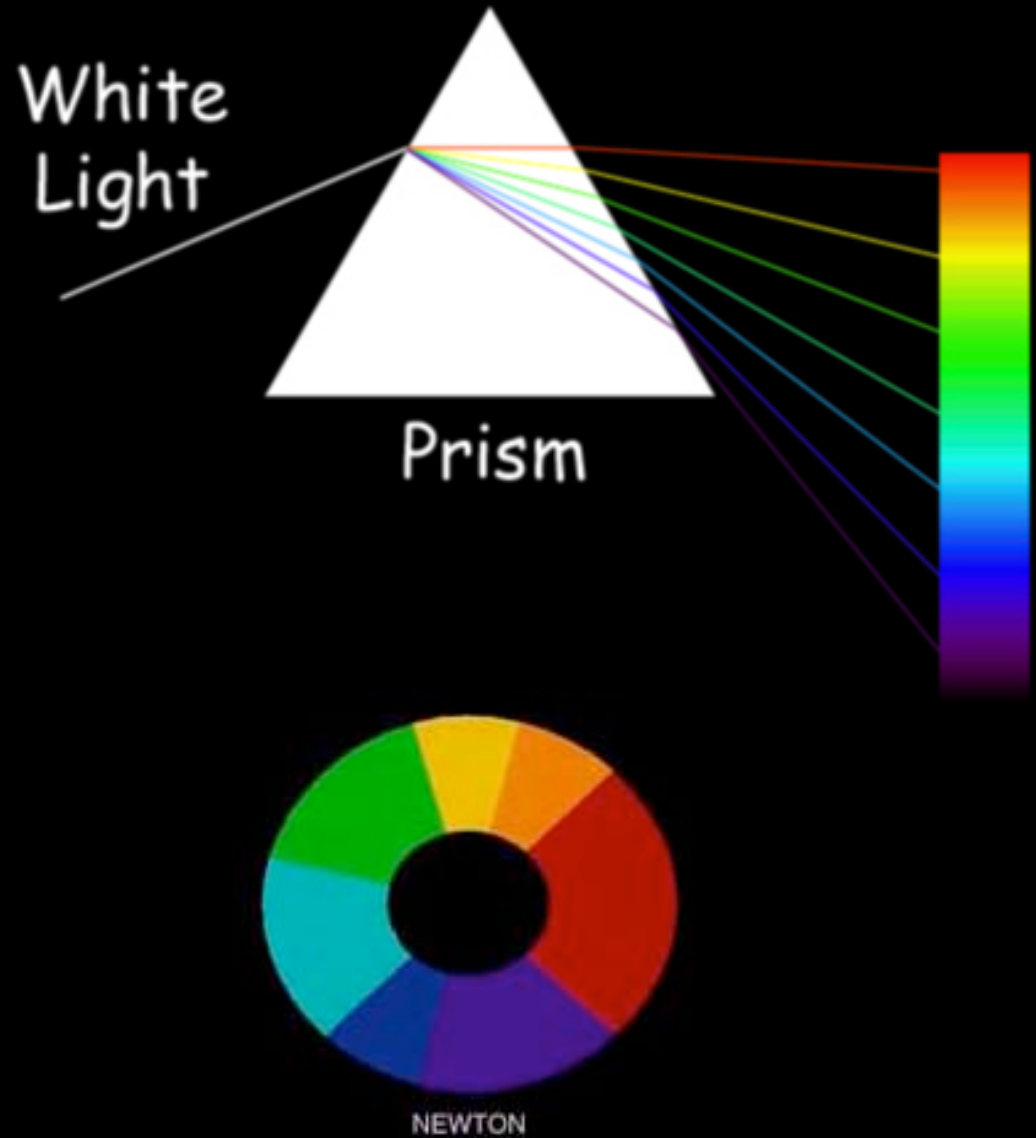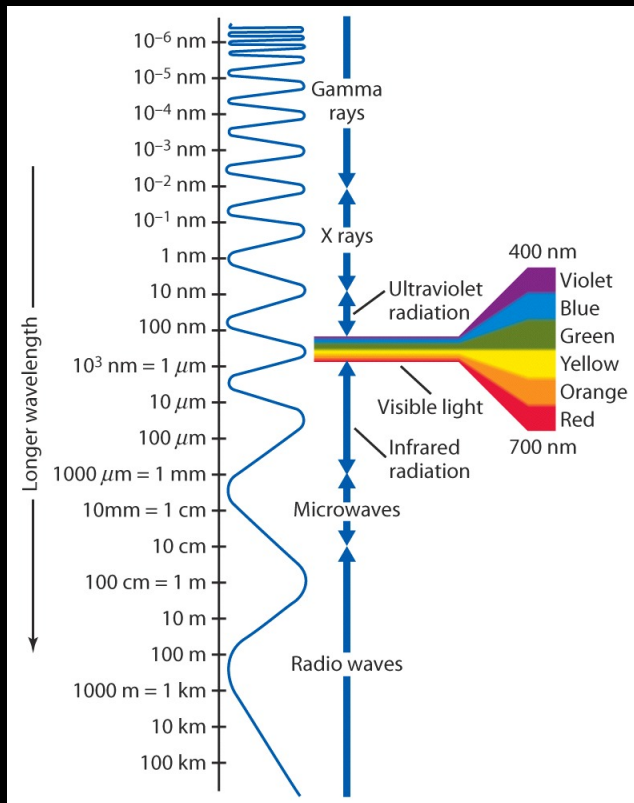# Elements of Design: Color

Claudia Ferreira Jacques de Moraes Cardoso

2D Design – Typographic Design

Color

Property of Light

Color System

System: **Additive**

Model: **RGB**

Mixing **Light**

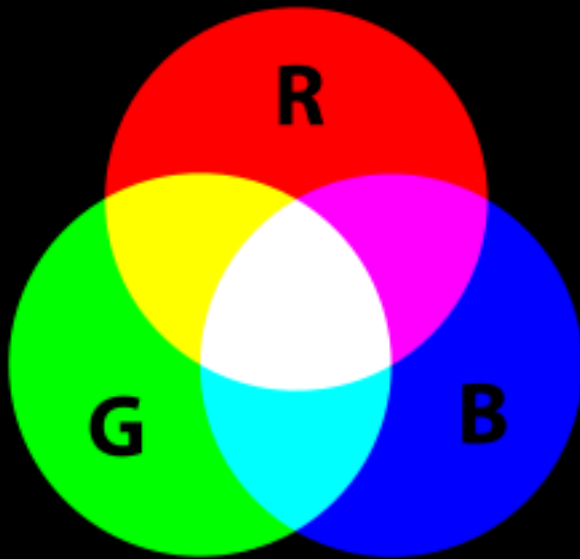System: **Subtractive**

Model: **RYB | CMYK**

Mixing **Ink**

RGB Additive Color — *mixing light* — RED GREEN BLUE

CMYK Subtractive Color — *mixing ink* — CYAN MAGENTA YELLOW

Color System: Additive

Origin: Light
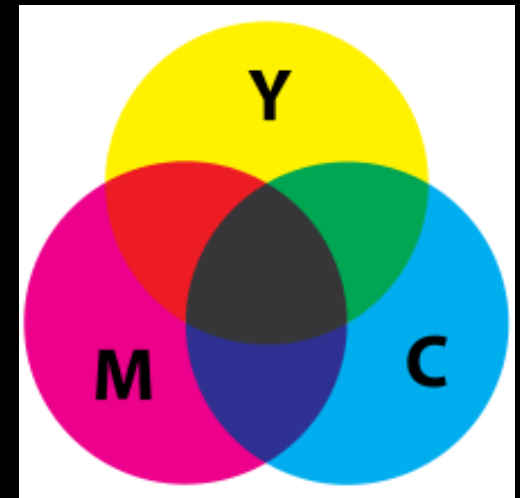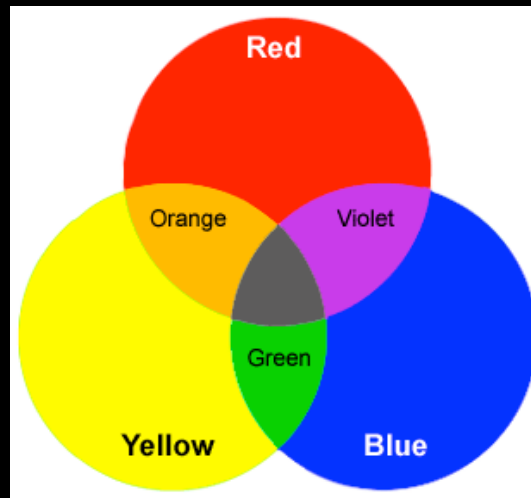
System: Additive

Model: RGB

Origen: Pigments + Dyes + Paints

System :Subtractive

Model: RYB | CMYK

Color Wheel

Source: **Pigments**
System: **Subtractive**
Model: **Red** - **Yellow** - **Blue**

Color Wheel

Primary Colors | Secondary Colors | Tertiary Colors

Primary Colors:
Red | Yellow | Blue

Secondary Colors:
Green | Orange | Purple
Mix: primary + primary

Tertiary Colors:
Yellow-orange,
Red-Orange
Red-Purple
Blue-Purple
Blue-Green
Yellow-Green
Mix: primary + secondary

Color Wheel

Primary Colors:
Red | Yellow | Blue

Secondary Colors:
Green | Orange | Purple
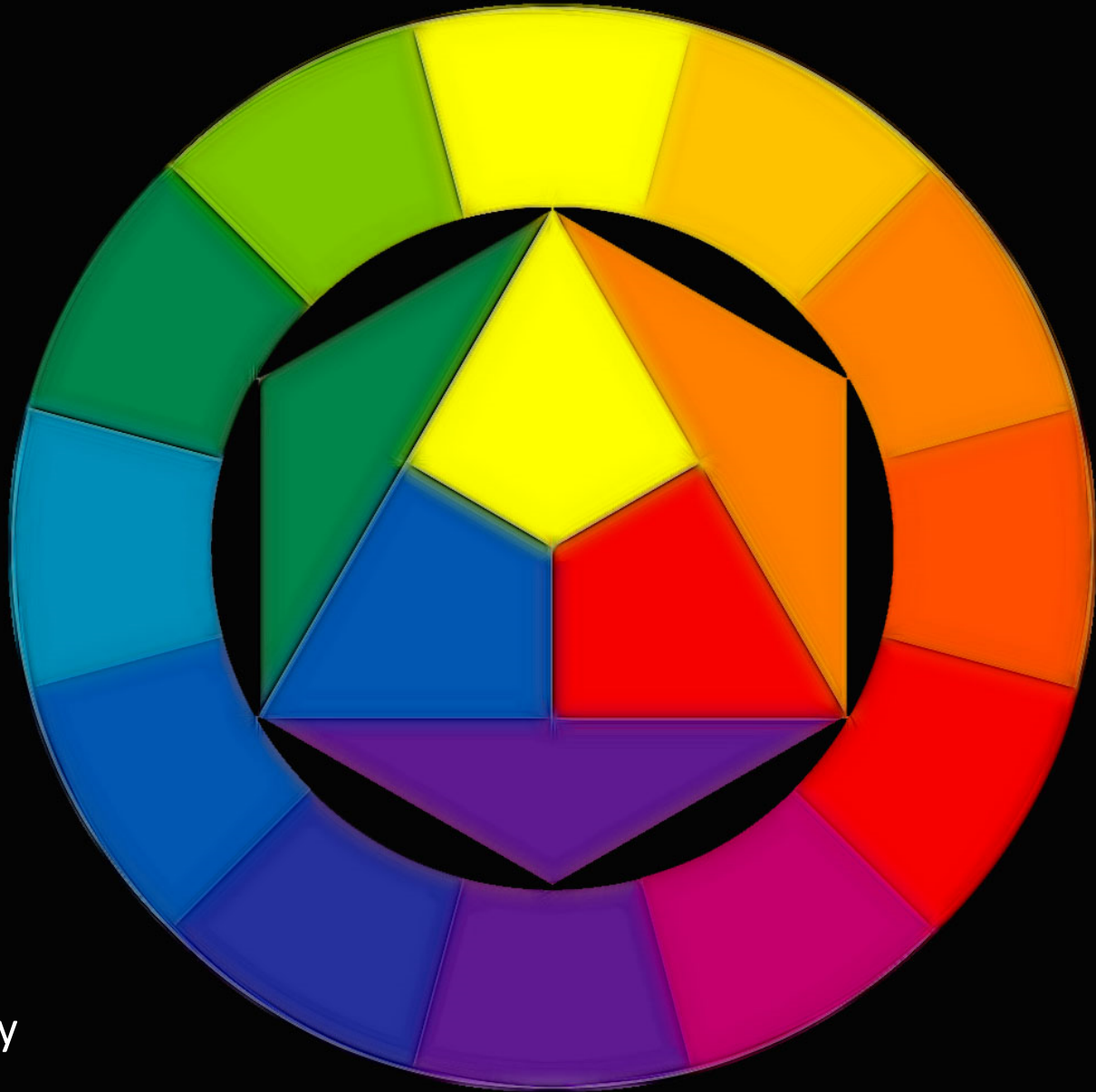Mix: primary + primary

Tertiary Colors:
Yellow-orange,
Red-Orange
Red-Purple
Blue-Purple
Blue-Green
Yellow-Green
Mix: primary + secondary

Color Scheme | Harmony

Monochromatic
A single hue and a selection of tints, tones and shades.

Analogous
Colors that are side by side, or very near each other on a color wheel.

Complementary
Colors appearing across from one another on a color wheel. These color combinations offer the maximum amount of contrast.

Split-Complementary
One hue plus two colors on either side of its complement. These provide less contrast than straight complements.

Triad
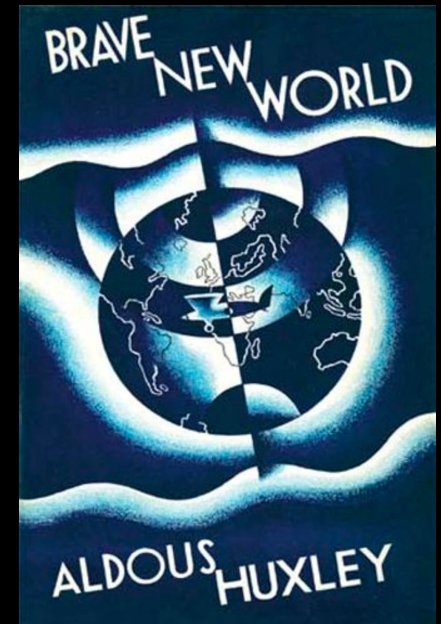Three colors that are equidistant on a color wheel.

Tetrad
Two pairs of complimentary colors.
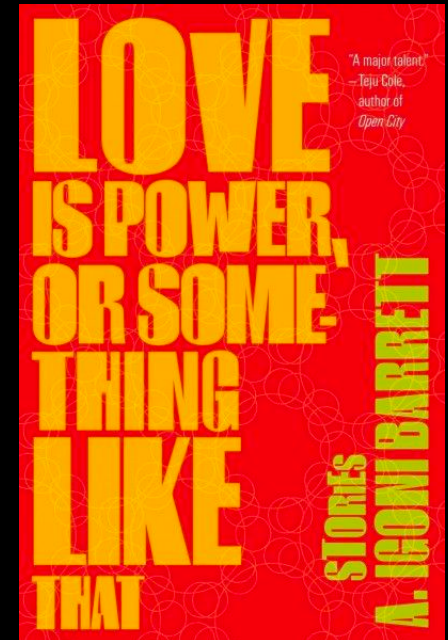
Color Scheme | Harmony | Monochromatic

- Colors that are shade or tint variations of the same hue.
- Clean and elegant.
- Colors go well together.
- Produce a soothing effect.
- Easy on the eyes,
  especially with blue or green hues.
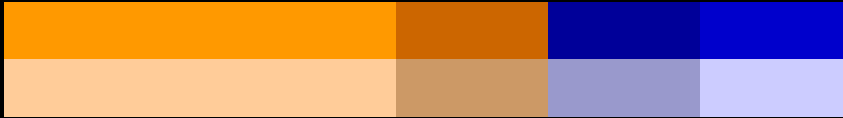

BRAVE NEW WORLD

ALDOUS HUXLEY

Color Scheme | Harmony | Analogous

- Colors located adjacent (next) to each other on a color wheel.
- One color is used as a dominant color.
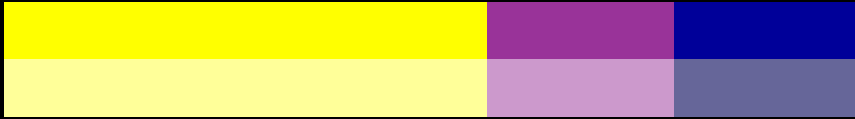- Other colors are used to enrich the scheme.

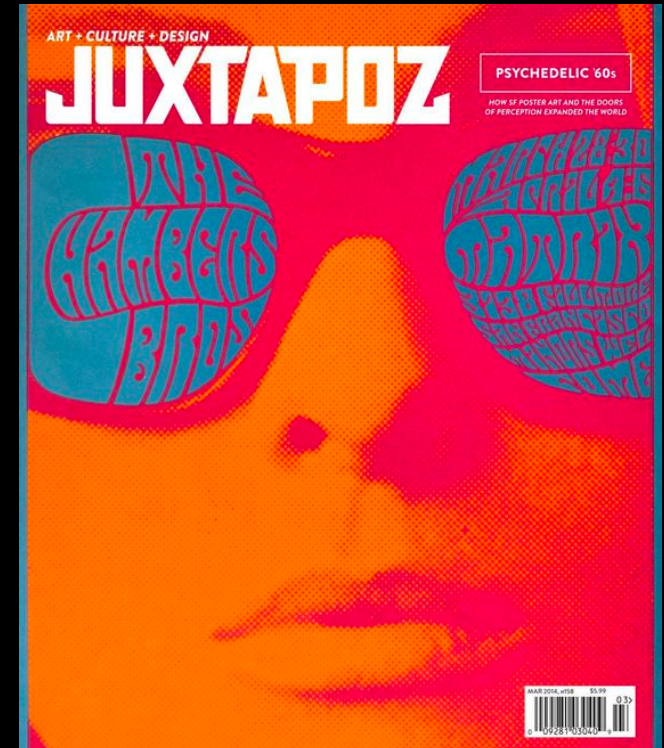# Color Scheme | Harmony | Complementary

- Colors across from each other on a color wheel.
- Best when warm color against a cool color.
- High contrast.

VIRGINIA WOLF

TO THE LIGHT HOUSE

Color Scheme | Harmony | Split Complementary

- One hue plus two others equally spaced from its complement.
- High contrast without tension.

Color Scheme | Harmony | Triadic

- Three hues equally distanced on a color wheel.
- Strong visual contrast.
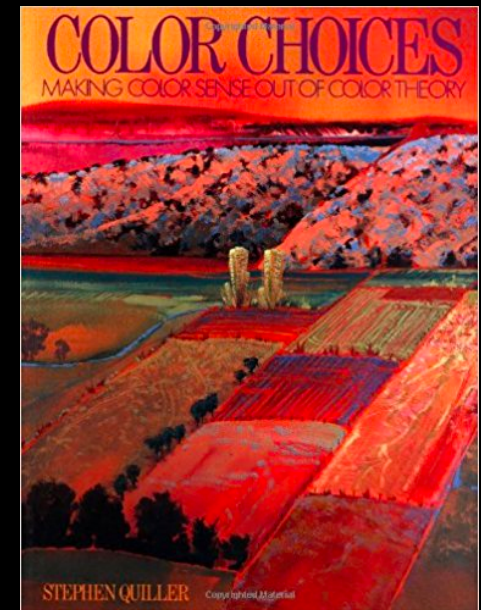- Retains harmony and color richness.

Color Scheme | Harmony | Tetrad

Tetrad | Double Complementary

- Two complementary color sets; the distance between selected complementary pairs will effect the overall contrast of the final composition.

- Hard to harmonize.

COLOR CHOICES
MAKING COLOR SENSE OUT OF COLOR THEORY

STEPHEN QUILLER

Review

Color:

- It's an element of design.
- Property of light
- Paint RYB | CMYK = Subtractive System
- Monitor/Screen RGB = Additive System
- Color Schemes | Harmony
    - Monochromatic
    - Analog
    - Complementary
    - Triadic
    - Split Complementary
    - Tetrad | Double Complementary

http://www.worqx.com/color/combinations.htm
http://www.wiu.edu/art/courses/design/color.htm
http://www.colormatters.com/color-and-design/basic-color-theory
http://elizabeth-martinez.wikispaces.com/Color+Schemes+Downloaded
http://www.tigercolor.com/color-lab/color-theory/color-theory-intro.htm#Primary_colors