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PASSION

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JOY



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DEPRESSION



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HARMONY



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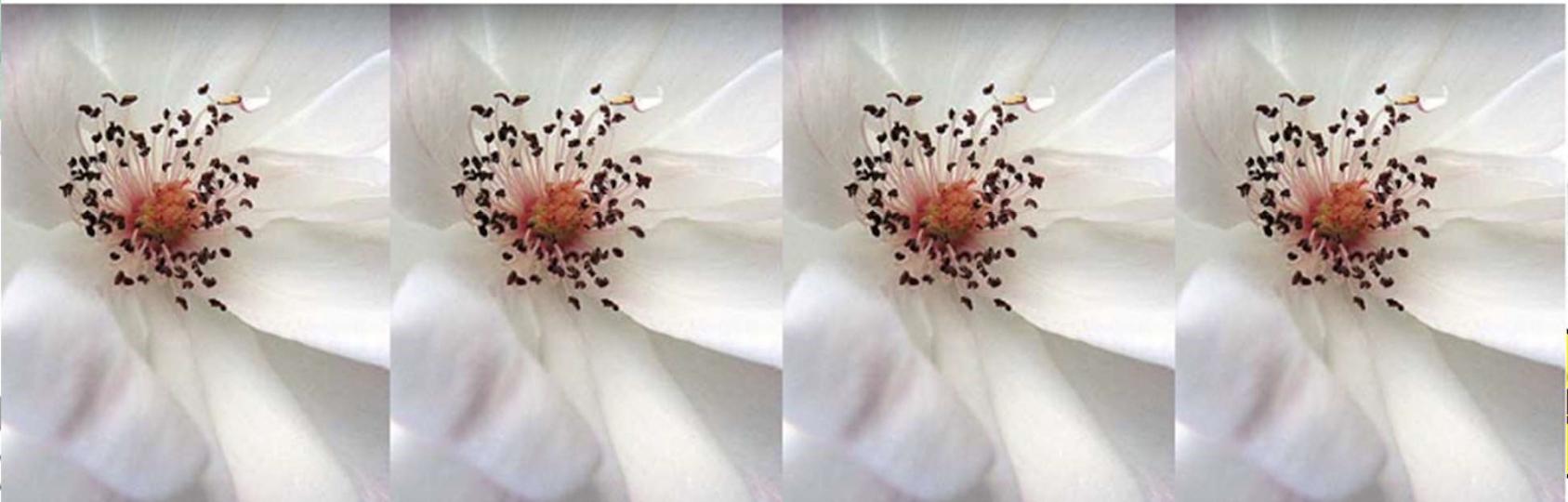
CREATIVITY

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PEACE



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MOU RNING



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apa itu warna?

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“sensasi persepsi yang diciptakan oleh pikiran manusia sebagai respon dari panjang gelombang elektromagnetik yang berupa spektrum cahaya yang terlihat.”

- Color Design Workbook

“kualitas dari sebuah objek atau zat diukur dari seberapa banyak cahaya yang dipantulkan oleh objek tersebut. biasanya ditentukan secara visual oleh ukuran hue, saturasi dan brightness dari pantulan cahaya tersebut.”

- Dictionary.com

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detail
teknis

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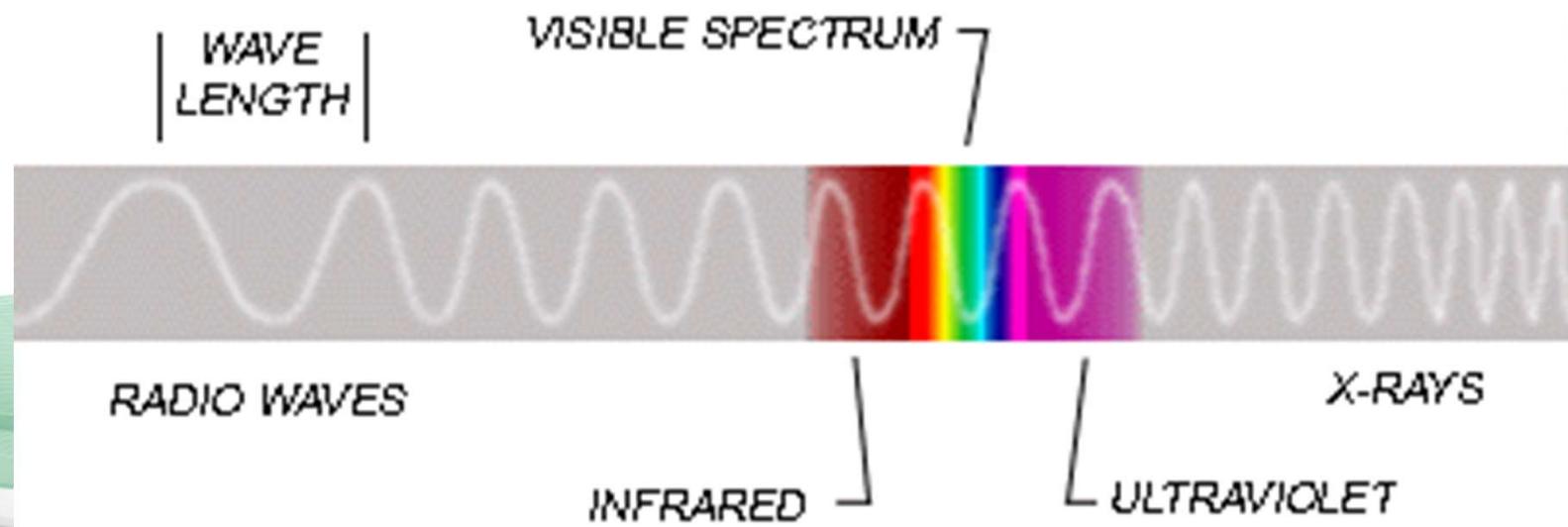
Detail Teknis - definisi

warna sebenarnya hanya kumpulan dari panjang gelombang yang berbeda.

manusia dapat membedakan masing-masing panjang gelombang, oleh karena itu kita dapat melihat warna-warna di dunia ini



Detail Teknis - definisi

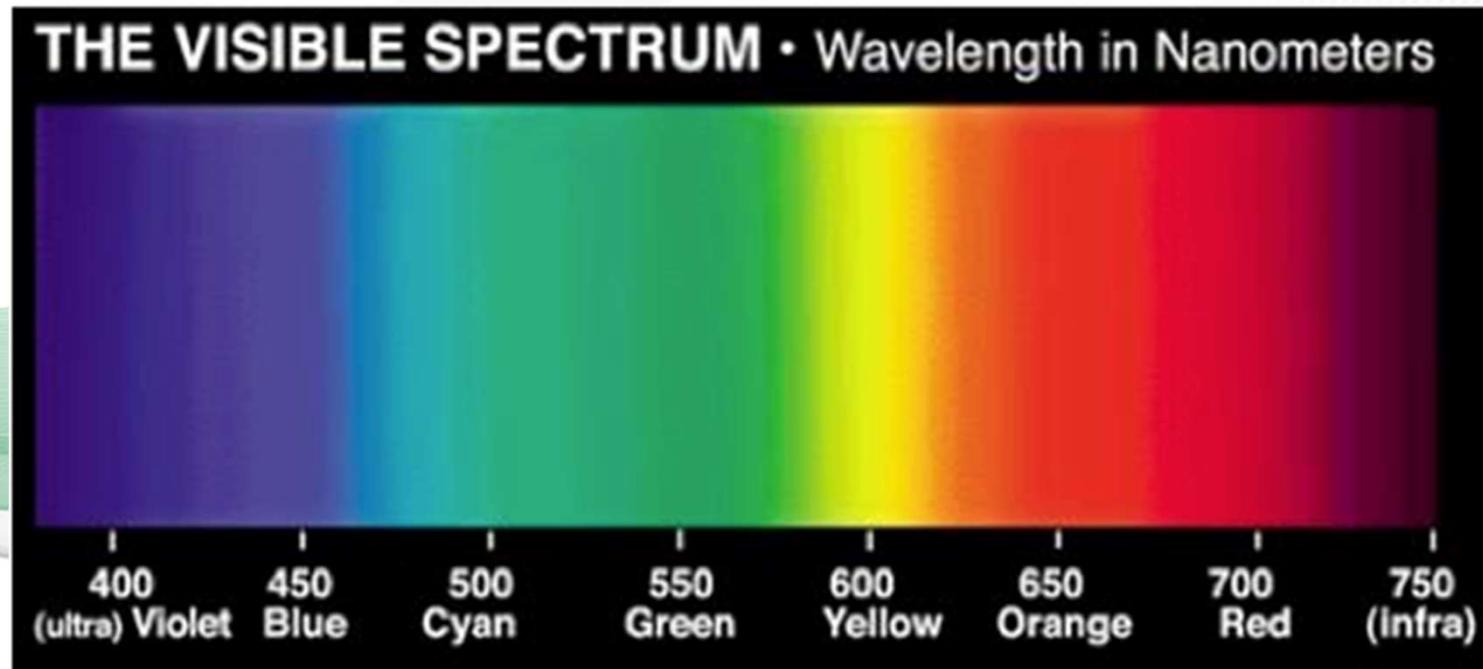


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Detail Teknis - definisi



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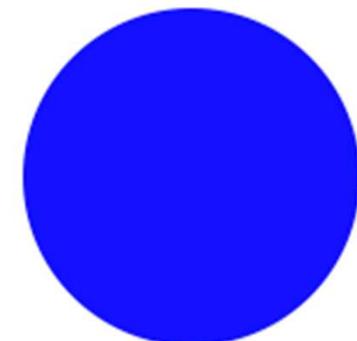
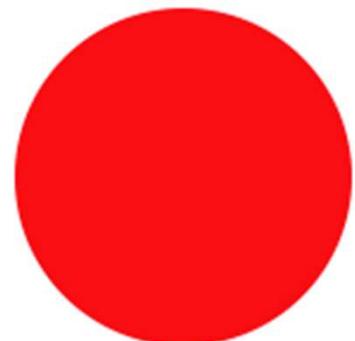
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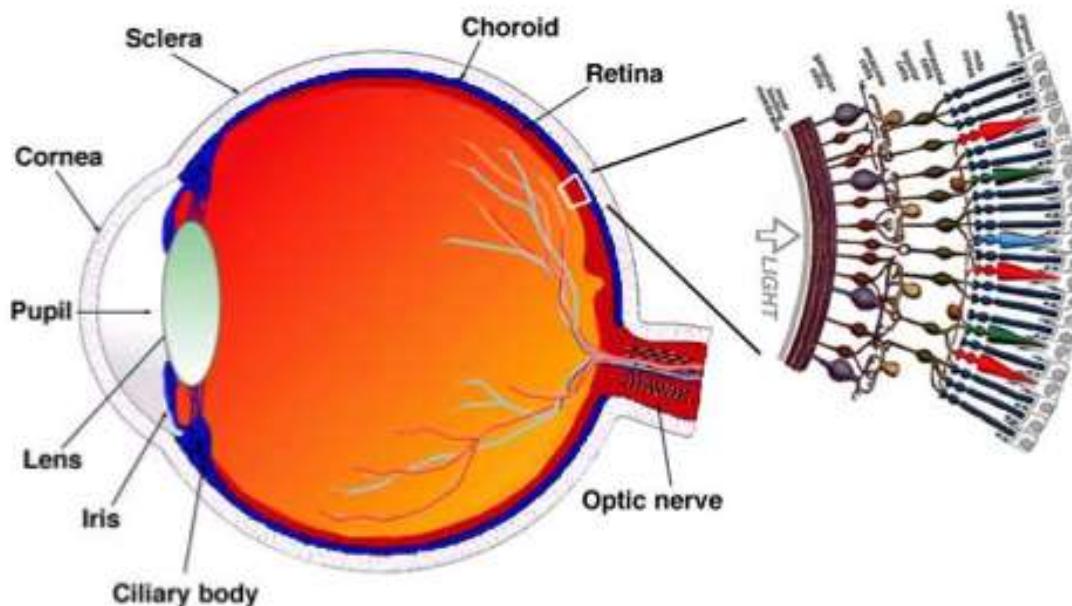
Detail Teknis — mata manusia

mata kita memiliki 3 buah reseptor warna: merah, hijau & biru.

oleh karena itu, semua warna yang kita lihat merupakan turunan/ kombinasi dari 3 warna tersebut



Detail Teknis — mata manusia

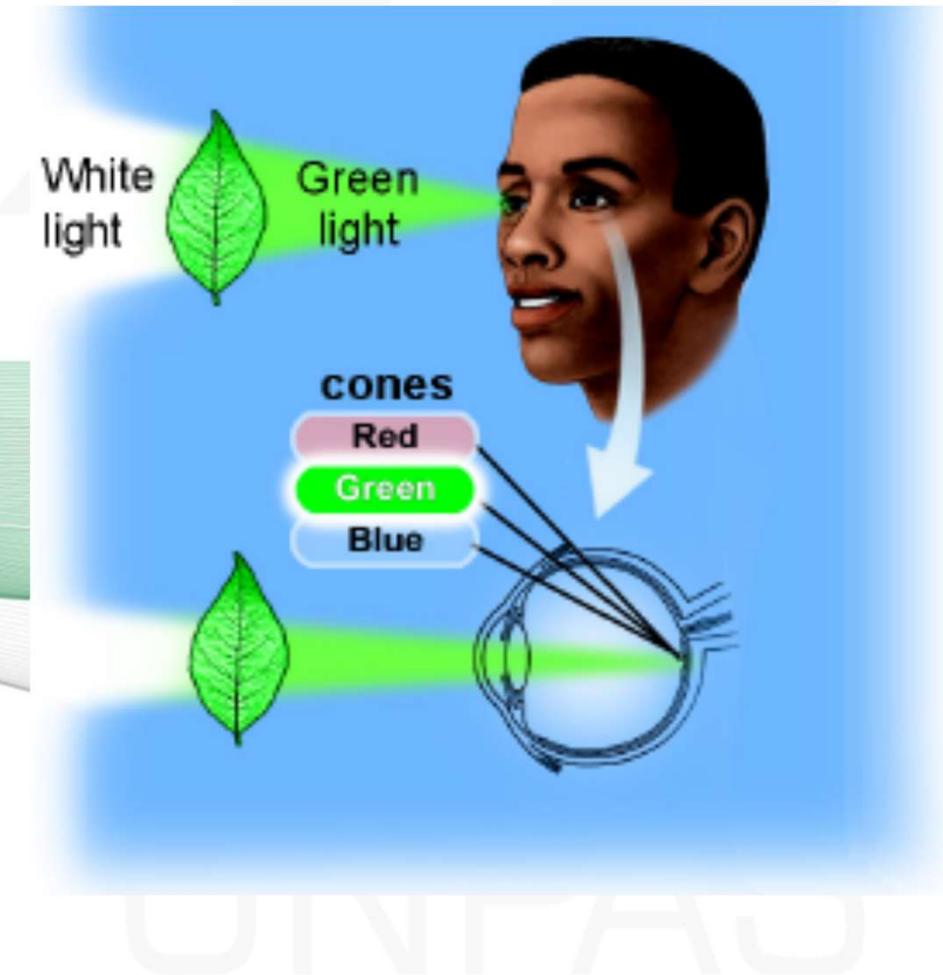


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Detail Teknis — mata manusia



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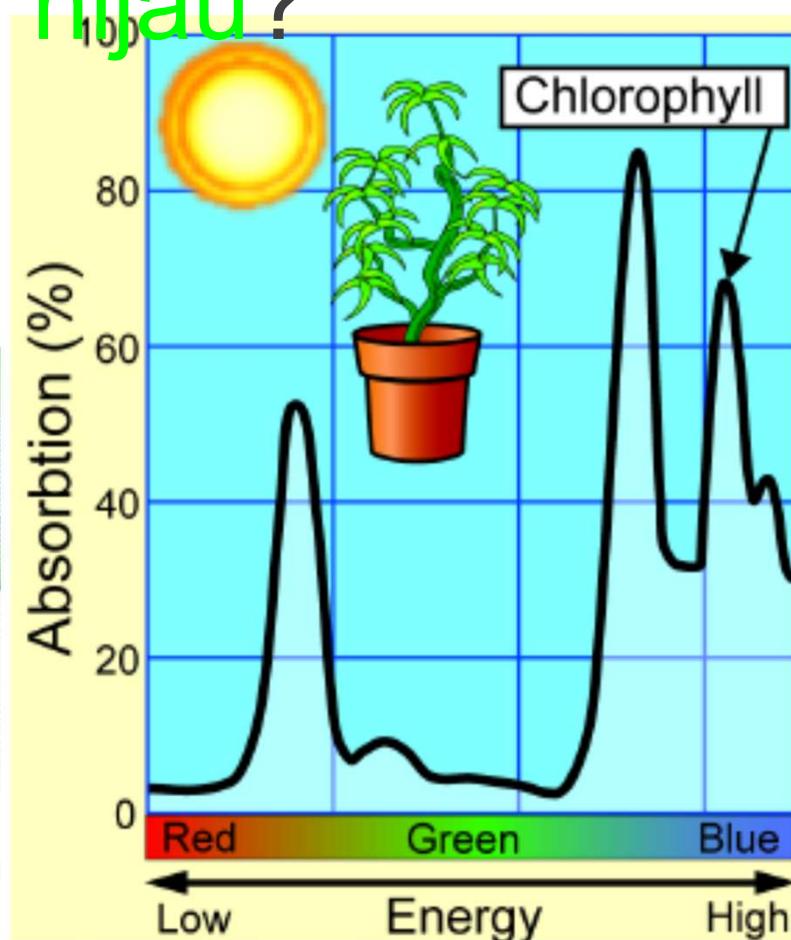


Detail Teknis – mata manusia

kenapa tumbuhan hijau?

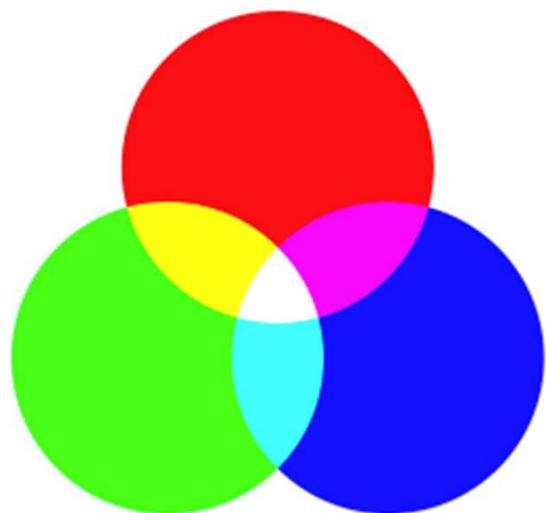
tumbuhan menyerap cahaya matahari dan mengubahnya menjadi energi.

warna biru dan merah diserap oleh klorofil, sedangkan warna hijau dipantulkan.



Detail Teknis — hitam vs. putih

White = All colors



Black = No colors



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UIN PADJADJARAN



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apakah
dengan dunia
desain grafis /
multimedia ?

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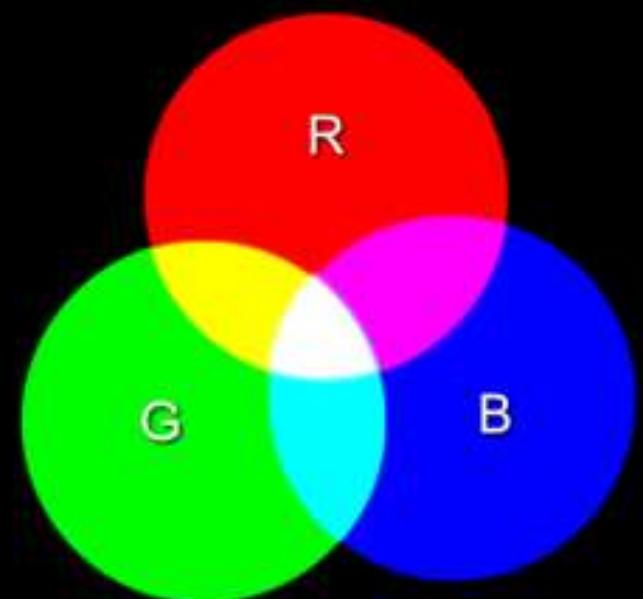


sistem warna

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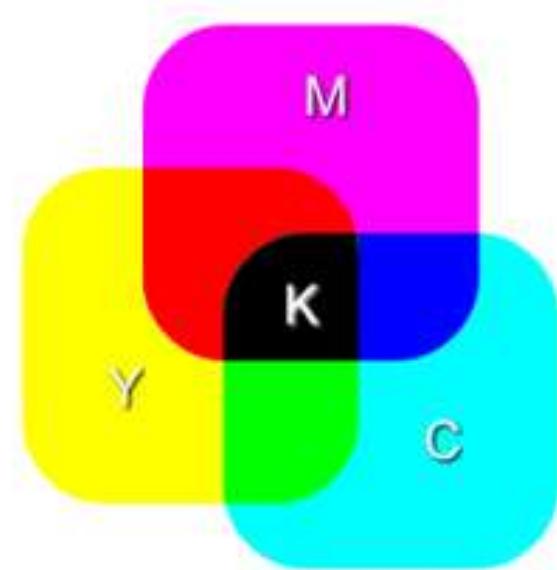
Additive



red + green + blue = white

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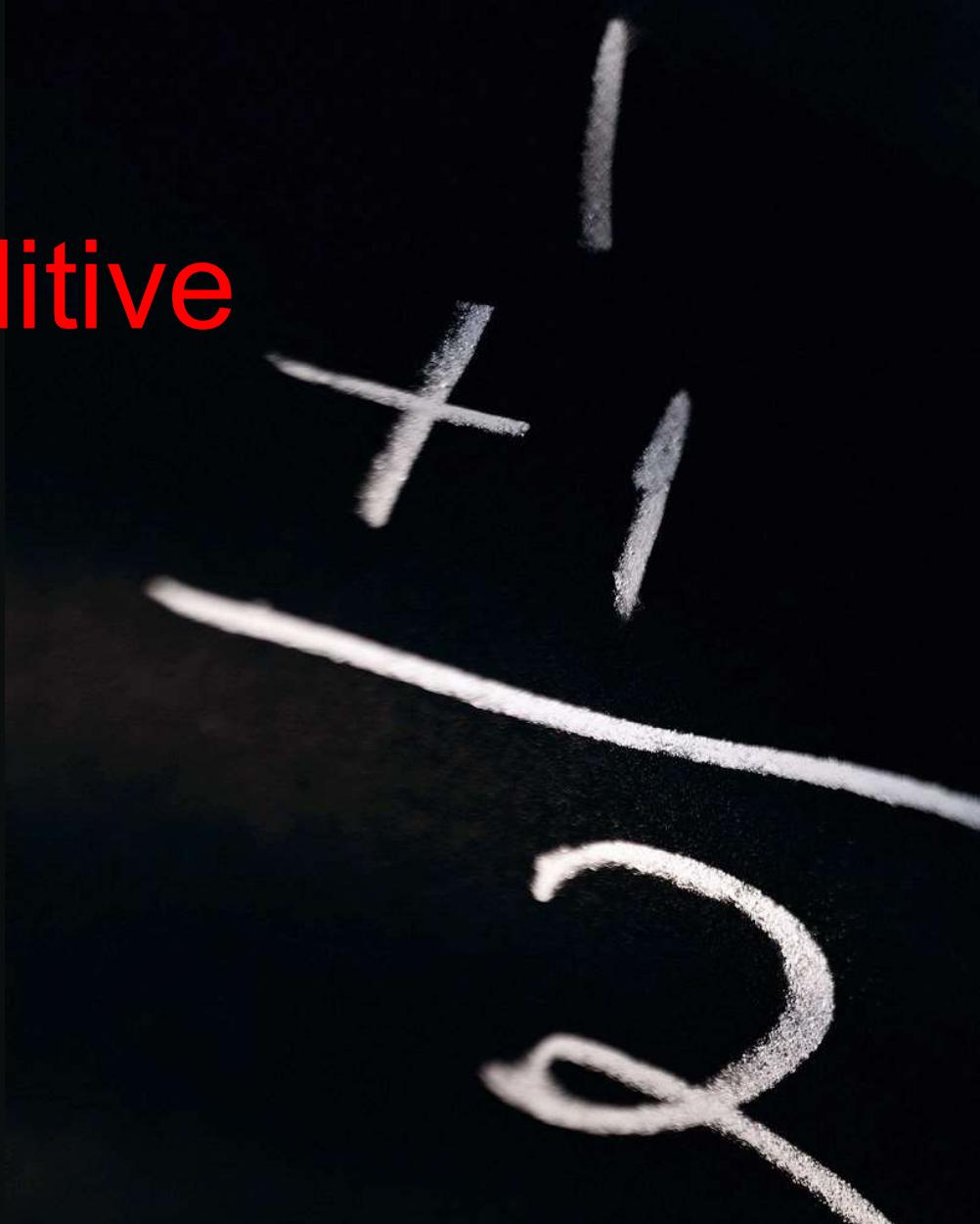
Subtractive



cyan + magenta + yellow = black



UI designers
menggunakan
sistem additive



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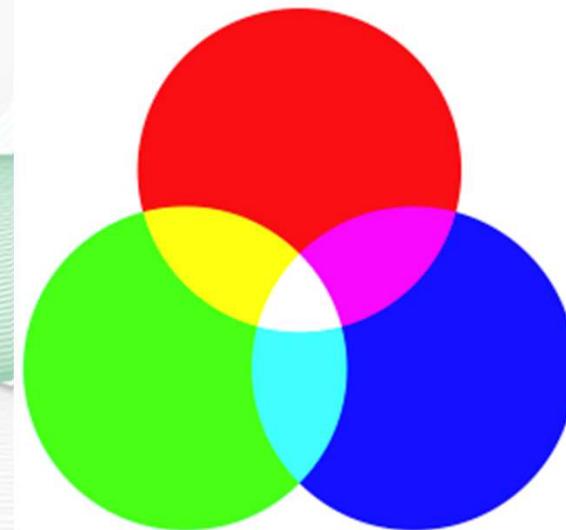
Warna pada Dunia Desain — sistem warna RGB

additive atau Pure Light Primaries

RGB terdiri dari Red (merah), Green (hijau), Blue (biru).

Sistem warna ini menyerupai sistem warna mata manusia, sehingga sama-sama memiliki brightness dan intensitas yang besar.

Saat warna-warnanya saling tergabung (overlap) membentuk warna baru yaitu cyan, magenta dan kuning. Warna putih tercipta ketika semua warna tergabung.

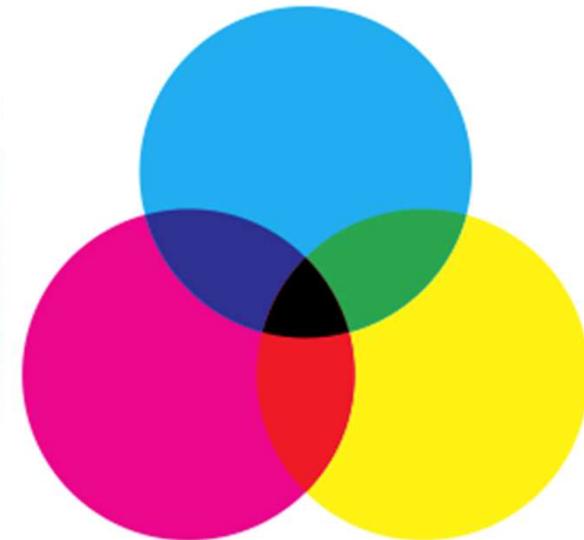


Warna pada Dunia Desain — sistem warna CMY

subtractive atau Printer's Primaries (CMY)

Sistem warna ini memiliki kemampuan fisik untuk menyerap warna.

Contohnya adalah kemampuan mencampurkan warna pada printer inkjet.



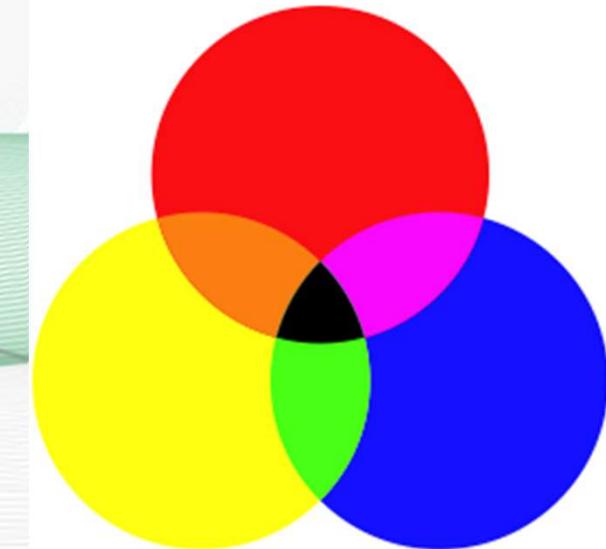
Warna pada Dunia Desain — sistem warna RYB

subtractive atau Artist's Primaries

RYB terdiri dari Red, Yellow, Blue.

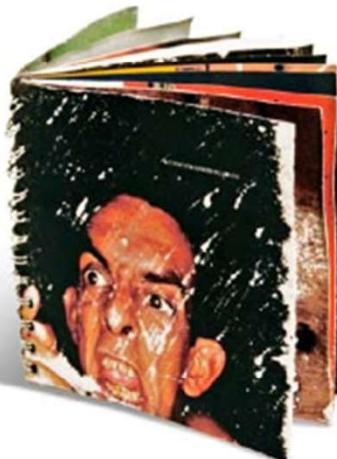
Sistem warna ini biasa digunakan untuk kelas-kelas seni dan menjadi dasar teori warna.

Sistem warna ini mirip dengan CMY dimana semua warna setelah digabungkan menghasilkan warna hitam. Dan pada saat overlap menghasilkan warna Oranye, Hijau dan Ungu



CMYK vs. RGB

CMYK = Print



RGB = Monitor



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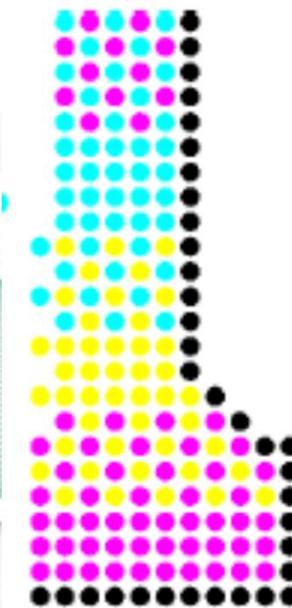
UIN FAU



Warna pada Dunia Desain — color printing



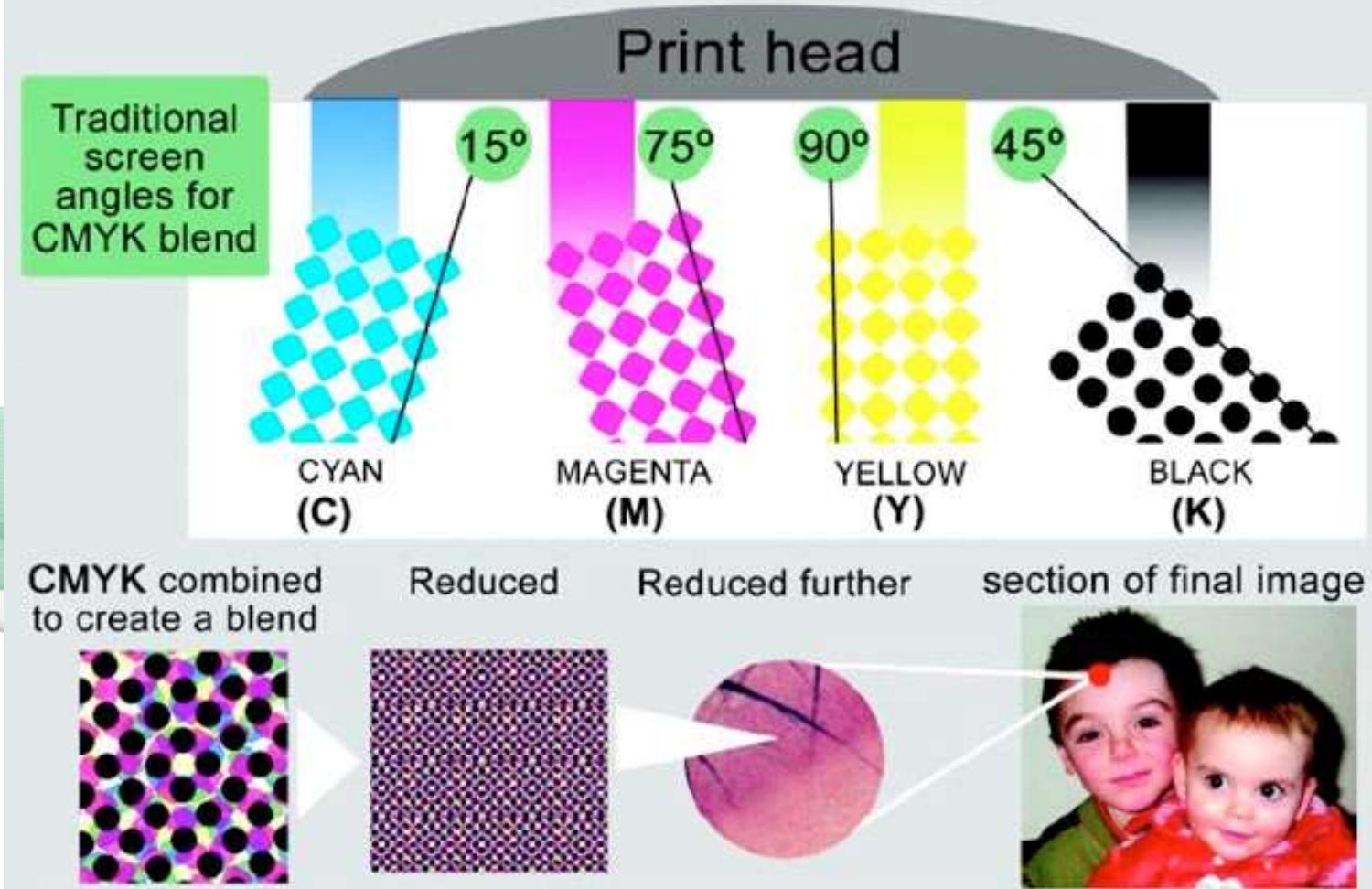
Halftone screen



Printed
image



Four color process printing



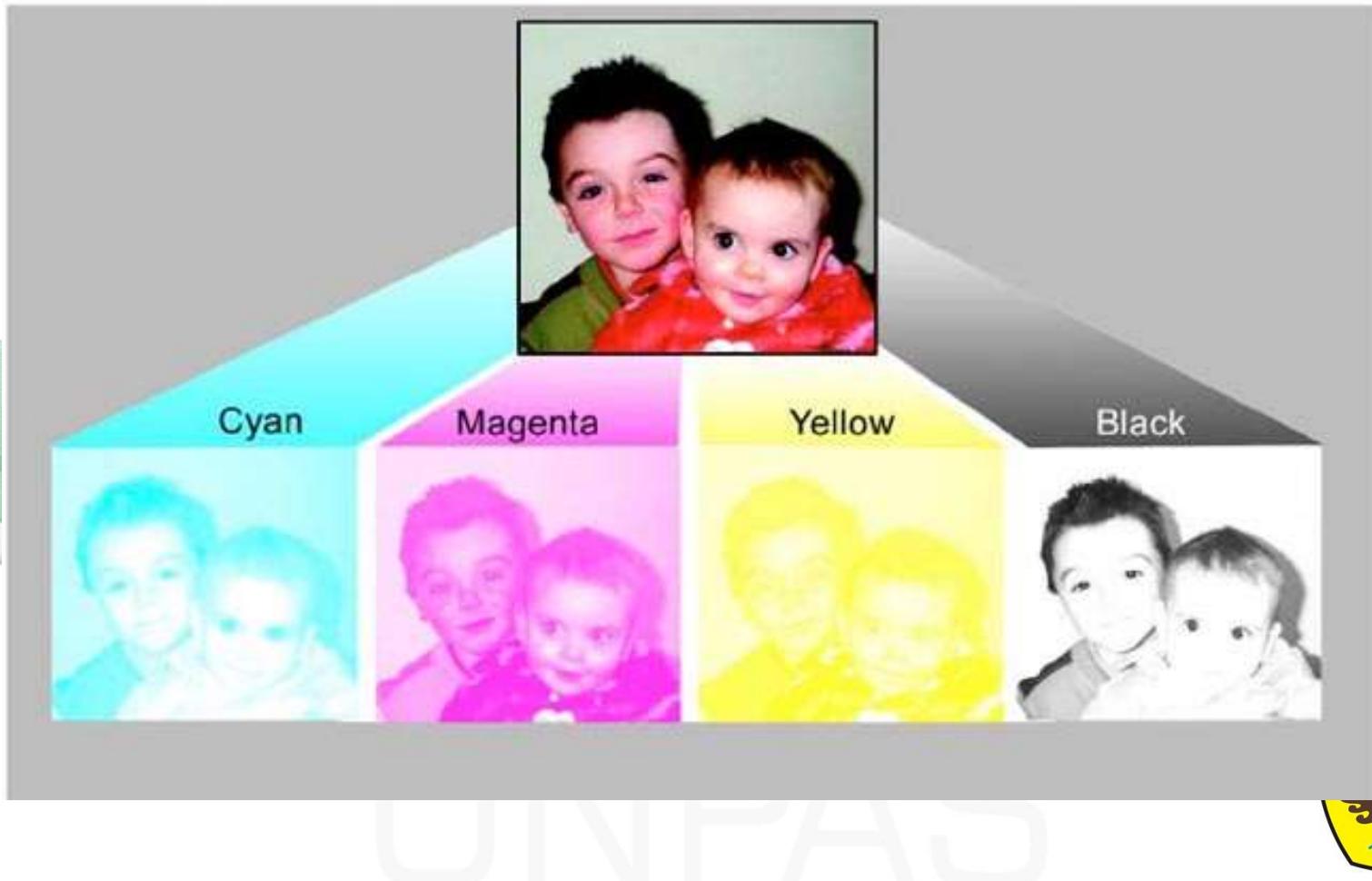
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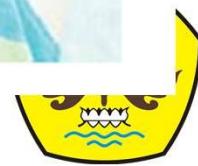


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Four color process separations

Separating an image into the four process colors





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roda warna

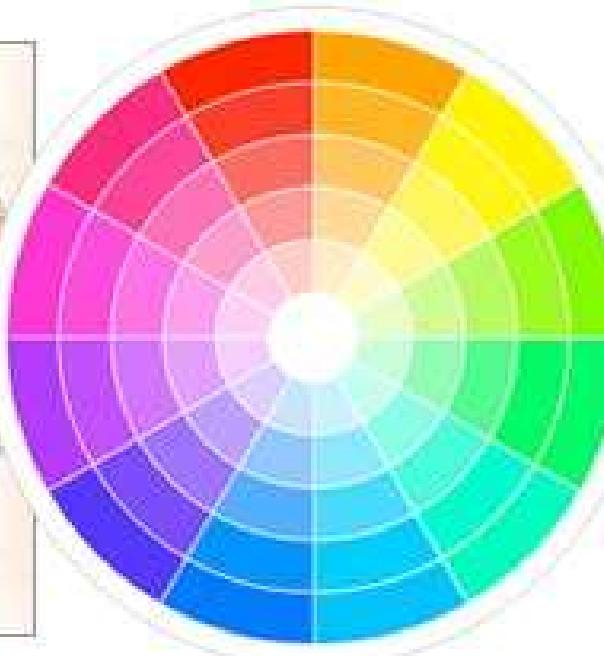
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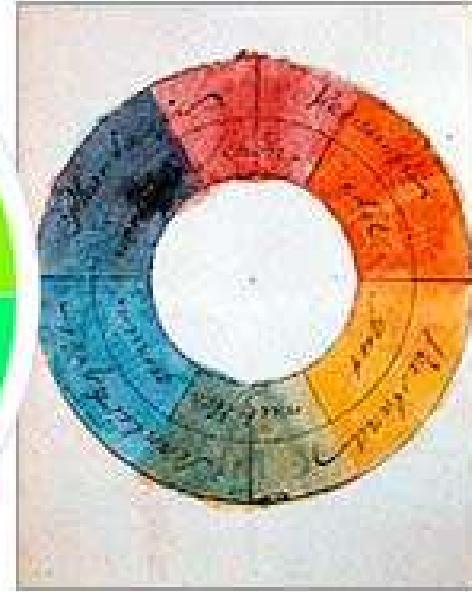




1776
Harris



TODAY



1810
Goethe

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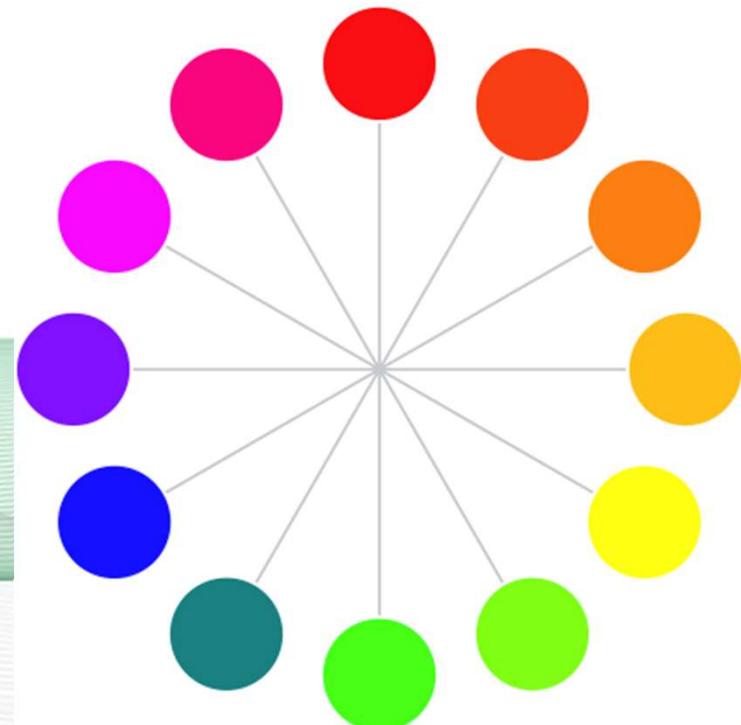


Color Wheel – 12 warna

roda warna RYB

ada bermacam-macam roda warna, mulai dari yang paling sederhana hingga yang paling kompleks.

12 warna disamping ini adalah warna-warna yang paling sering digunakan.



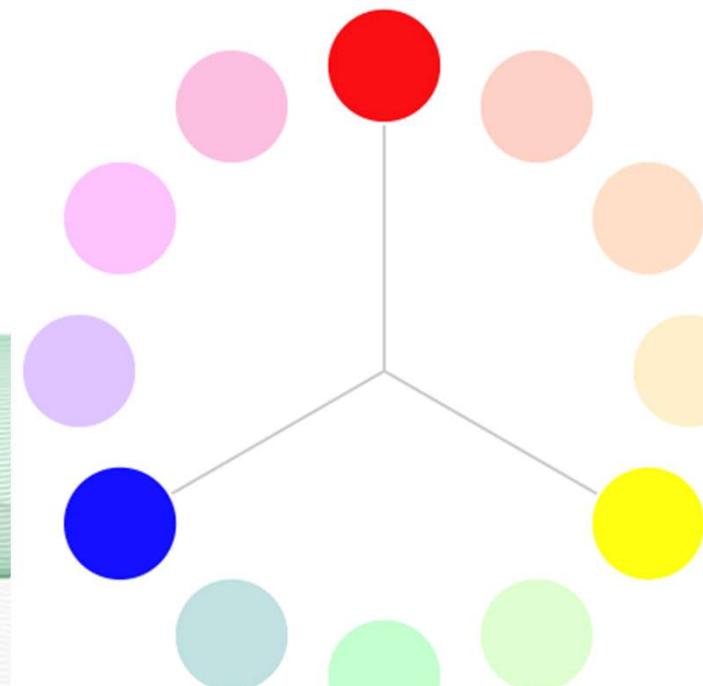
Color Wheel – 12 warna

warna primer

Merah

Kuning

Biru



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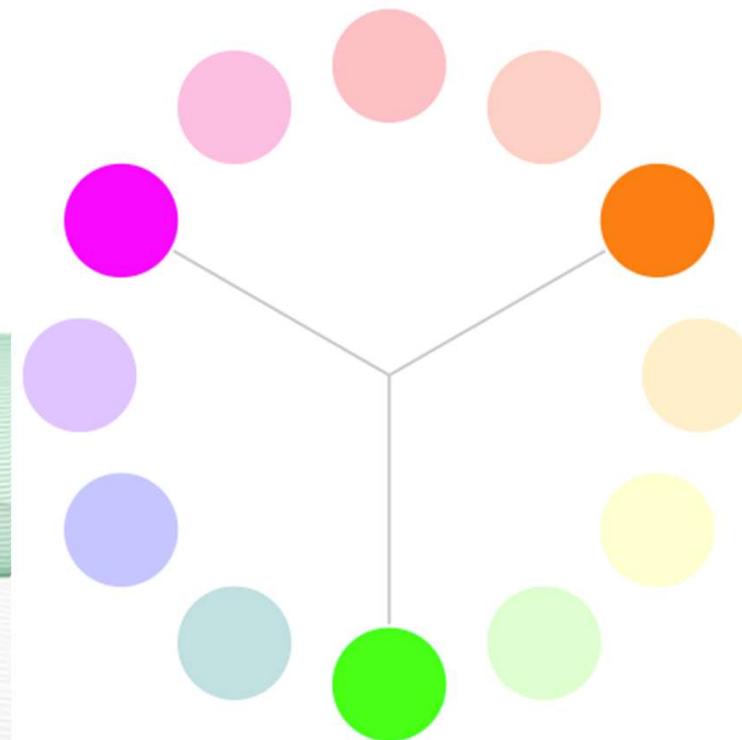
Color Wheel – 12 warna

warna sekunder

Ungu

Hijau

Oranye



Color Wheel – 12 warna

warna tersier

Ungu merah

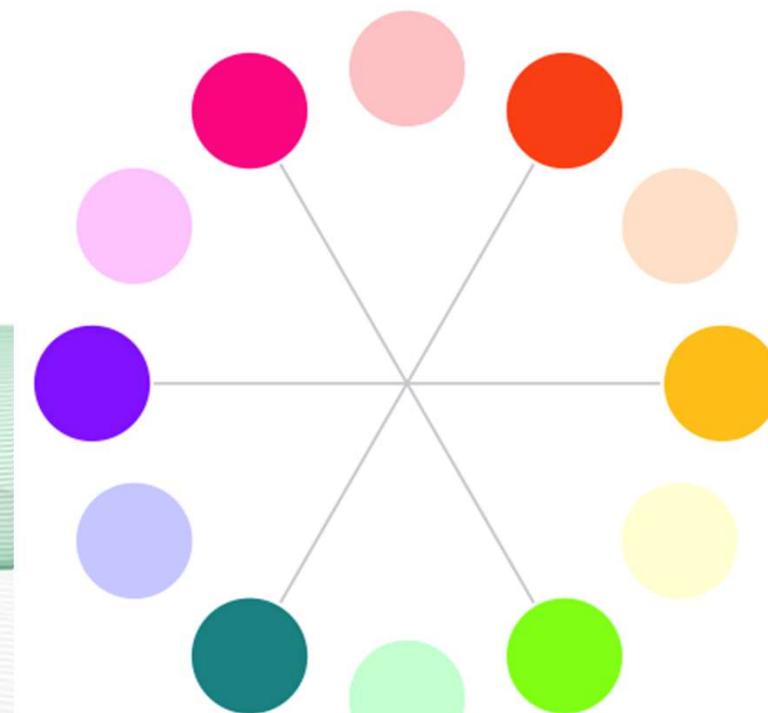
Merah oranye

Oranye kuning

Kuning hijau

Hijau biru

Biru ungu



harmoni Warna

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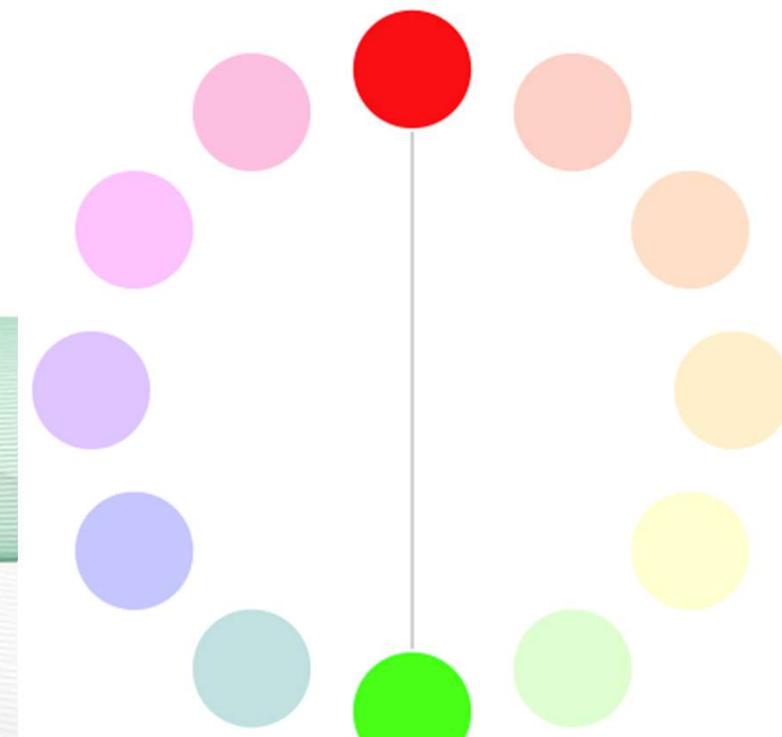
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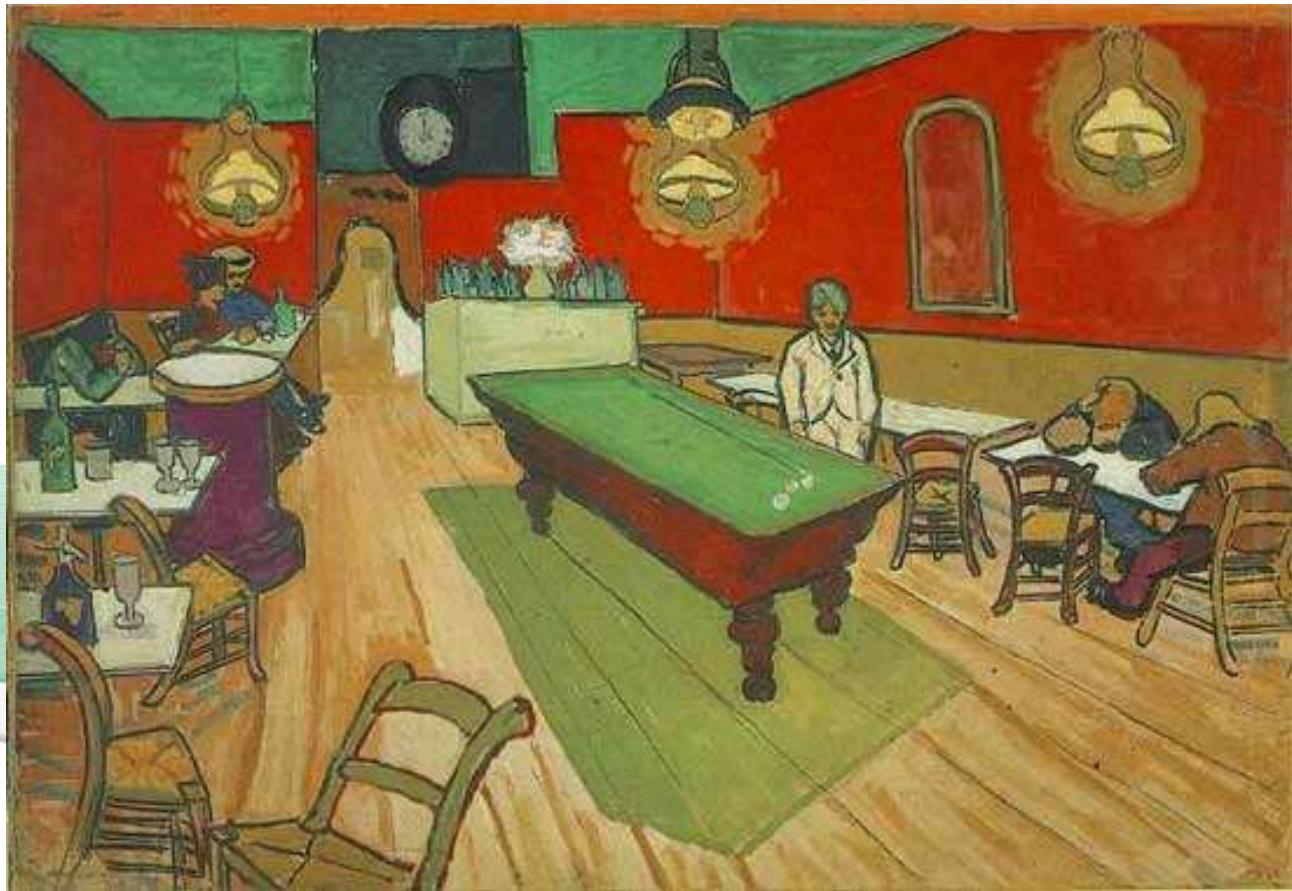


Harmoni Warna – complementary complementary

warna yang bersebrangan secara langsung

warna-warna ini memiliki kontras yang paling tinggi sehingga mudah menarik pandangan





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The screenshot shows the homepage of the Basketbalvereniging Arrows website. The header features a logo with a basketball and the word "ARROWS". Below the logo is a navigation menu with links: Home, Nieuws, Teams, Wedstrijdverslagen, Wedstrijden, Foto's, Gasterboek, and Contact. A large banner image in the background shows two silhouettes of people walking on a path with a basketball court diagram underneath them. On the left side, there is a photo of a young girl smiling. Below the photo is a link to "Foto's van de foto's". The main content area has a section titled "Basketbalvereniging Arrows" with a welcome message about the new club formed from K75 and Rebound. It also includes a "Laatste nieuws" (Latest news) section with a recent article about U12 and U13 teams. To the right, there is a "De wedstrijden" (Matches) section with information about upcoming games.

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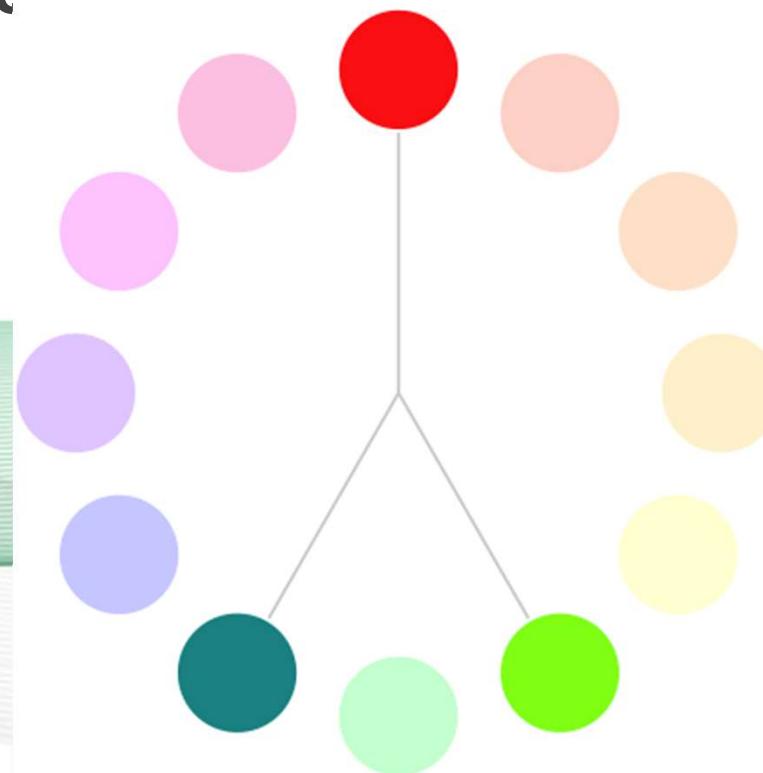


Harmoni Warna — split complementary

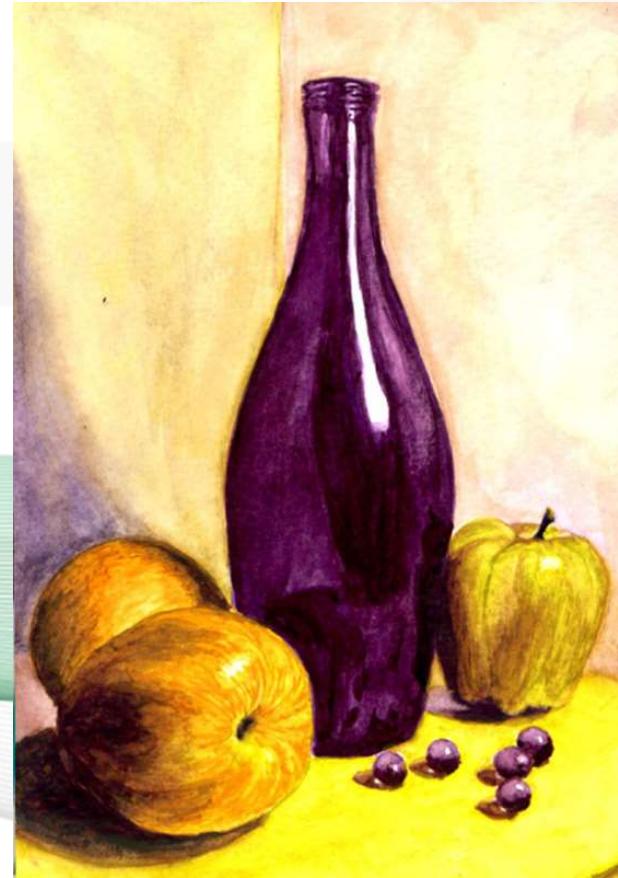
split complementary

kombinasi dari 3 buah warna dimana 1 warna ditemani oleh 2 warna di sebelah komplementernya.

warna-warna ini memiliki kontras yang lebih kecil dari warna komplementer, menghasilkan sesuatu yang terlihat lebih canggih.



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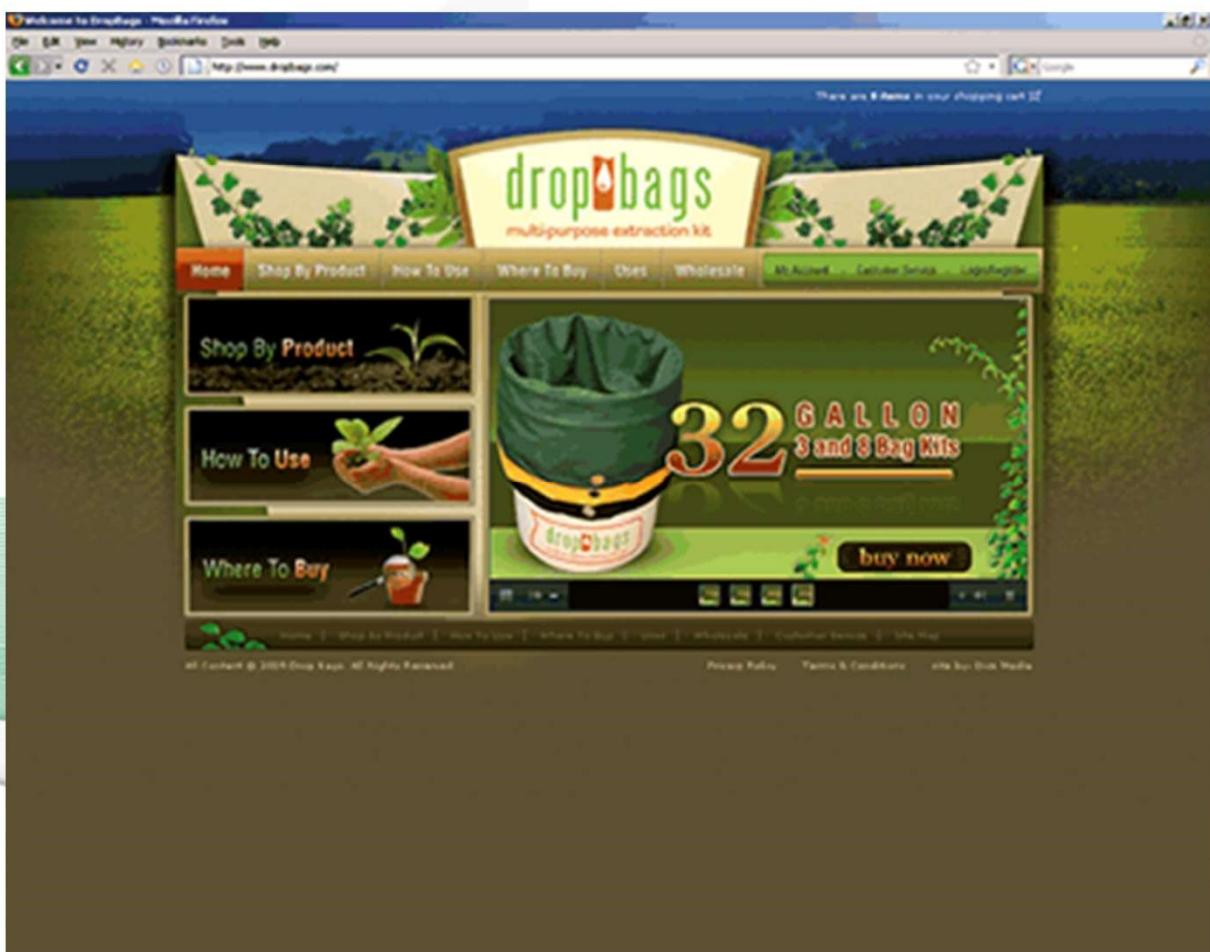


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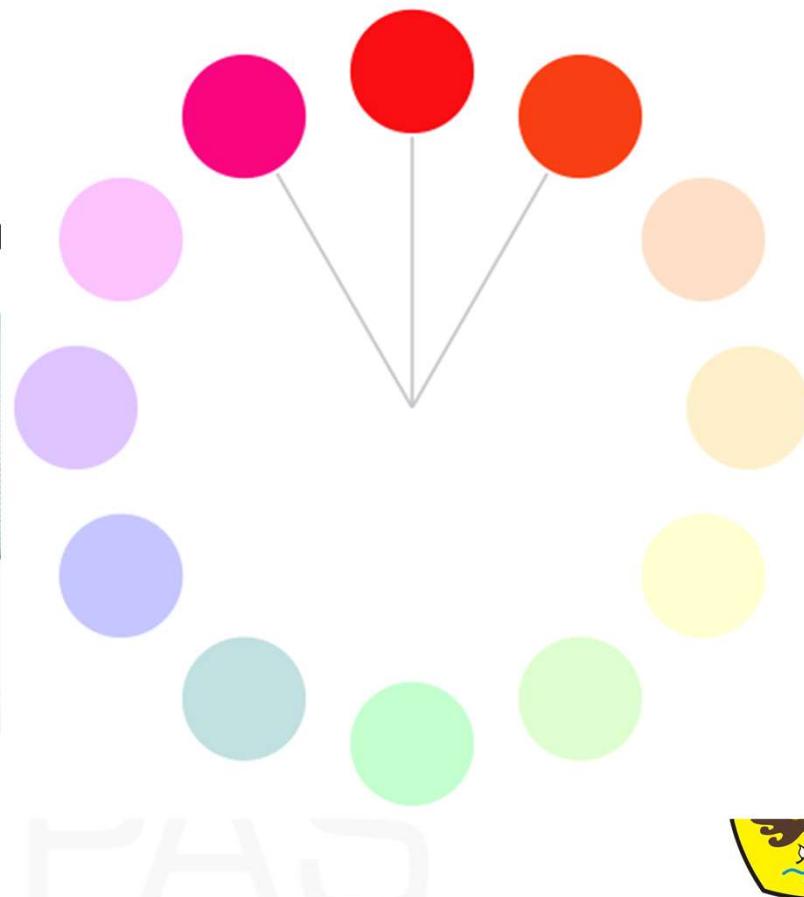


Harmoni Warna – analogous

analogous

kombinasi dari 2 atau lebih warna dengan jarak yang berdekatan satu dengan lainnya pada roda warna.

karena memiliki panjang gelombang yang sama, maka skema warna ini lebih mudah dilihat oleh mata.



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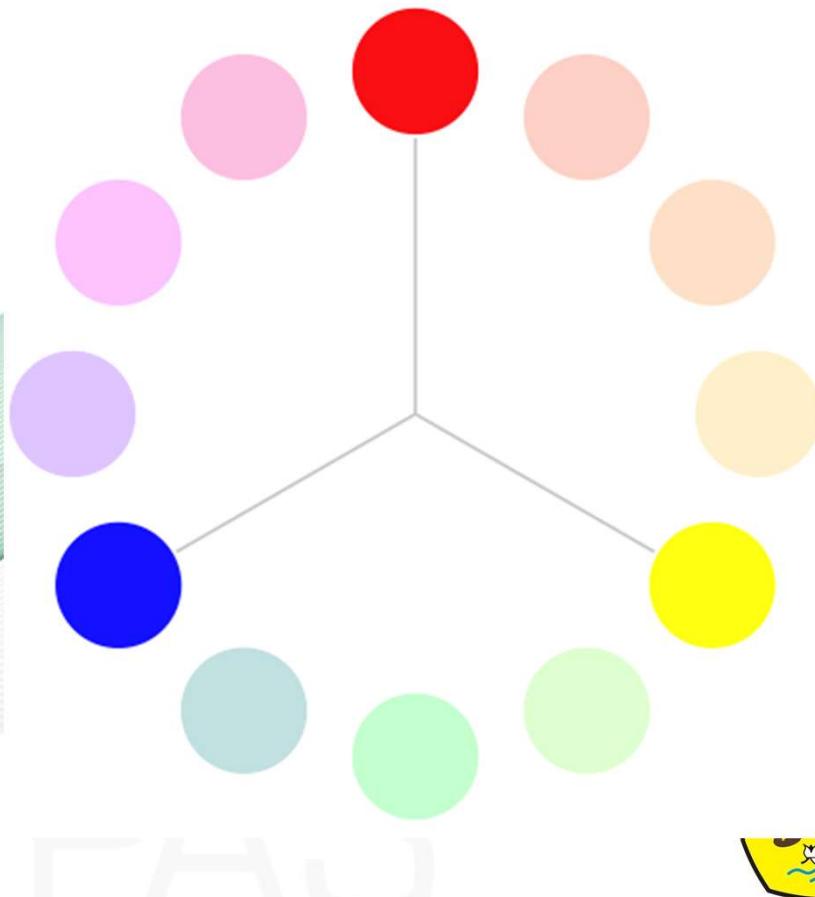


Harmoni Warna — triadic

triadic

kombinasi dari 3 warna dengan jarak yang sama satu dengan lainnya pada roda warna.

perlu jeli jika menggunakan kombinasi warna-warna ini karena dapat menjadi terlalu menyolok.





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The screenshot shows the homepage of the Multiways website. At the top, there's a banner featuring a cartoon cow and three bottles labeled 'critica', 'design', and 'creatività'. Below the banner, the text reads 'idee e strumenti per la co'm.oo'nicazione' and includes a small note '(co)mo [ra]ni (co)mo'.

MULTIWAYS® E-STRATEGIES

idee e strumenti per la co'm.oo'nicazione

(co)mo [ra]ni (co)mo

critica design creatività

home chi siamo servizi portfolio contatti

wikimoo english page

Apr 23 a primavera risveglia il tuo sito!

pubblicato in: Web marketing, News

In questa articolo è nostra intenzione presentarvi i nuovi pacchetti offerti da MULTIWAYS®-Strategies e dalla divisione Mowments.

I pacchetti di servizio progettati per le varie tipologie di offerta si incentrano sulle azioni di marketing innovation, sulla realizzazione e promozione di eventi sia online che offline, sul marketing online, ed in concreto, possono essere di vari tipi:

tags: organizzazione eventi, posizionamento online, pr online,

Cos'è m.oo?

L'evoluzione di Internet e della comunicazione porta un nuovo modo di intendere la Rete, il quale pone al centro i contenuti, le informazioni e l'interazione. MULTIWAYS®-Strategies ha di tempo circa queste nuove tendenze ed è ora di presentarvi il nostro nuovo brand, il sito M.oo.

La versione 2.0 nasce dalla volontà di mostrare l'evoluzione dei servizi offerti nel tempo dalla nostra web agency: web marketing, comunicazione online e offline, web marketing, pr online, communities, blog, social media marketing, viral marketing.

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Harmoni Warna – monochromatic

monochromatic

dibuat hanya dengan 1 warna
beserta perubahan kadar gelap
dan terangnya.

kontras rendah, sehingga
mudah dilihat oleh mata.

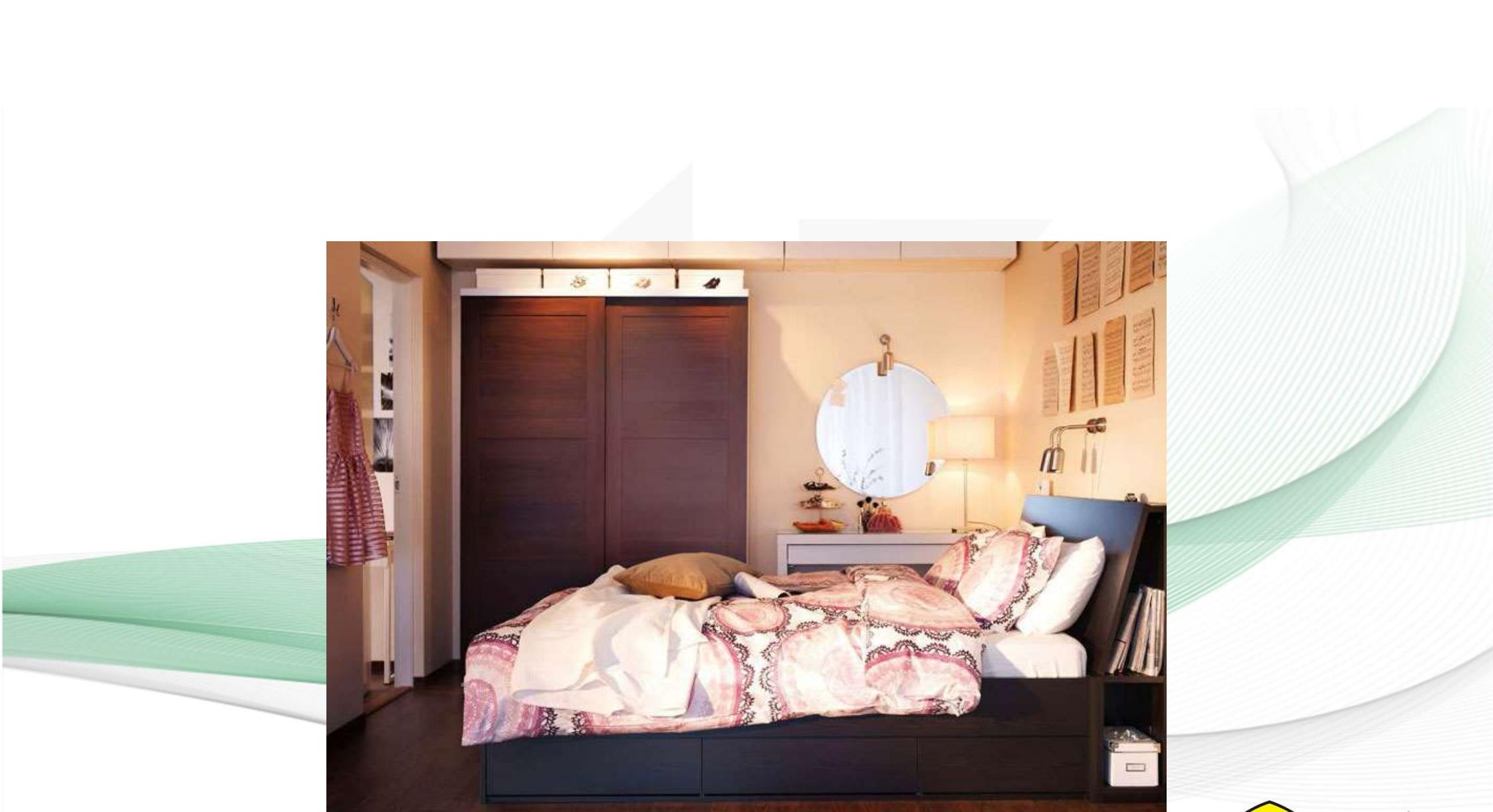




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Full colour logo



Monochrome logo



Solid black logo



White out logo

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