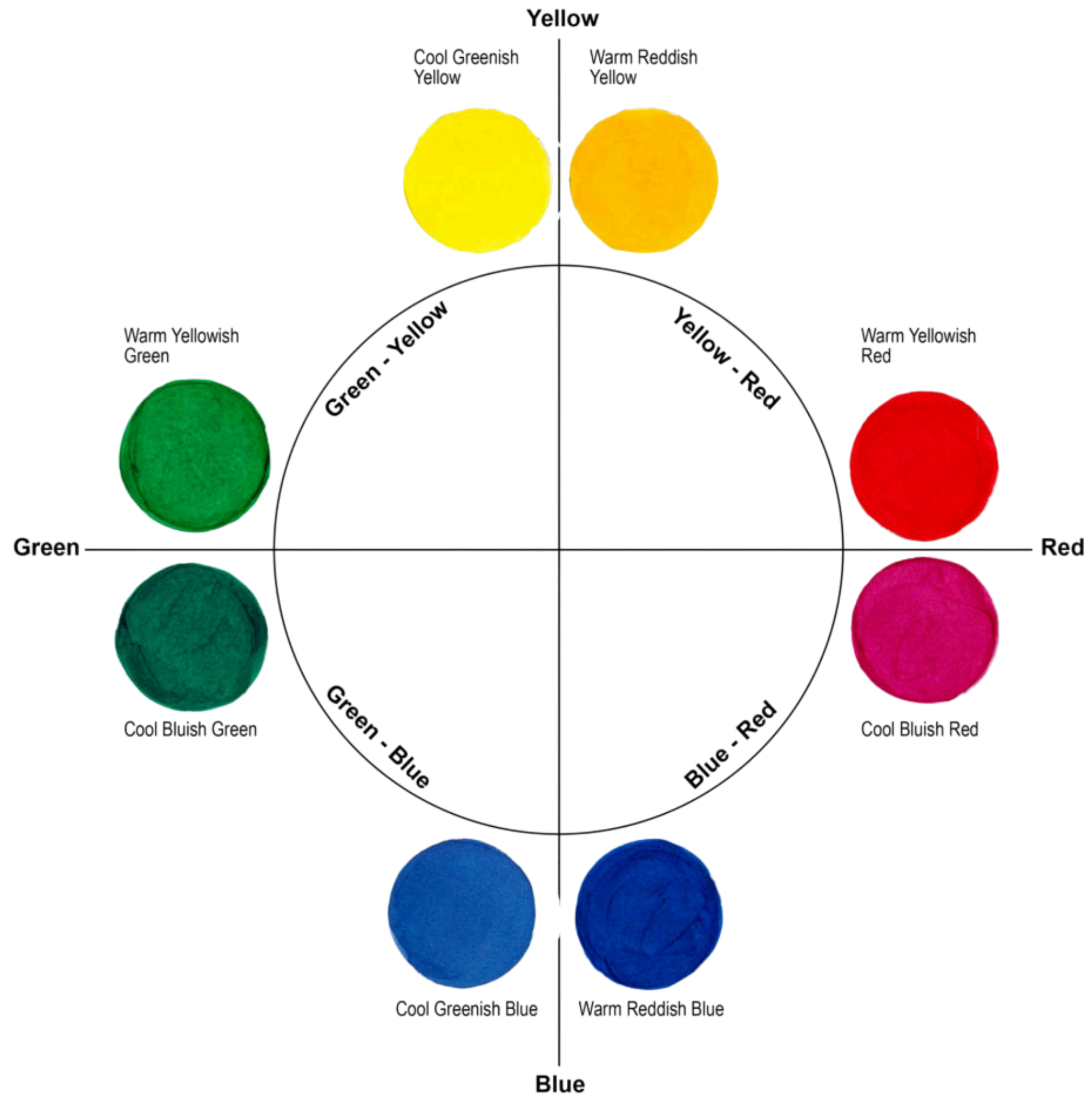


WARM & COOL UNDERTONES

Undertones are the subtle underlying colors visible beneath the main color, crucial for mixing vibrant vs. muted tones. Identifying these biases ensures clean mixes, while opposing undertones create muddy or muted colors.



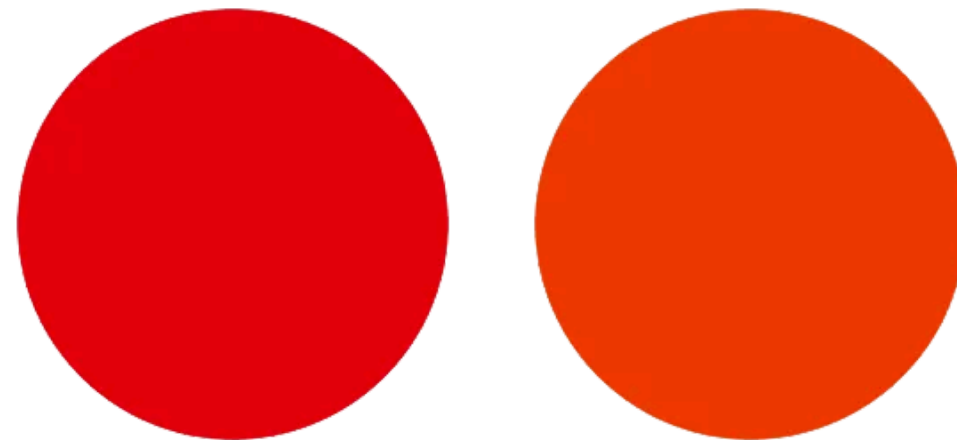




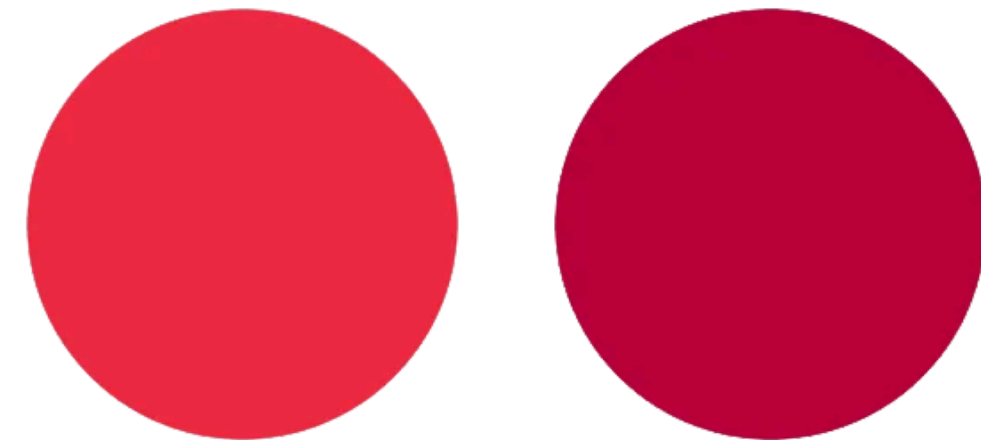
WARM & COOL

RED

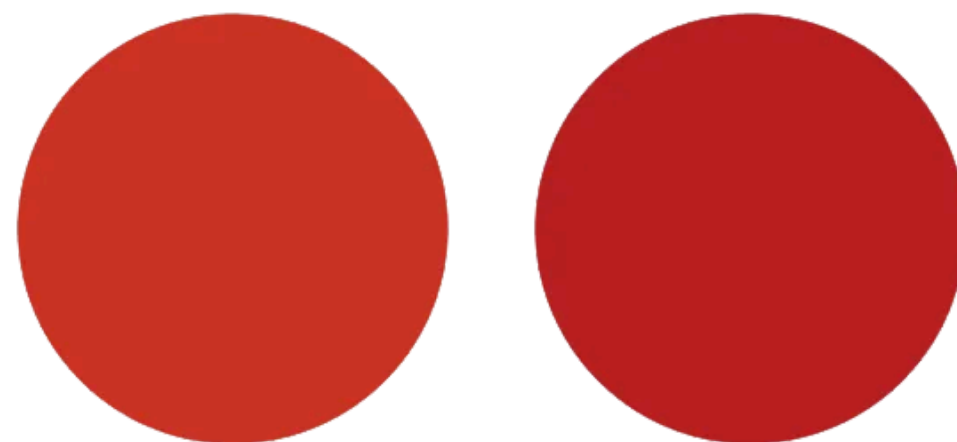
Warm-Light



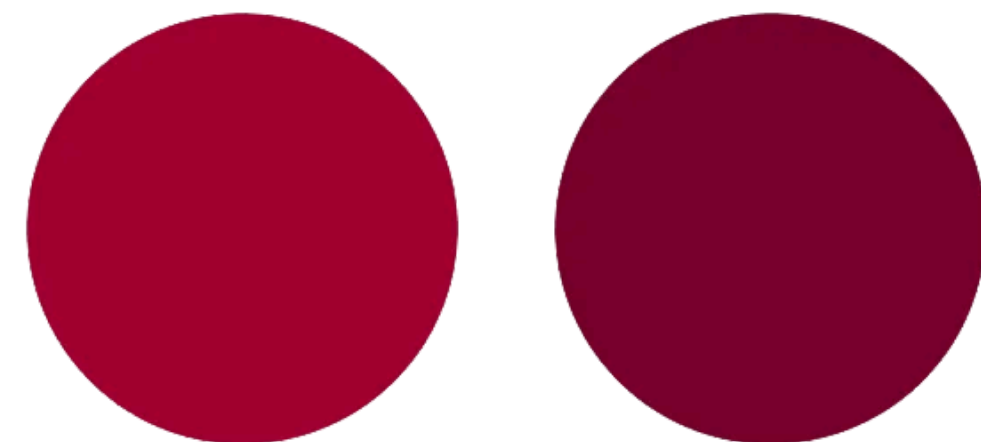
Cool-Light



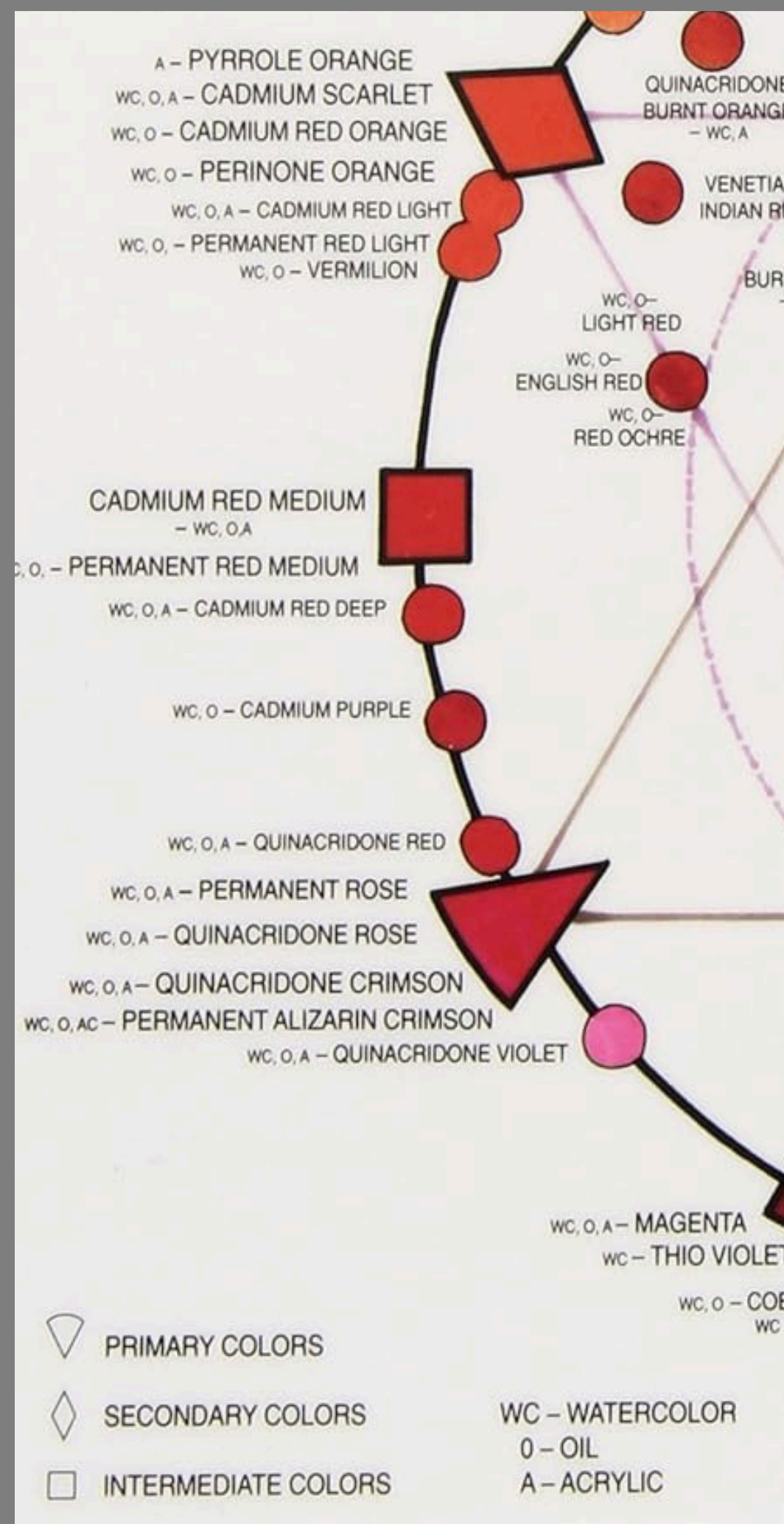
Warm-Dark



Cool-Dark



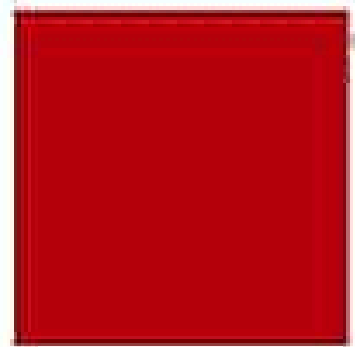
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CREEDE, CO 81130
(719) 658-2741



UNDERTONES & MIXING

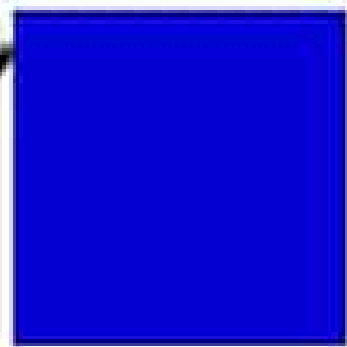
PERMANENT ROSE

ULTRAMARINE BLUE



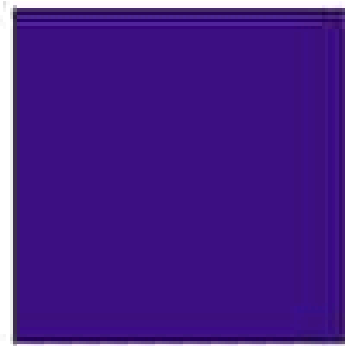
Cool

+



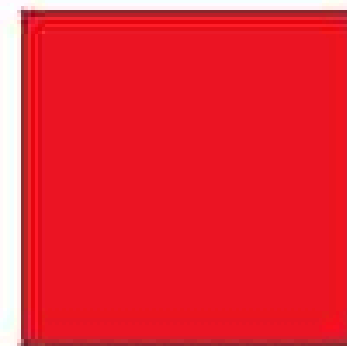
Cool

PURPLE



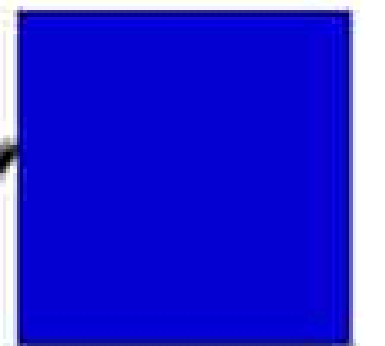
CADMIUM RED

ULTRAMARINE BLUE



Warm

+



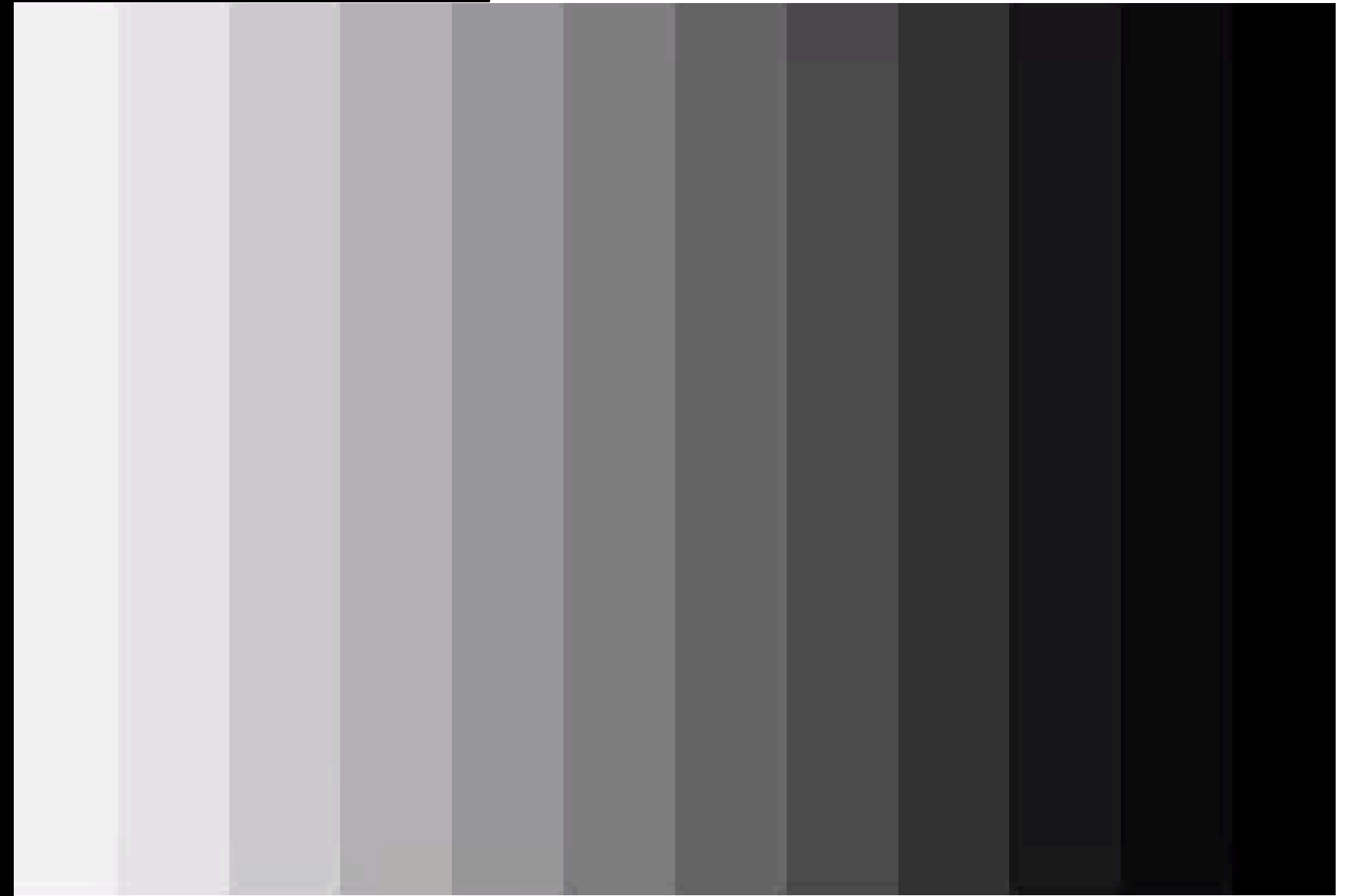
Cool

DULL MUDDY PURPLE

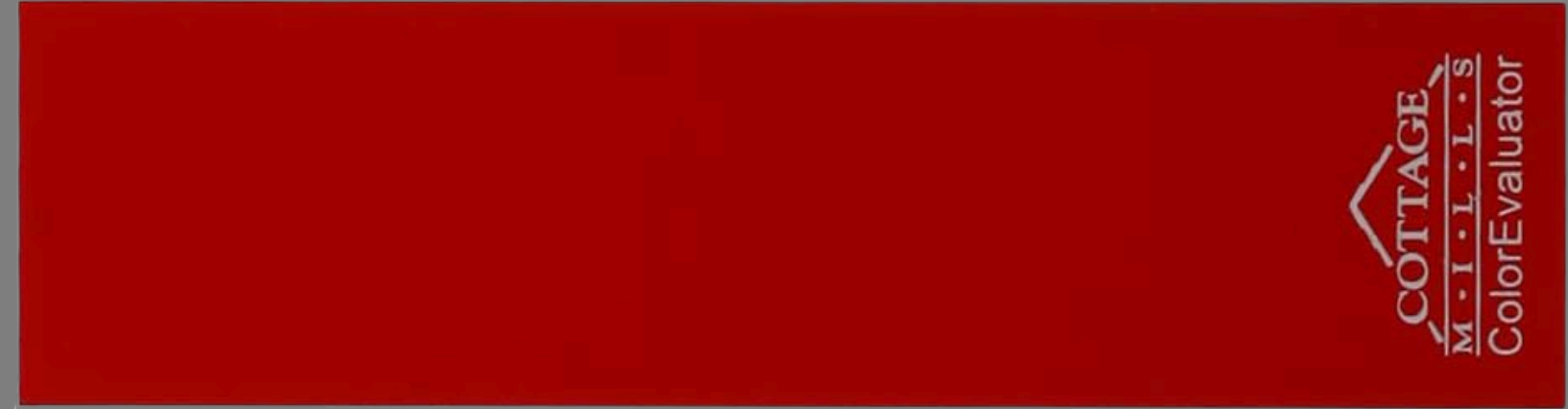


VALUE

Value is the **lightness or darkness of a color**, ranging from white (highest value) to black (lowest value), and is crucial for creating depth, form, and contrast, allowing objects to appear three-dimensional rather than flat.



How light or dark is
the color?

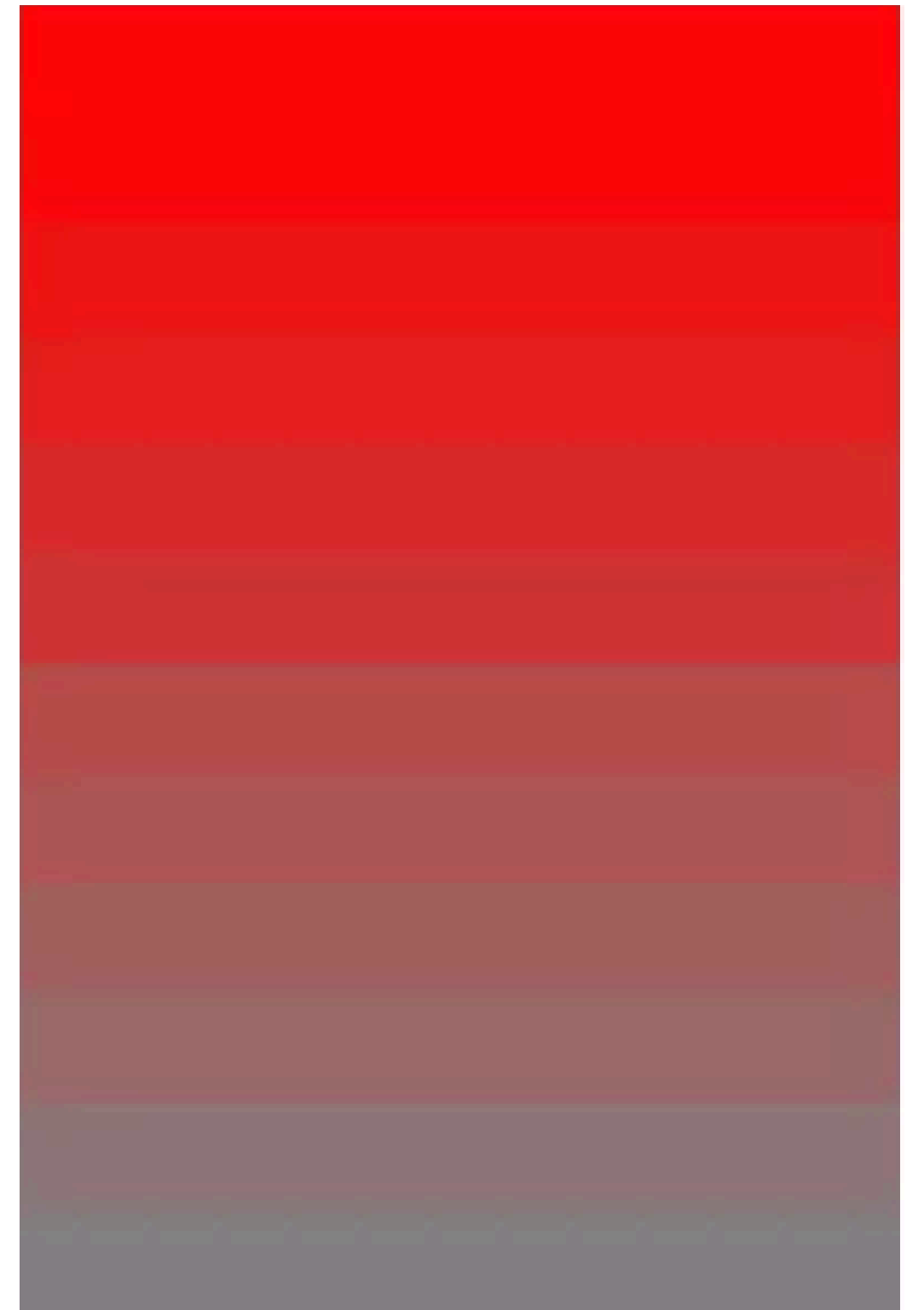




SATURATION (CHROMA)

Saturation is a measure of how pure a color is. You can reduce the saturation by adding gray or a complementary color.

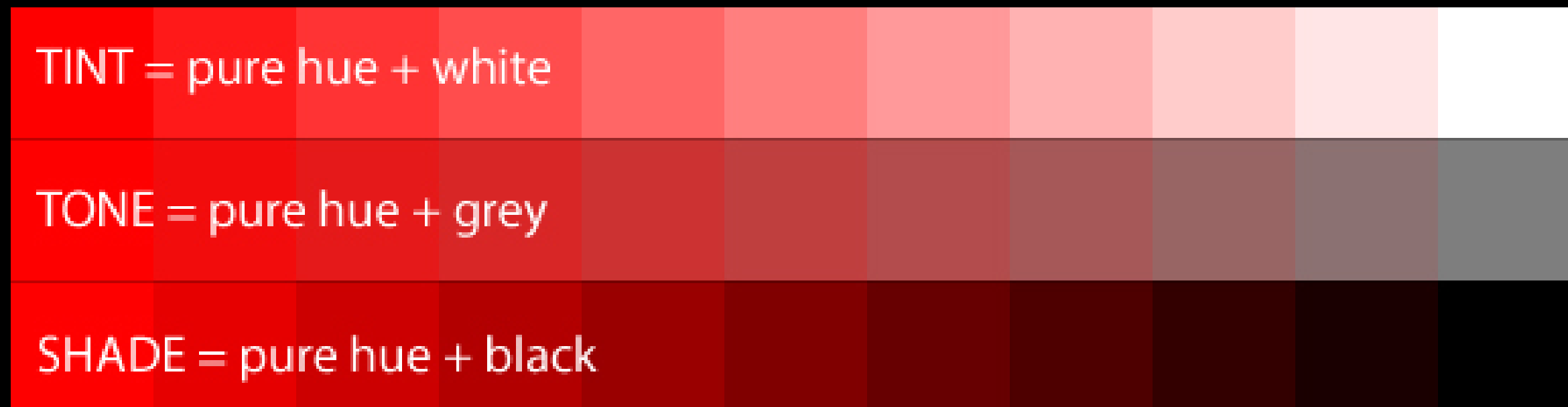
How
vibrant or
dull is the
color?



TINT, TONE, SHADE

Tint, tone, and shade are methods to modify a base hue, altering its lightness, darkness, or saturation.

- Tint - any color + white, making it lighter and less saturated.
- Shade - any color + black, making it darker.
- Tone - any color + gray, making the color more subtle and less intense.



Why do we need to know this?

- **Mixing colors**
- **Color Combinations of Schemes**
- **Color Relativity**
- **Value in composition**



COLOR COMBINATION OR SCHEMES



Complementary



Analogous



Split-
complementary



Monochromatic



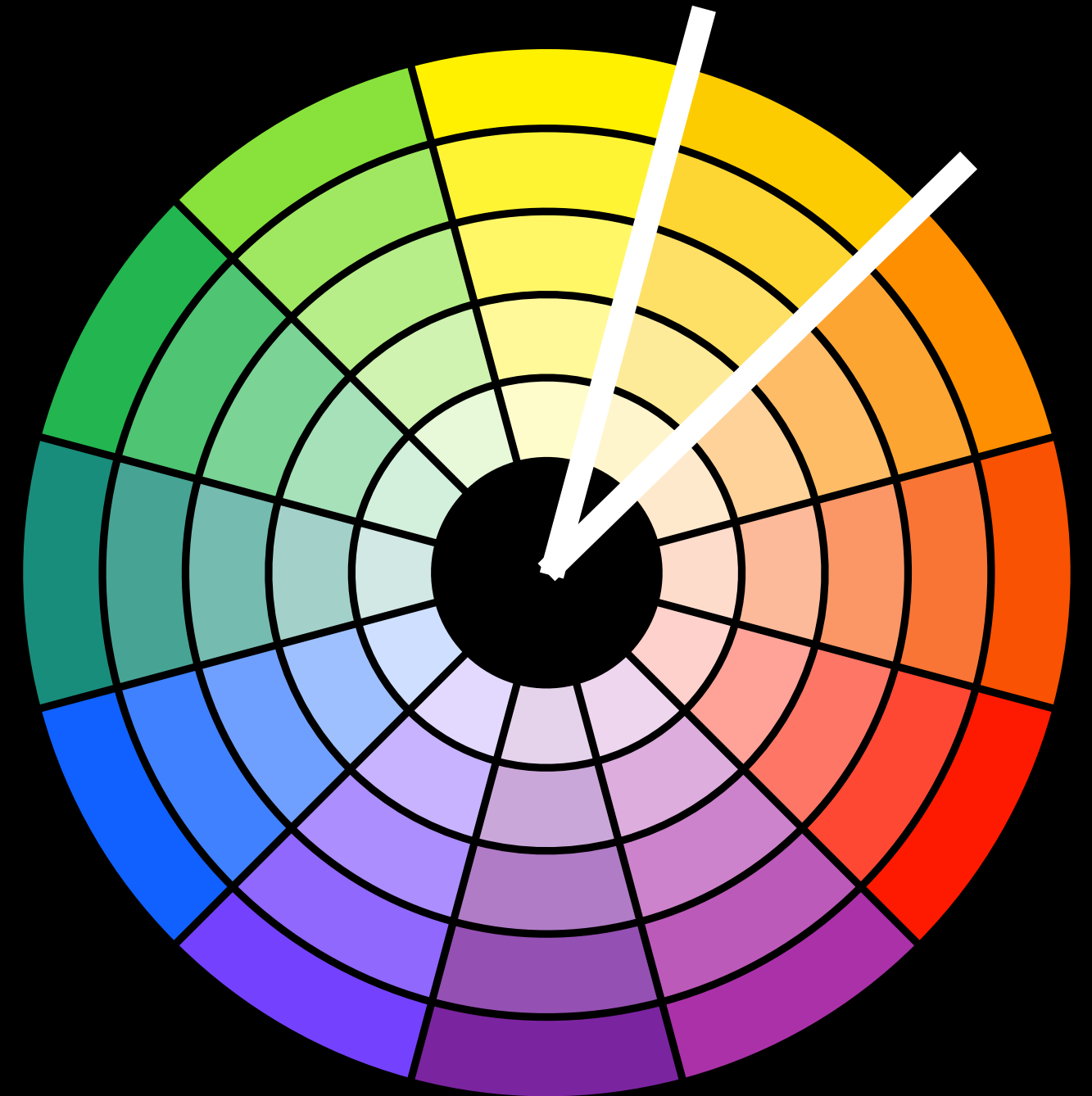
Tetradic



Triadic

MONOCHROMATIC

- Definition: Different shades, tones, and tints of a single base color.
- Effect: Subtle, clean, and consistent; very easy to manage.
- Best Use: Elegant, minimalist, or harmonious designs.

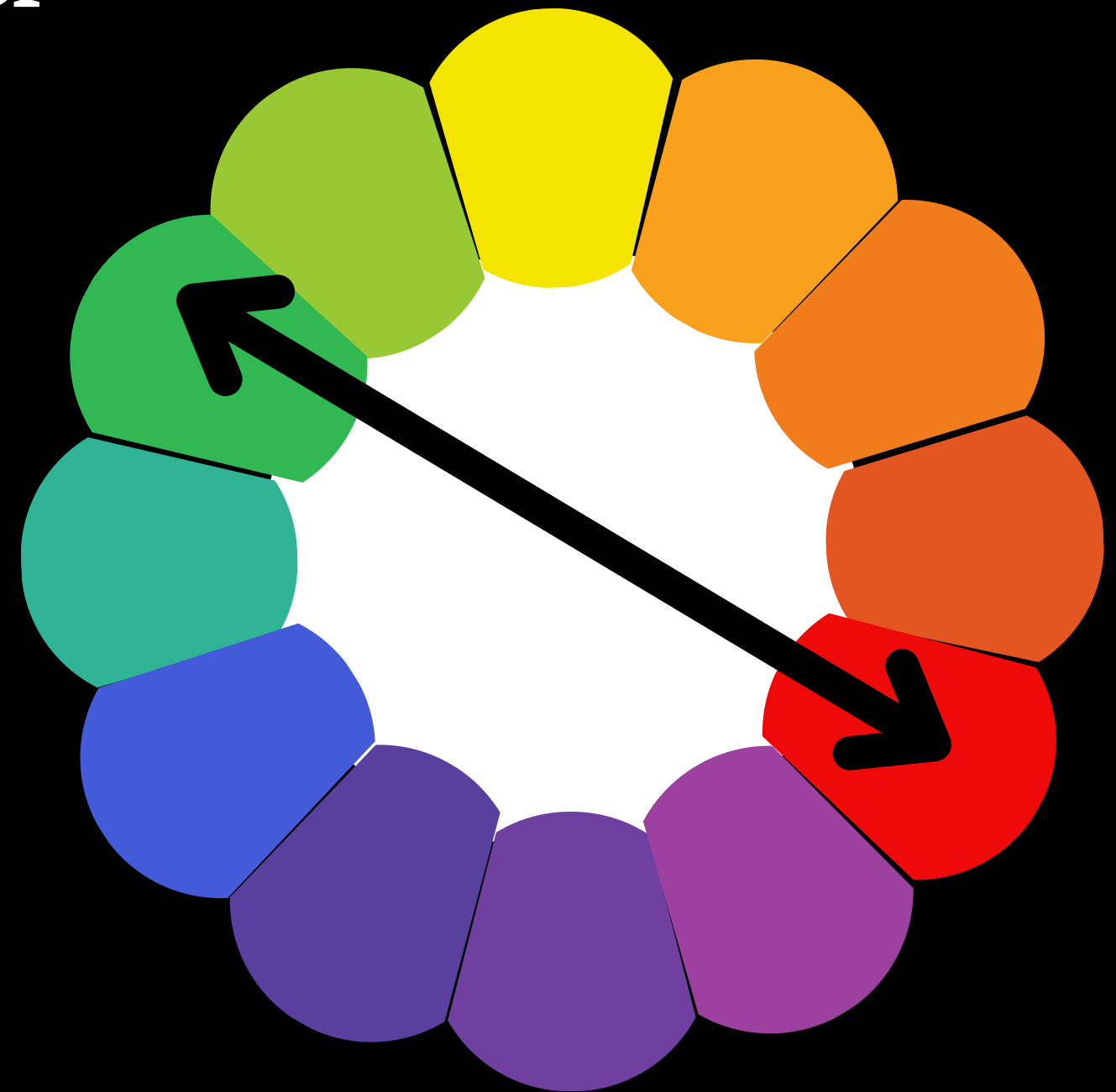


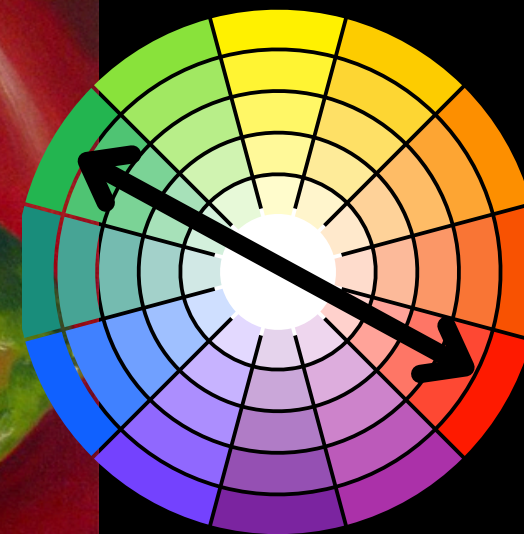
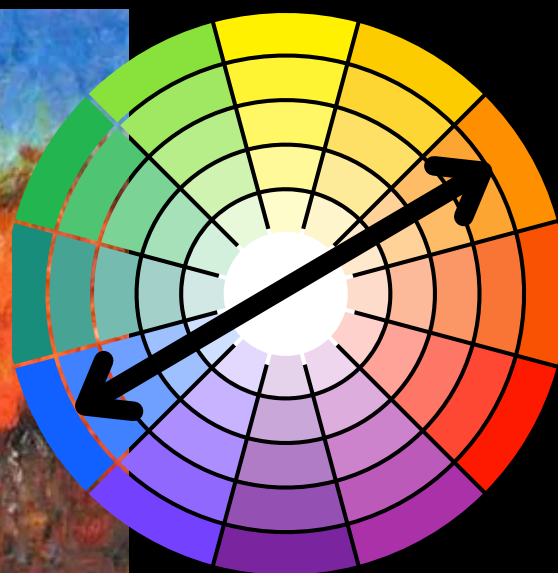
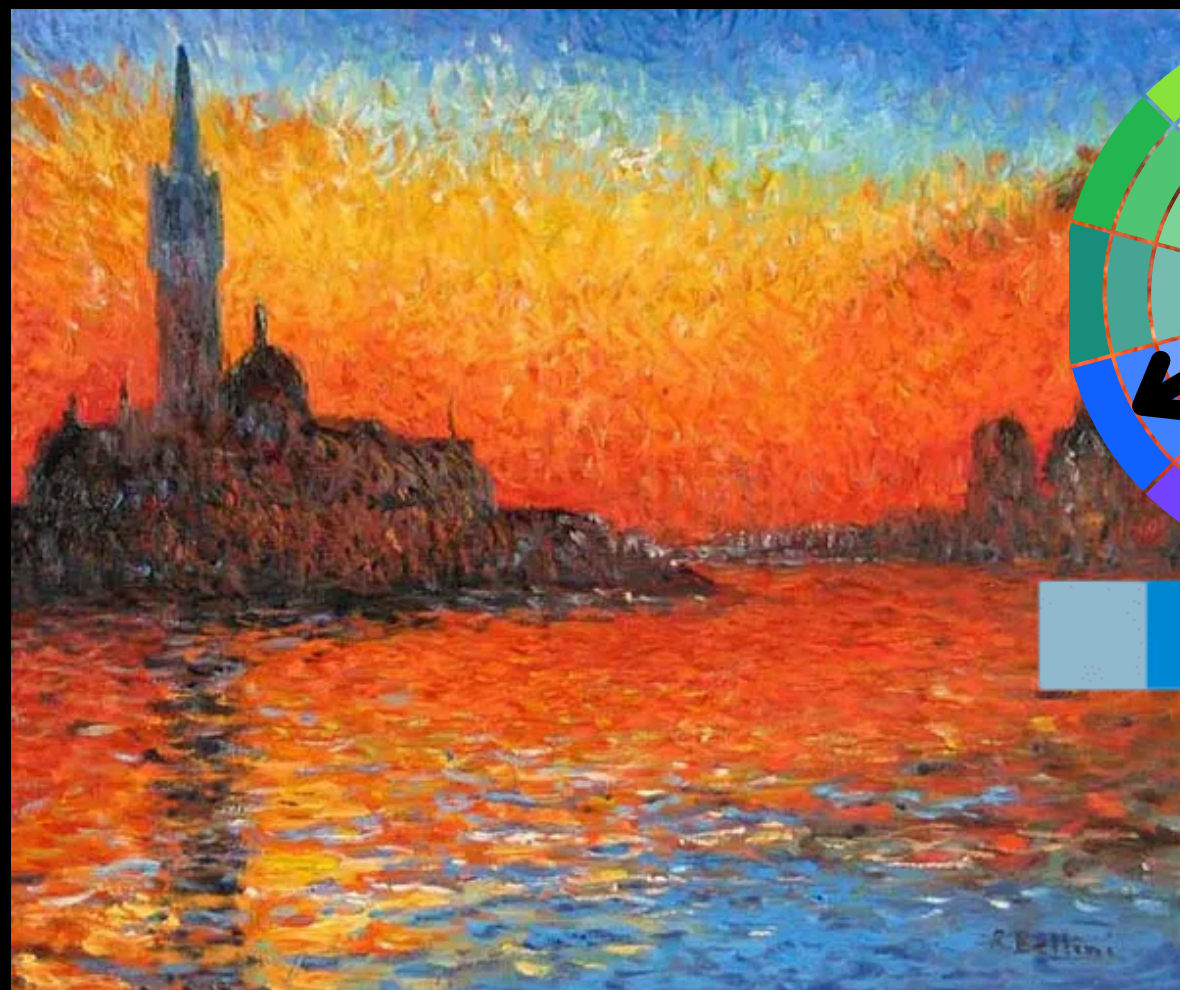


MONOCHROMATIC

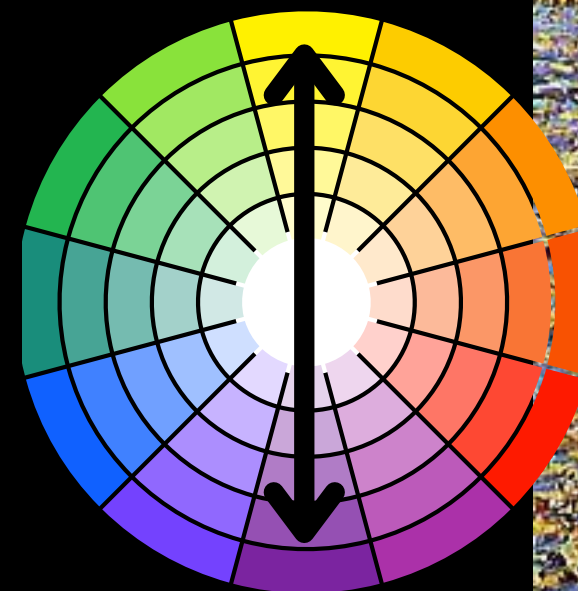
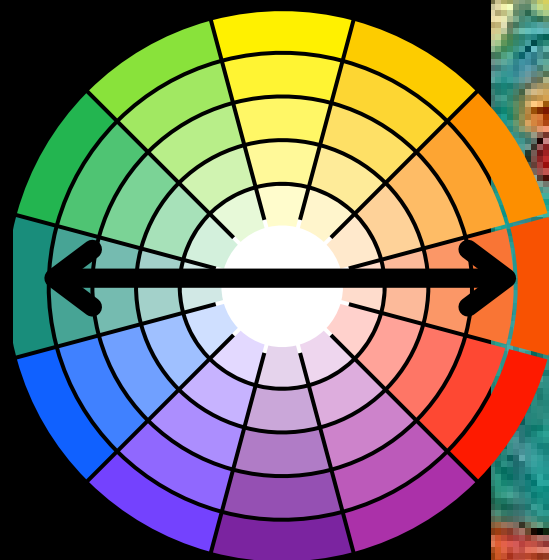
COMPLEMENTARY

- Definition: Two colors opposite each other on the color wheel (e.g., blue and orange)
- Effect: Highest contrast and impact, appearing brighter and more vibrant.
- Best Use: High-energy designs needing a "pop".





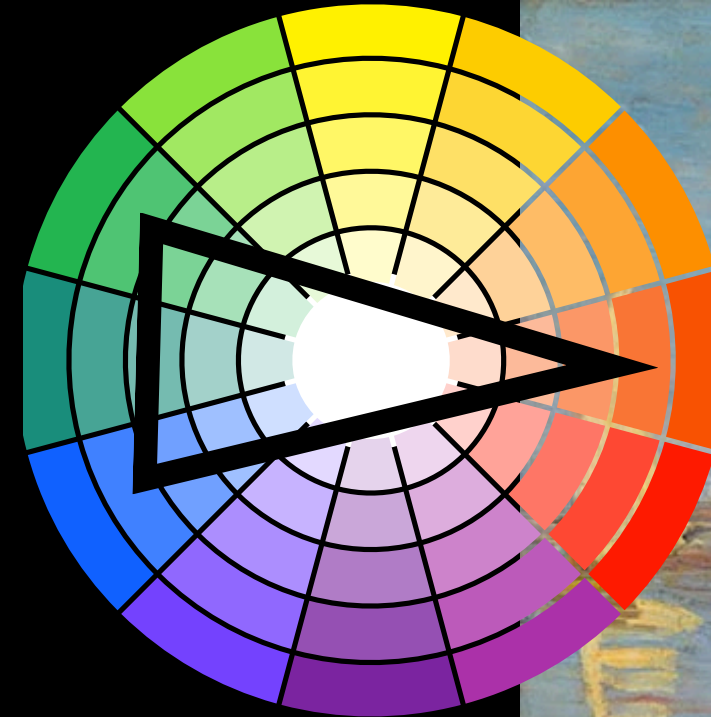
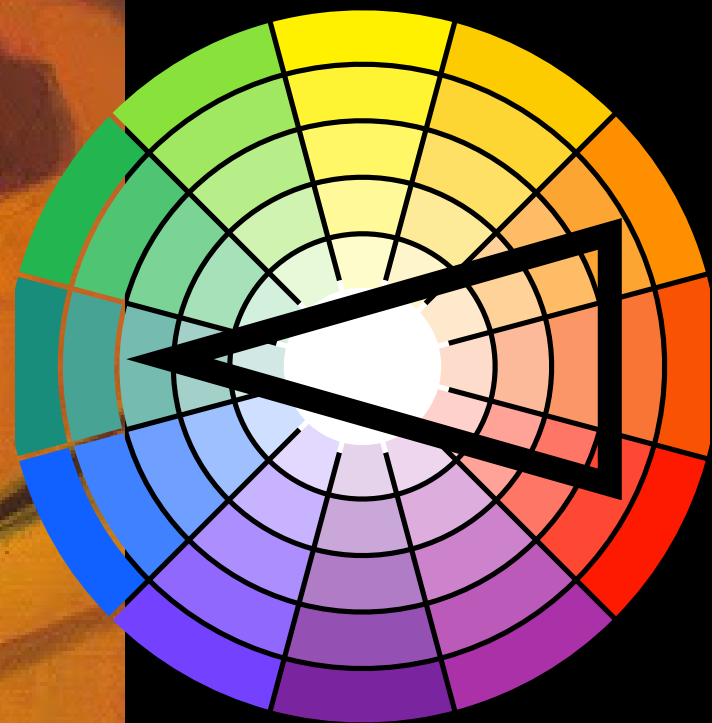
COMPLEMENTARY



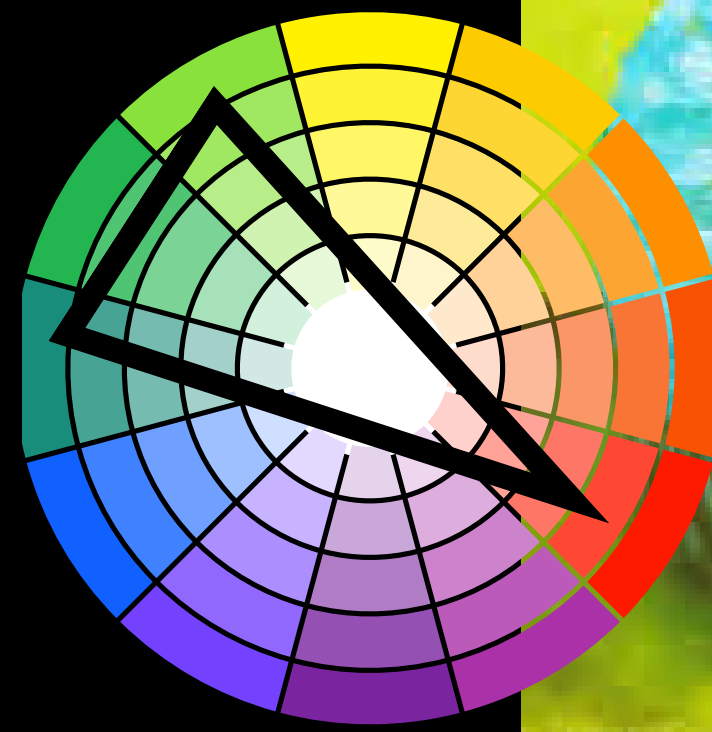
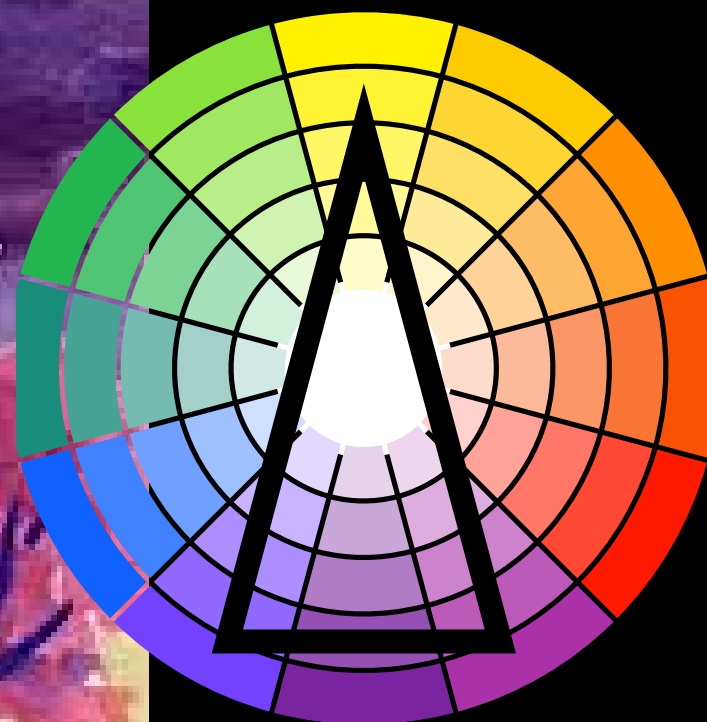
SPLIT-COMPLEMENTARY

- Definition: A base color plus the two colors adjacent to its complement.
- Effect: High contrast without the intense tension of a strict complementary pairing.
- Best Use: Beginners looking for a sophisticated palette.



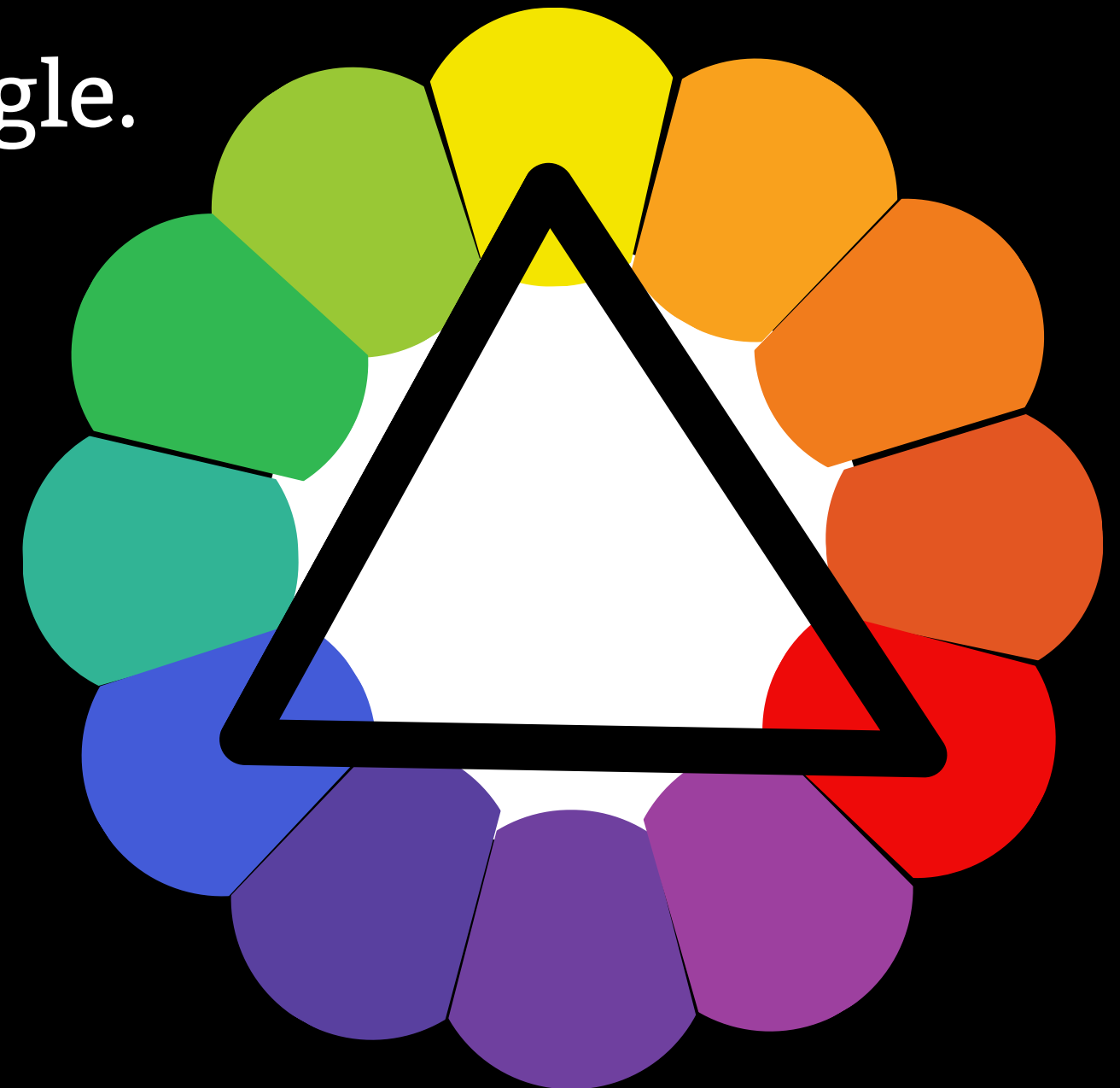


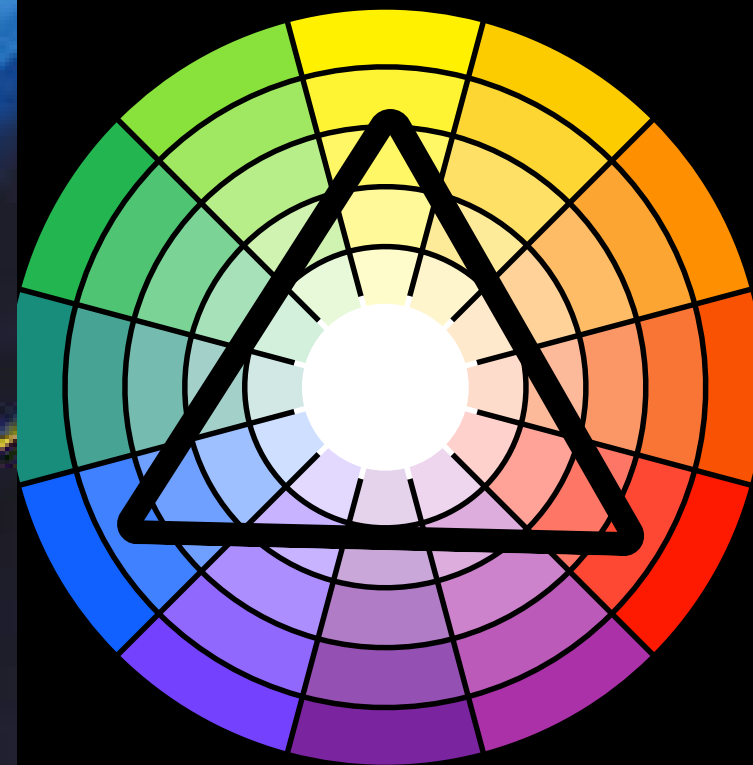
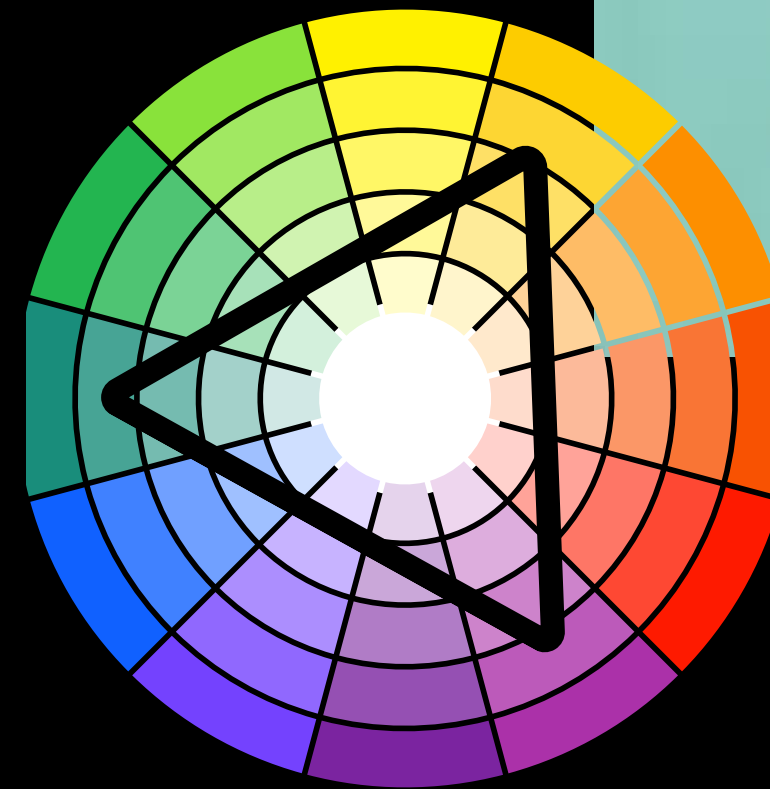
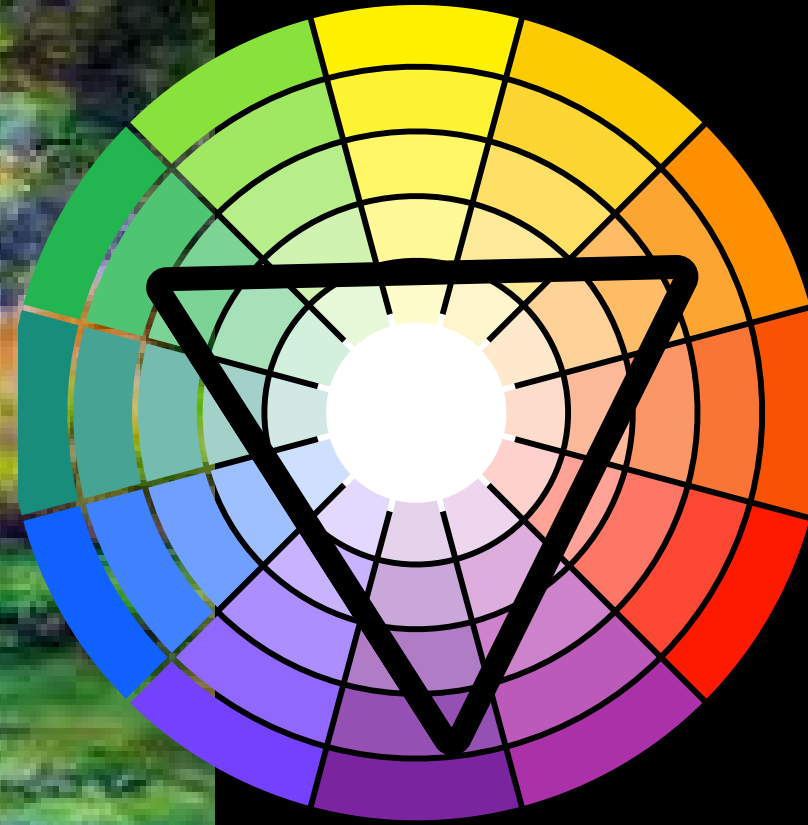
SPLIT-COMPLEMENTARY



TRIADIC

- Definition: Three colors evenly spaced around the color wheel, forming a triangle.
- Effect: Vibrant and high-contrast, yet more balanced than complementary.
- Best Use: Bold, colorful, and harmonious designs.

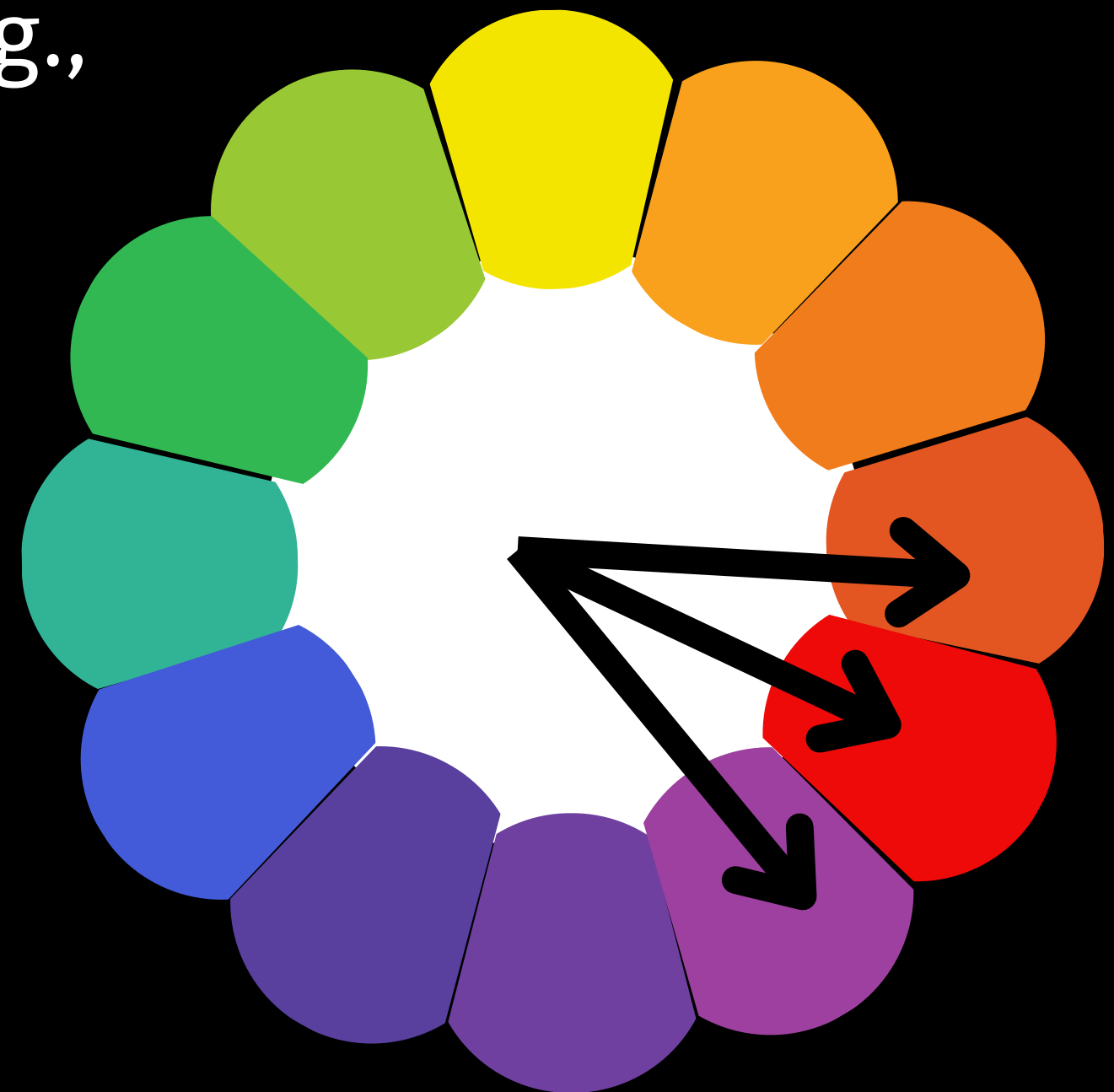




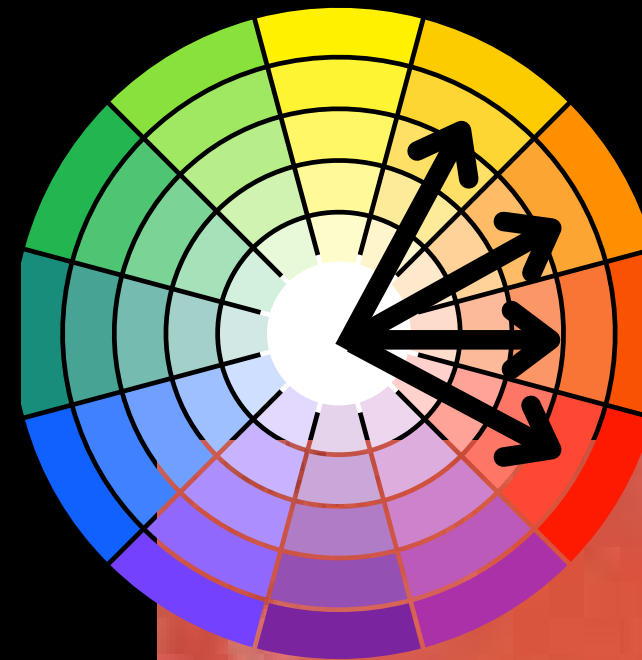
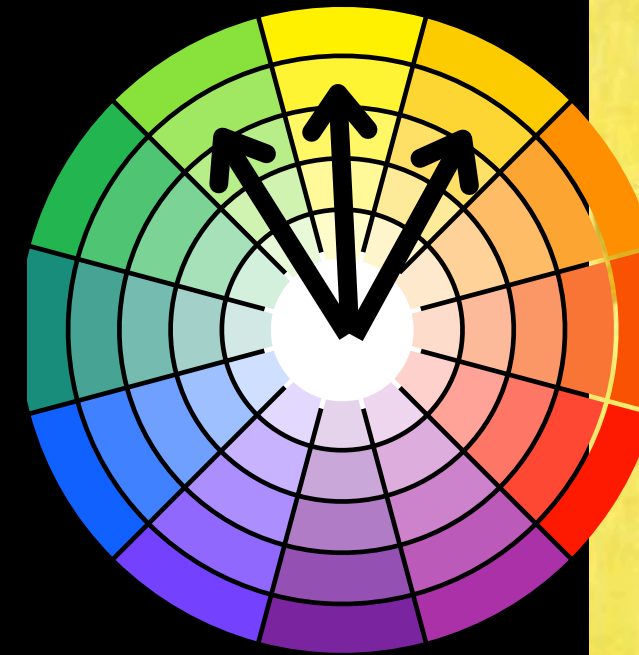
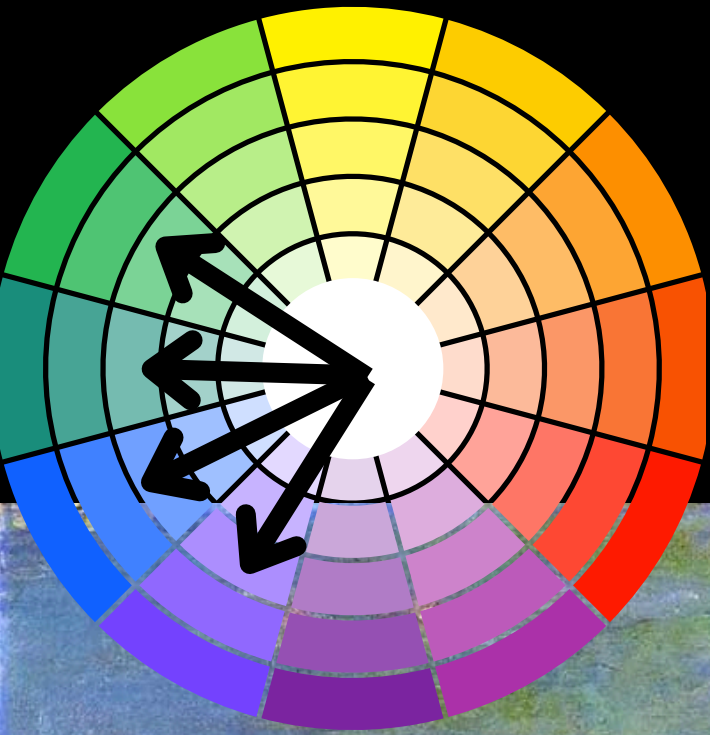
TRIADIC

ANALOGOUS

- Definition: Three or more colors situated next to each other on the color wheel (e.g., red, red-orange, orange).
- Effect: Smooth, tranquil, and harmonious transition.
- Best Use: Creating a calm mood; usually requires a dominant color and accent colors.

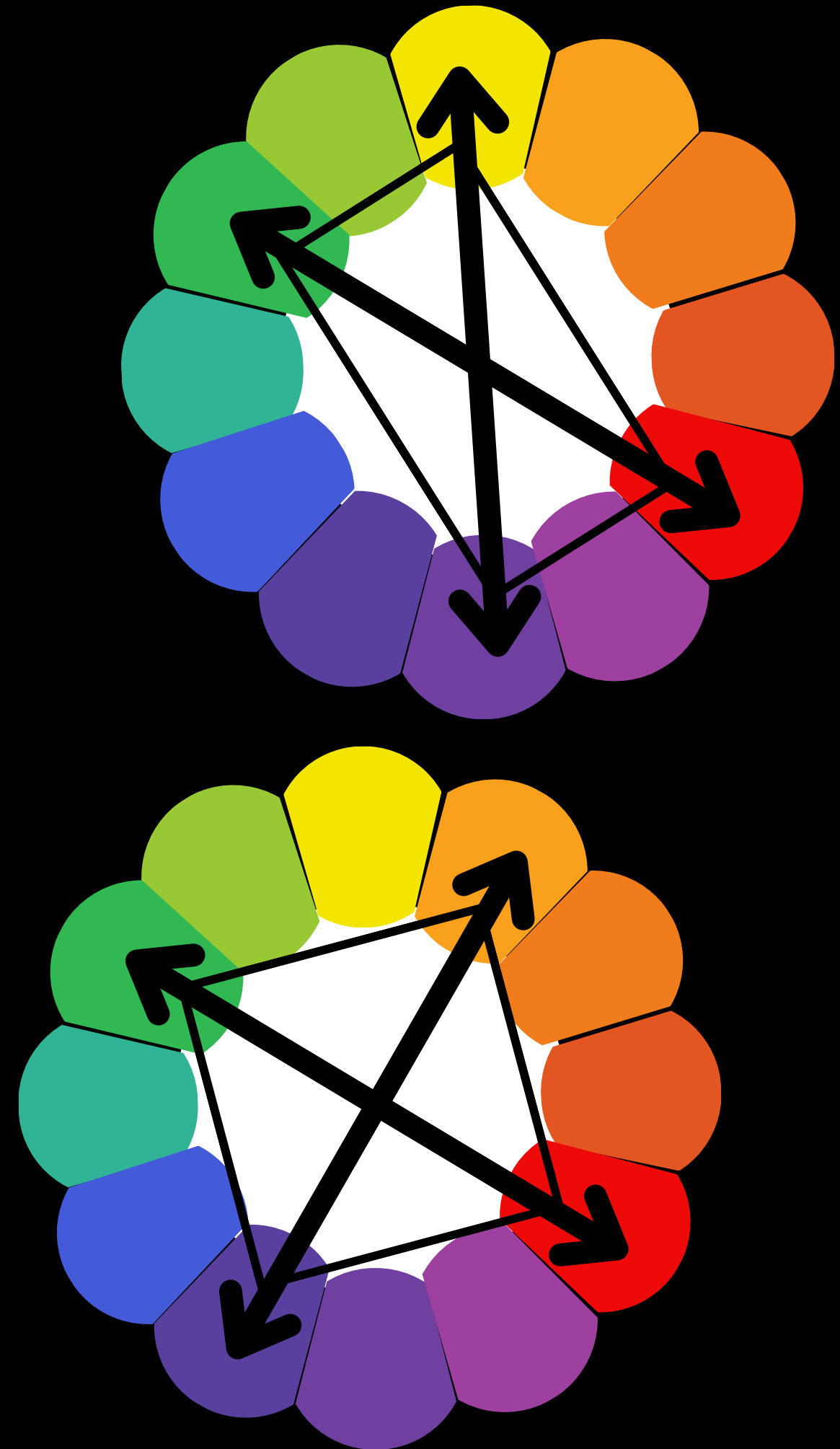


ANALOGOUS



TETRADIC

- Definition: Two pairs of complementary colors that form a rectangle or square.
- Effect: Extremely rich, complex, and dynamic.
- Best Use: Complex projects; works best with one dominant color.

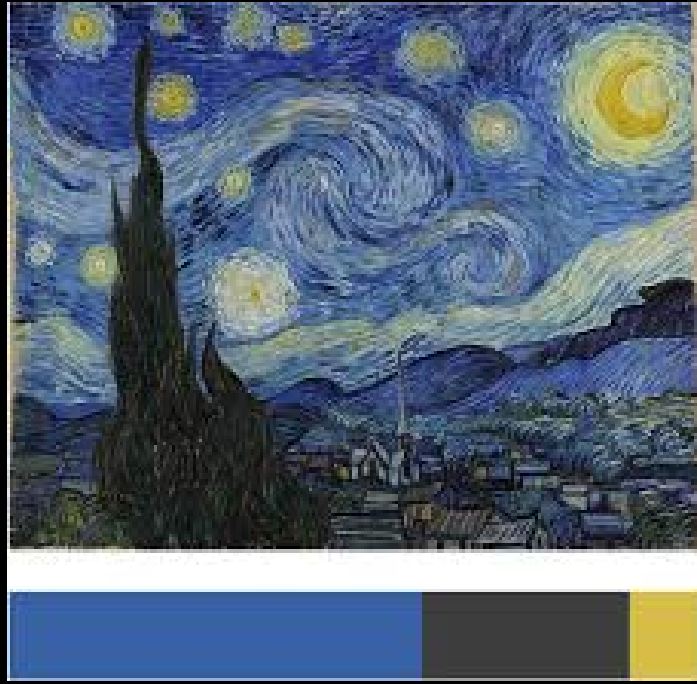


TETRADIC



COLOR RATIOS

“RULES”



- 60/30/10 Rule: 60% dominant color (background/walls), 30% secondary color, 10% accent color (accessories/elements).



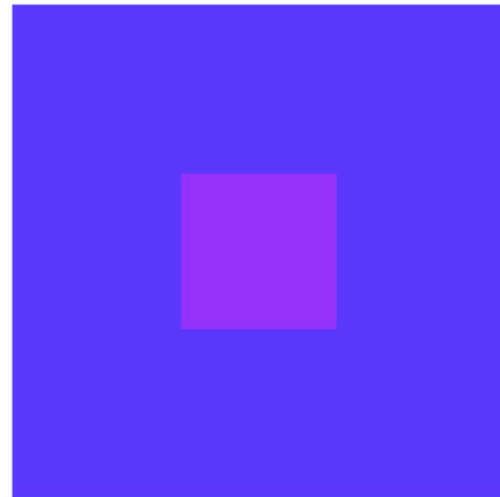
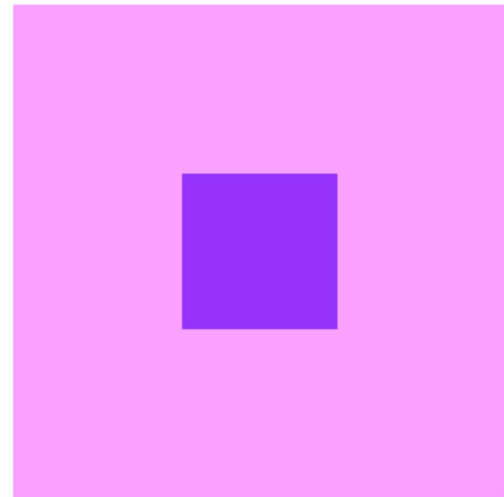
- 80/20 Rule: 80% primary color, 20% complementary color.
- Rule of Odd Numbers: Using an odd number of colors creates a more dynamic and natural interaction.



RELATIVITY

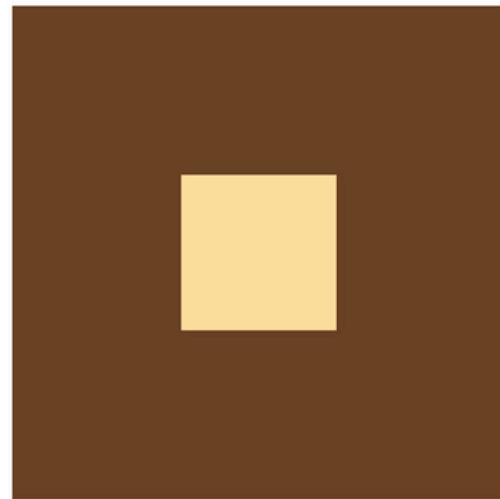
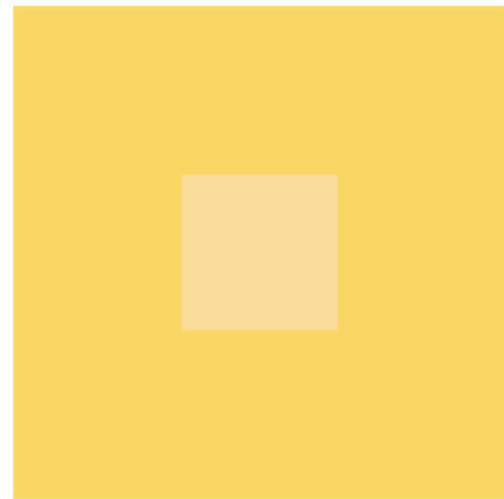
- A color is perceived relative to its surroundings rather than as an absolute, fixed hue. A single color can appear as two different shades depending on the background, with surrounding colors influencing perceived brightness, saturation, and temperature

RELATIVITY



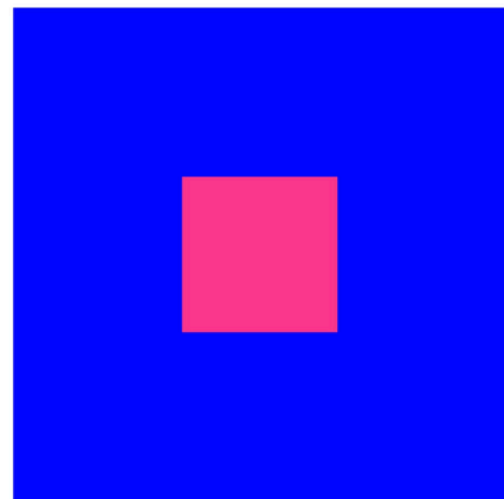
Hue Shift:

Occurs by using a light background to make the purple look dark and a dark background that makes the purple look light and a different shade.



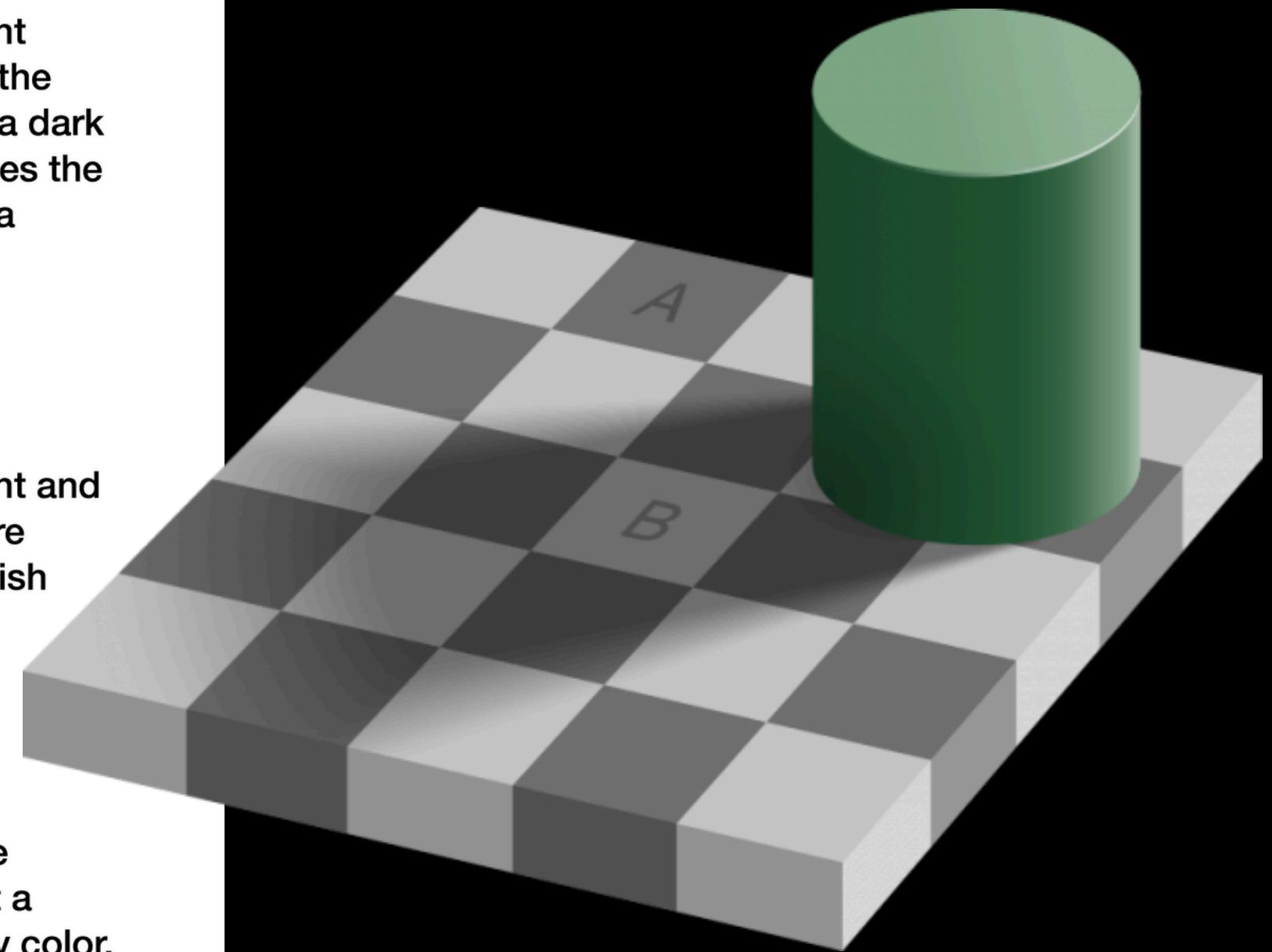
Value Shift:

Occurs by using a light and dark analogous square against the small, tanish yellow square.



Saturation Shift:

Occurs by placing the magenta pink against a bright complementary color, making the color have high intensity, and the placing it against an analogous color, making it look muddy and dull.





They're white!