



COLOR THEORY



Reference Book for the Serious Art Student: *“An Introduction to Art Techniques”*,
by Ray Smith, Michael Wright, and James Horton; DK Publishing; 1995

Drawing I – Course 0104340


Instructor: Dr. Brown





Objectives

Students will review and discuss:


- Color Theory
 - Color Intensity
 - Luminance / Value
 - Tint and Shade
 - Color Wheel
 - Primary Colors
 - Secondary Colors
 - Tertiary Colors
 - Warm and Cool Colors
 - Discuss the visual impact of Warm and Cool colors
 - Complimentary / Contrasting colors
 - Analogous colors
 - Monochromatic Colors
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COLOR THEORY



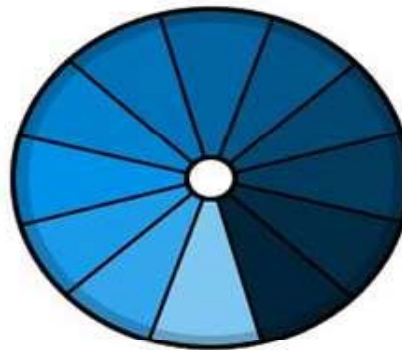


Color Theory


- In the visual arts, **color theory** is a body of practical guidance to color **mixing** and the **visual impacts** of specific color combinations.
 - Specifically, color is light, and light is composed of many colors—those we see are the colors of the visual spectrum: red, orange, yellow, green, blue, and violet. Objects absorb certain wavelengths and reflect others back to the viewer. We perceive these wavelengths as color.
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Intensity, saturation and value are inter-related terms and have to do with the description of a color.

Usually, colors with the same **hue** are distinguished with adjectives referring to their lightness or darkness in value, such as with "light blue", "pastel blue", "vivid blue".





Example of **MONOCHROMATIC COLOR** scheme. A color scheme made up of shades, values, and tones of one color.



Intensity: The brightness or dullness of a hue. One may lower the intensity by adding white or black.

Value: A measure of the amount of light reflected from a hue. Those hues with a high content of white have a higher luminance or value.

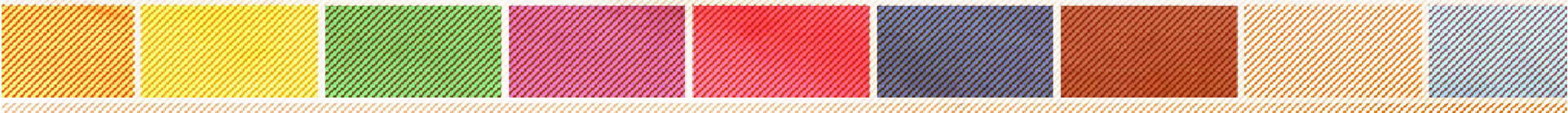
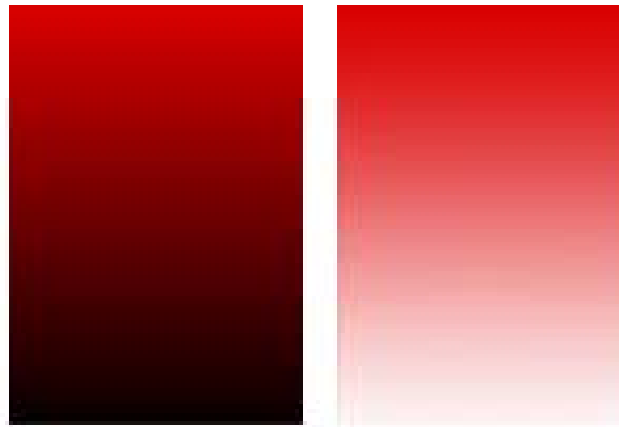




Shade and tint are terms that refer to a variation of a hue.

Shade: A hue produced by the addition of black.

Tint: A hue produced by the addition of white.



COLOR WHEEL

The **color wheel** or **color circle** is the basic tool for combining colors. It is the basis of color harmony. The wheel encompasses various aspects of color theory, which assists artists to make strategic color decisions.



Primary, Secondary and Tertiary Colors

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

The three **secondary colors** (green, orange and purple) are created by mixing two primary colors.

Red + Yellow = Orange

Yellow + Blue = Green

Red + Blue = Purple

Another six **tertiary colors** are created by mixing primary and secondary colors.



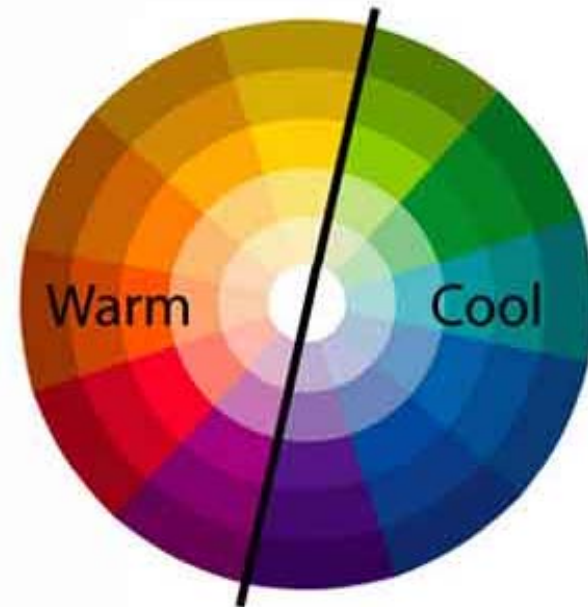
Warm and Cool Colors

The color wheel can be divided into warm and cool colors.

Warm colors are vivid and energetic, and tend to advance in space.

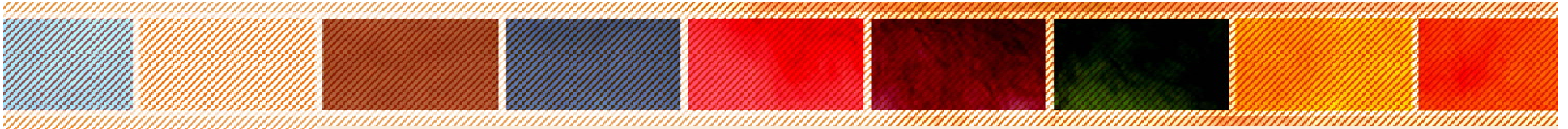
Cool colors give an impression of calm, and create a soothing impression.

White, black and gray are considered to be **neutral**.




COOL COLORS





Warm Colors

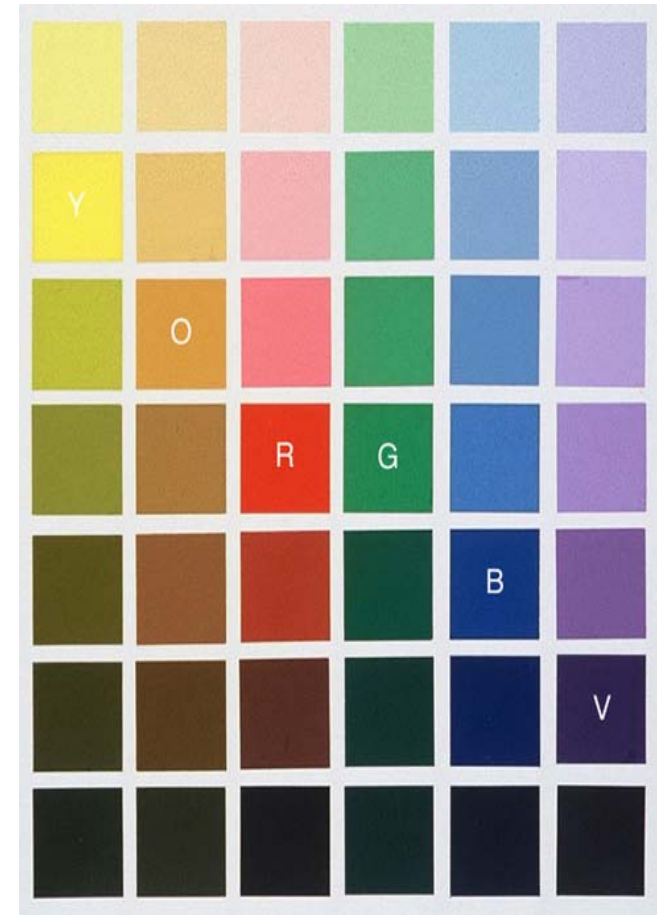




If a color is made lighter by adding white, the result is called a **tint**.

If black is added, the darker version is called a **shade**.

And if gray is added, the result is a different **tone**.

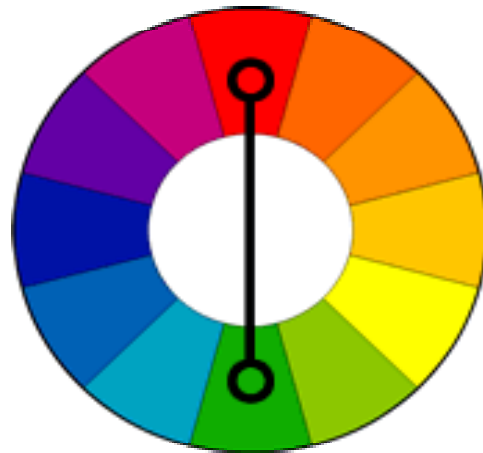


Tint, Shade, and Tone



Complementary or Contrasting Colors

Colors that are opposite each other on the color wheel are considered to be complementary colors (example: red and green). Also opposite **color groups** like warm and cool colors are considered as complimentary or contrasting colors.



Complimentary Colors



Analogous colors are a series of three colors/shades that appear side-by-side on the color wheel, such as blue, green and yellow-green, for example

Analogous Colors

Analogous colors are a series of three colors/shades that appear **side-by-side** on the color wheel, such as blue, green and yellow-green, for example.

The colors in this color group always have one color in common.

They usually match well and create serene and comfortable designs.



Analogous Colors



COLOR THEORY

VOCABULARY REVIEW





COLOR WHEEL

This is the basis of color harmony. The wheel encompasses various aspects of color theory, which assists artists to make strategic color decisions.

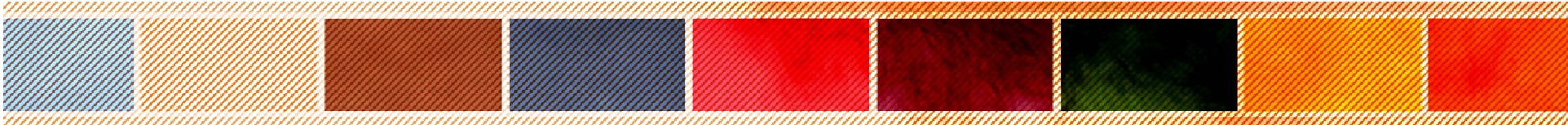
PRIMARY COLORS

Red, yellow and blue make up this color group. These colors are used in combination to create all other colors.

Secondary Colors

Green, orange and purple make up this color group. These colors and the primary colors make up the color wheel.





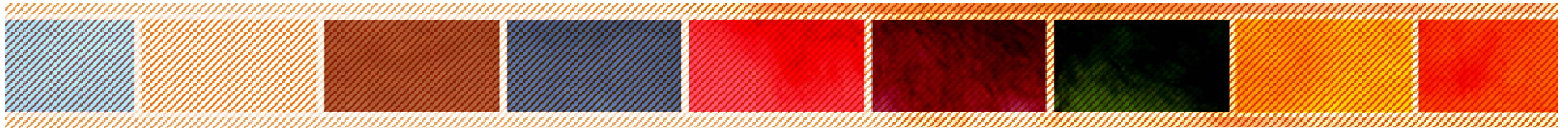
TERTIARY COLORS

These are the colors that lie between the primary and secondary colors. They are made by mixing a primary color and a secondary color. These include yellow-green, blue-green, red-violet and others.

ANALOGOUS COLORS

These colors are a series of three colors /shades that appear side-by-side on the color wheel, such as red, red-orange and orange, for example. The colors in this group always have one color in common.





**COMPLIMENTARY
or CONTRASTING
COLORS**

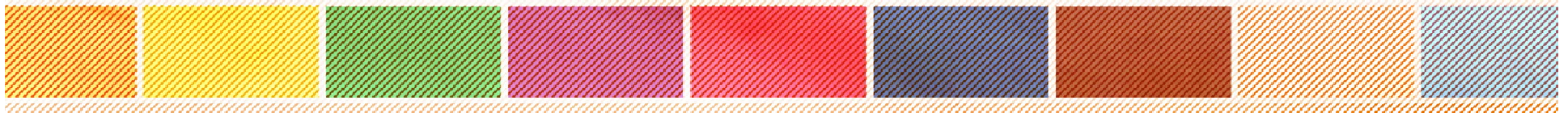
Colors that are directly across from each other on the color wheel -for example, blue and yellow, red and green.

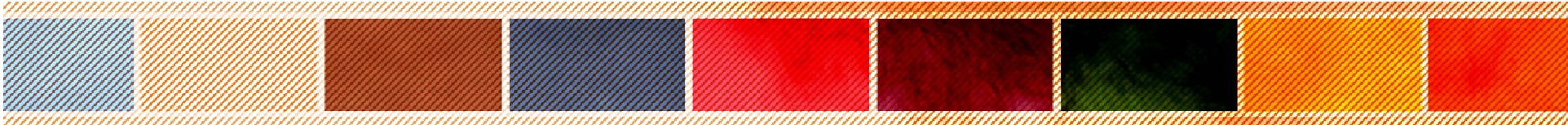
**WARM
COLORS**

These colors occupy roughly the right side of the color wheel, from red to yellow-green. They appear to be representing “hot temperatures”.

**COOL
COLORS**

These colors are those on the left side of the Color Wheel, from purple to green. These colors appear to be representing “cool temperatures”.





**NUETRAL
COLORS**

white, black, gray and brown.

**MONOCHROMATIC
COLORS**

a color scheme made up of shades,
values, and tones of one color.

