COLOR BASICS

Will Doctor

IMPACT, ORGANIZATION AND EMOTION

- Color creates a visual impact to the human eye. It is what makes you look!

- It also organizes. It is why teams wear the same color coordinated uniform.

- Color brings out the life in the viewer.

WORKING THE COLOR WHEEL

- The color wheel is made up of three primary colors, three secondary colors, and six others. They are arranged in 12 specific positions like clockwork.

- The primary colors are yellow blue and red.

- The secondary colors are mixes of two primary colors.

- The third set of colors are primary colors mixed with the secondary colors.

CHOOSING COLOR: CULTURE

- Every culture has some sort of symbolical color to represent the community.

- Different colors each have their own symbol

- Ex: Red → good fortune, wearing black clothing for a funeral → mourning

CHOOSING COLOR: HISTORY

- Different era's use different styles of colors.

- The 50s was retro and bright, neon colors were often used. It was a trend that lasted into the 80s.

CHOOSING COLOR: NATURE

- Photographers often use color pallets from nature to help choose their color schemes.

TIPS FOR DESIGNING WITH COLOR

- Make your color palette match the overall mission of the project.

- Always start with one main color, and add an accent as a secondary if necessary.

PROPERTIES OF COLOR

- Colors can be adjusted to capture visual interest to layouts.

- Hue → color

- Value → lightness or darkness of the hue

- Saturation → Amount or intensity of the hue

VISIBILITY AND READABILITY

- Be alert in what colors are paired together. Colors that are paid that do not match can make print illegible.

- First → always consider the colors your viewers are used to seeing.

- Stick with dark-on-light or light-on-dark

- Saturated colors make for obnoxious backgrounds.