Digital Visual Design

Semester 1 | Level 4

Lecture 4

Subhan Ali
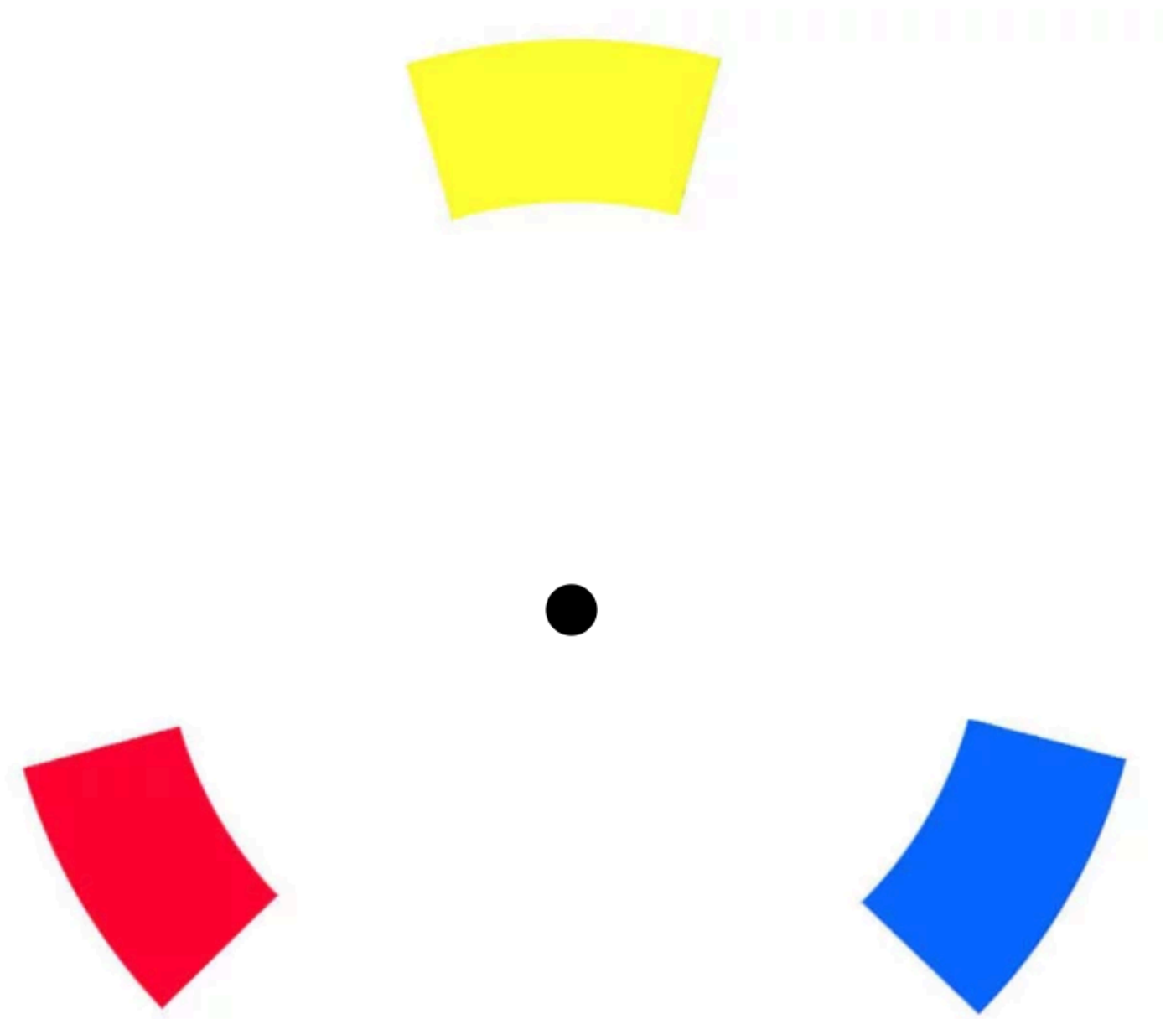
Adobe Color

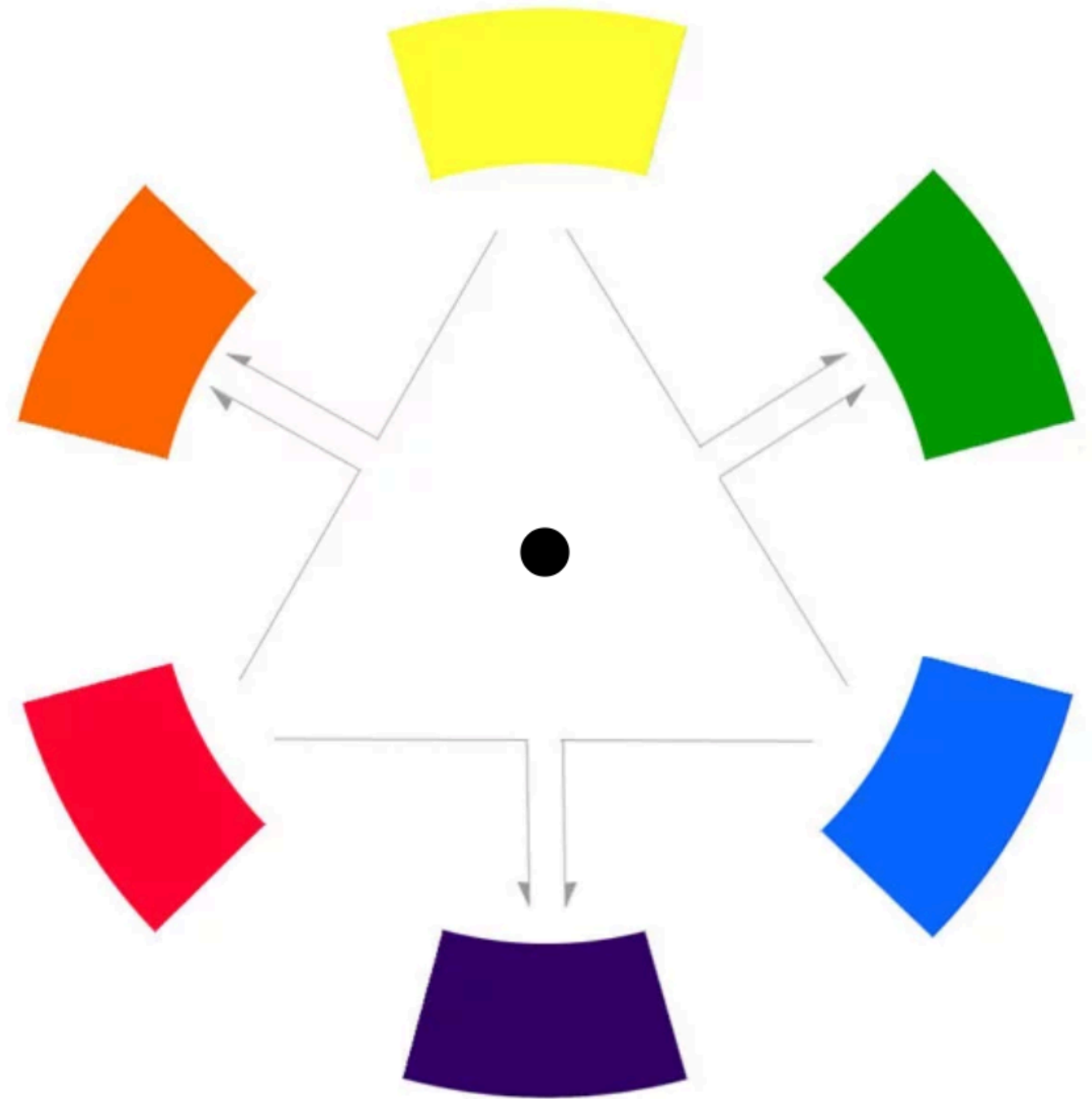https://color.adobe.com/create/color-wheel

activity

Primary

Red, Yellow and Blue are the three primary colors. From them all other colors can be mixed. The primary colors can not be mixed from any other colors. These three hues are the foundation of all color theory.

Secondary

Orange, Green and Violet are the three secondary colors. They fall between each of the primaries. Each one is mixed from the two primaries either side of it.

Tertiary

Tertiary colors fall between any primary color and it's adjacent secondary. eg. Blue/Green falls between Blue and Green.

What are warm & cool colors?

Warm and cool colors are terms used to describe the temperature or emotional tone that colors convey.

What are warm colors?

Warm colors are associated with energy, brightness, and warmth. They are often linked to sunlight, heat, and fire.

These colors can evoke feelings of passion, excitement, and warmth but can also appear aggressive or overwhelming when used excessively.

Colors range from red-purple to yellow, often evoke feelings of happiness and energy.
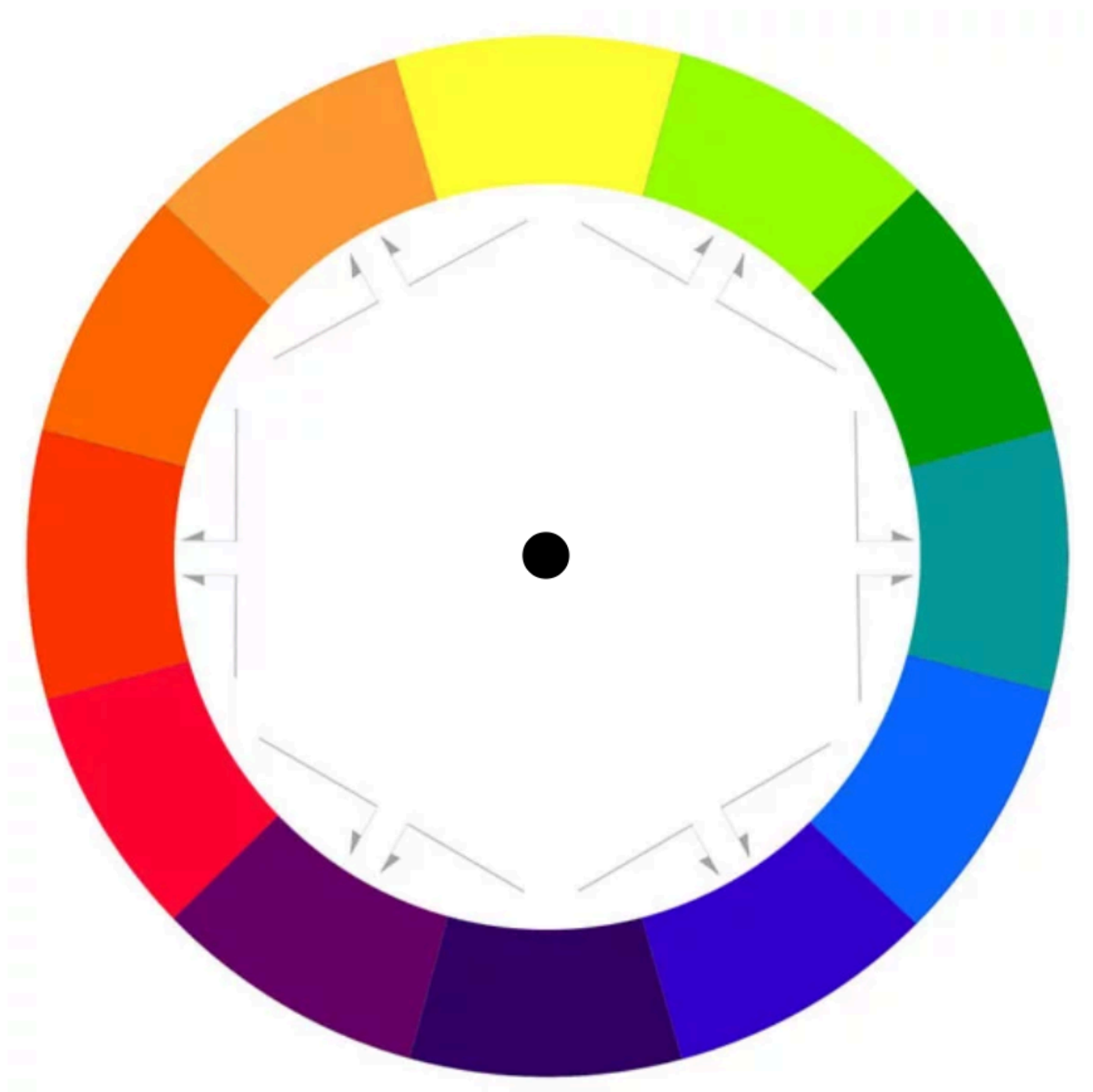
What are cool colors?

Cool colors are associated with calmness, relaxation, and serenity. They are often linked to water, sky, and nature, giving a sense of peace and stability.

Colors range from yellow-green to purple, evoke feelings of calm and serenity.
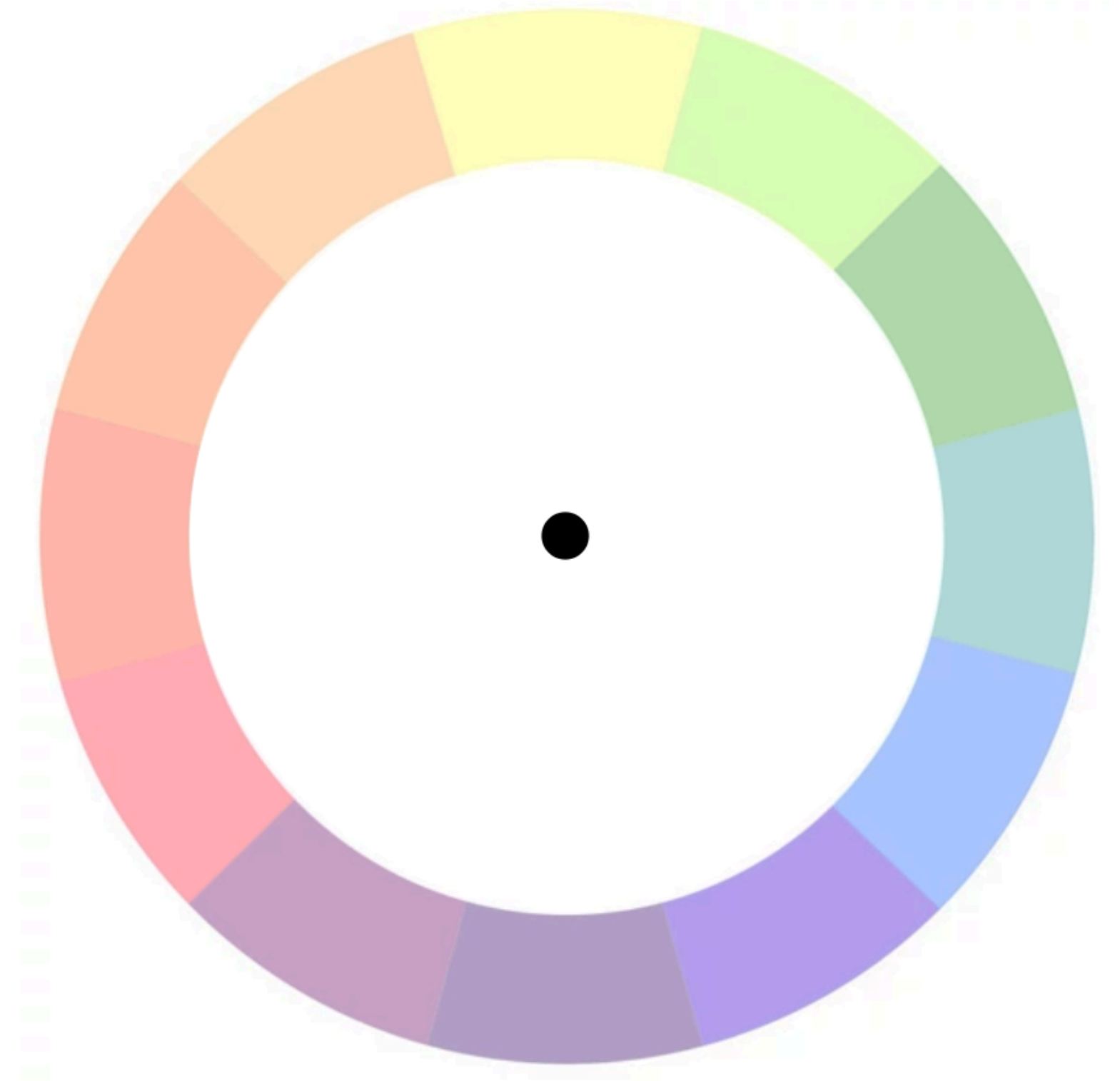
Color Terminologies

Hues

Tint: Hue mixed with the color *white*. This will lighten the color, but does not brighten the color.
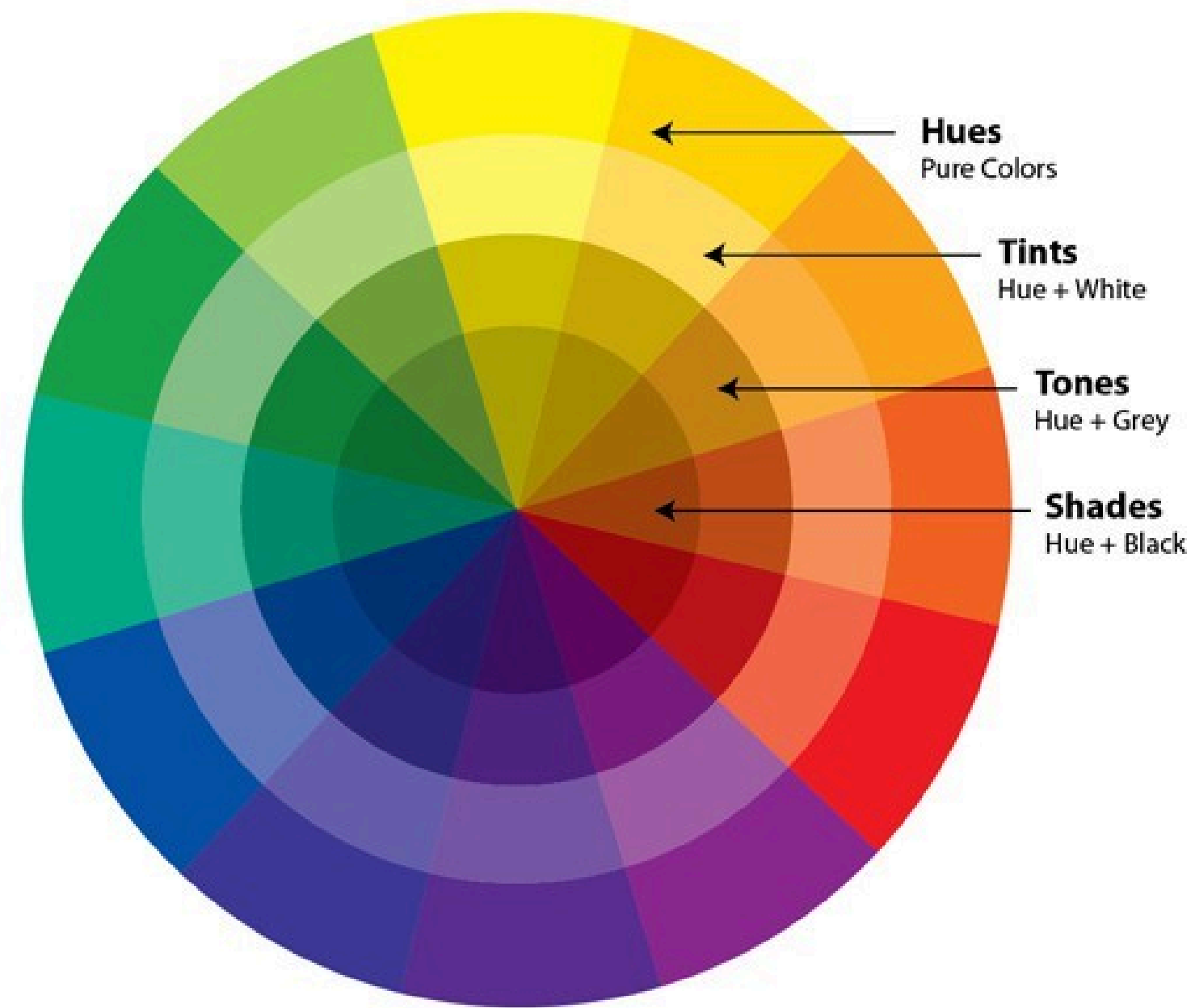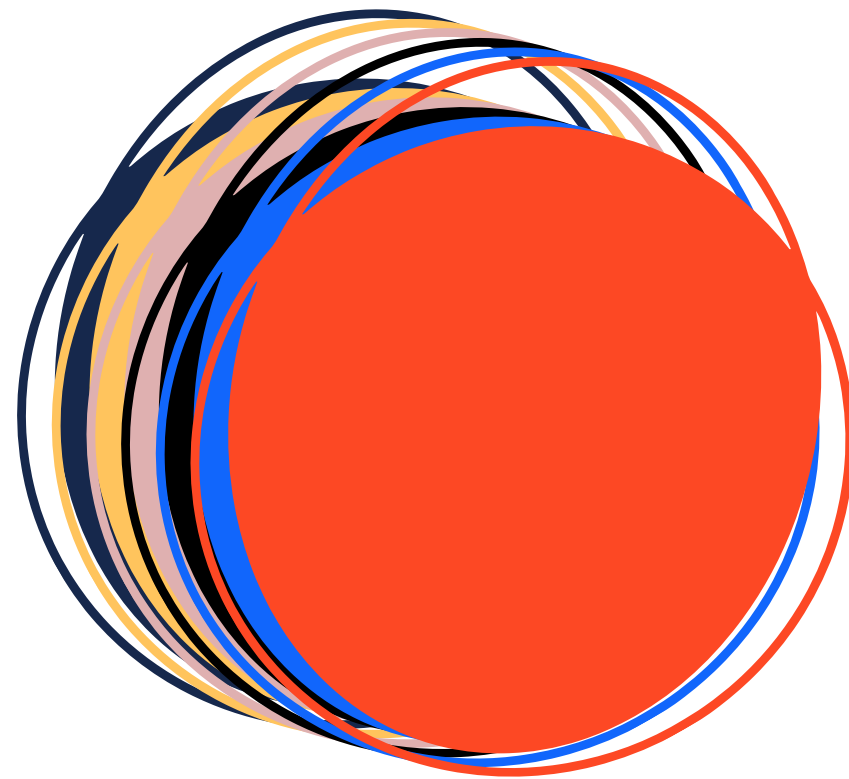
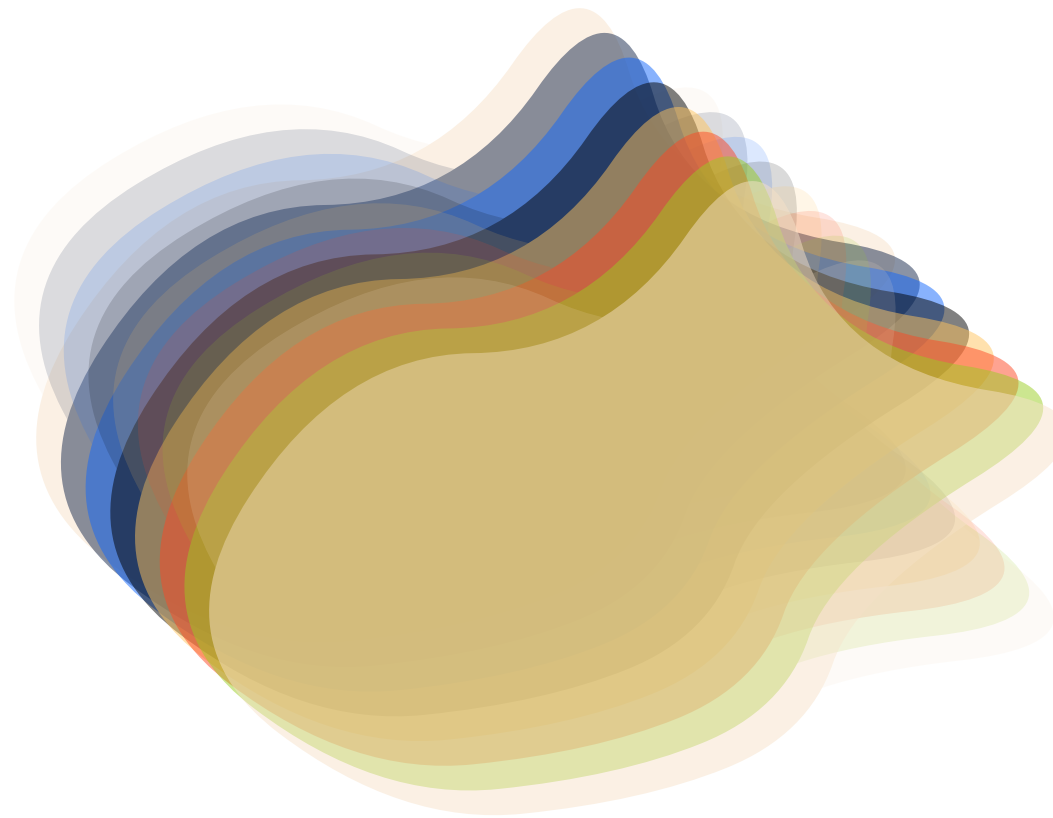**Shade:** Hue mixed with the color **_black_**. A shade will darken the version of the original hue.

Tone: Hue mixed with the color *grey*.

Hues
Pure Colors

Tints
Hue + White

Tones
Hue + Grey

Shades
Hue + Black

A **color scheme** is a planned combination of colors that are used together in a design, artwork, or any visual project to create a specific aesthetic.

Monochromatic refers to a color scheme that uses different shades, tints, and tones of a single hue. This means that instead of mixing multiple colors, a monochromatic scheme is created by altering the lightness (shades) or darkness (tints) of one base color.
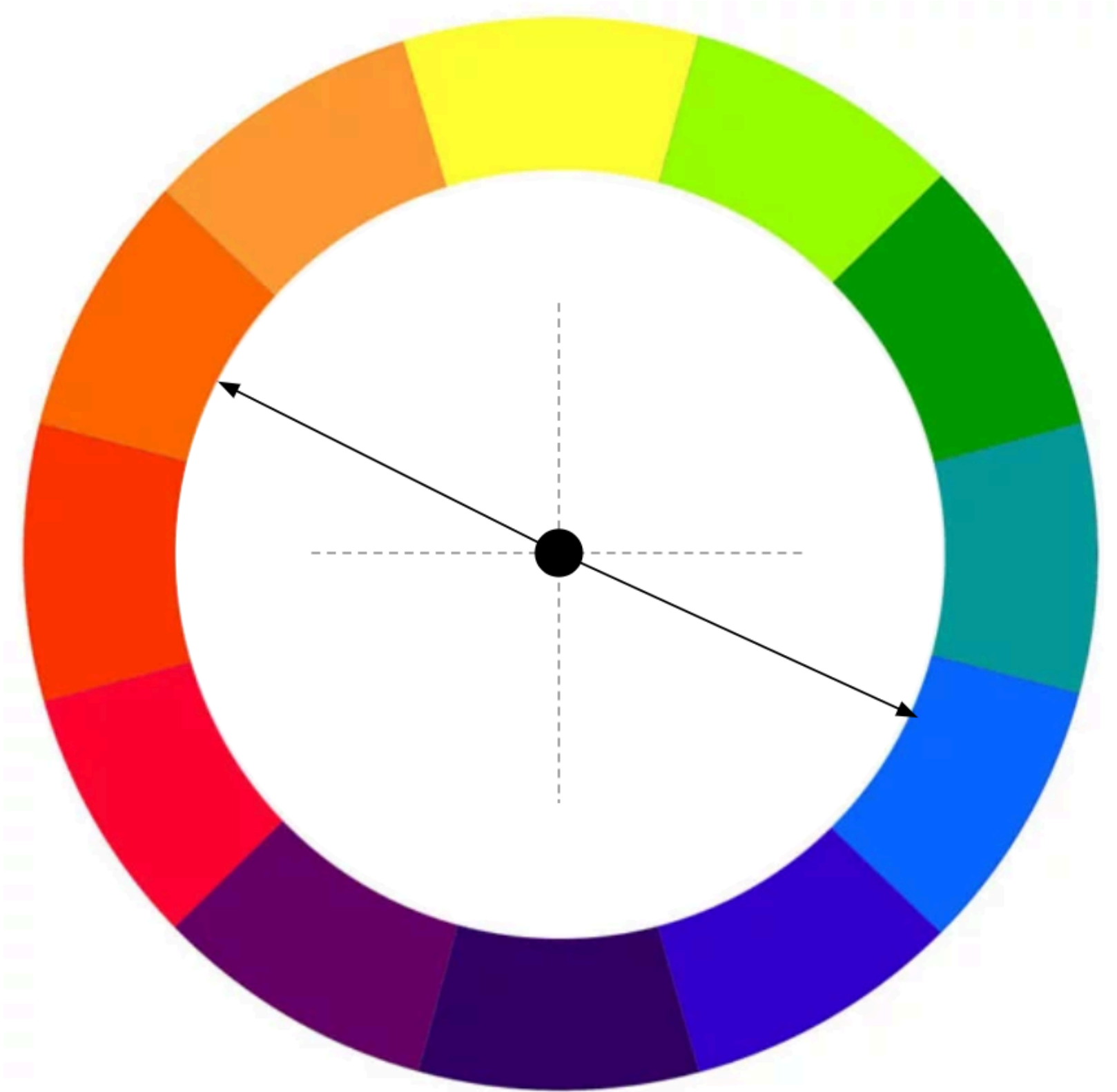
Analogous colors are groups of colors that are adjacent to each other on the color wheel.

Even if you add shades (darkening) or tints (lightening), the analogous relationship remains intact.
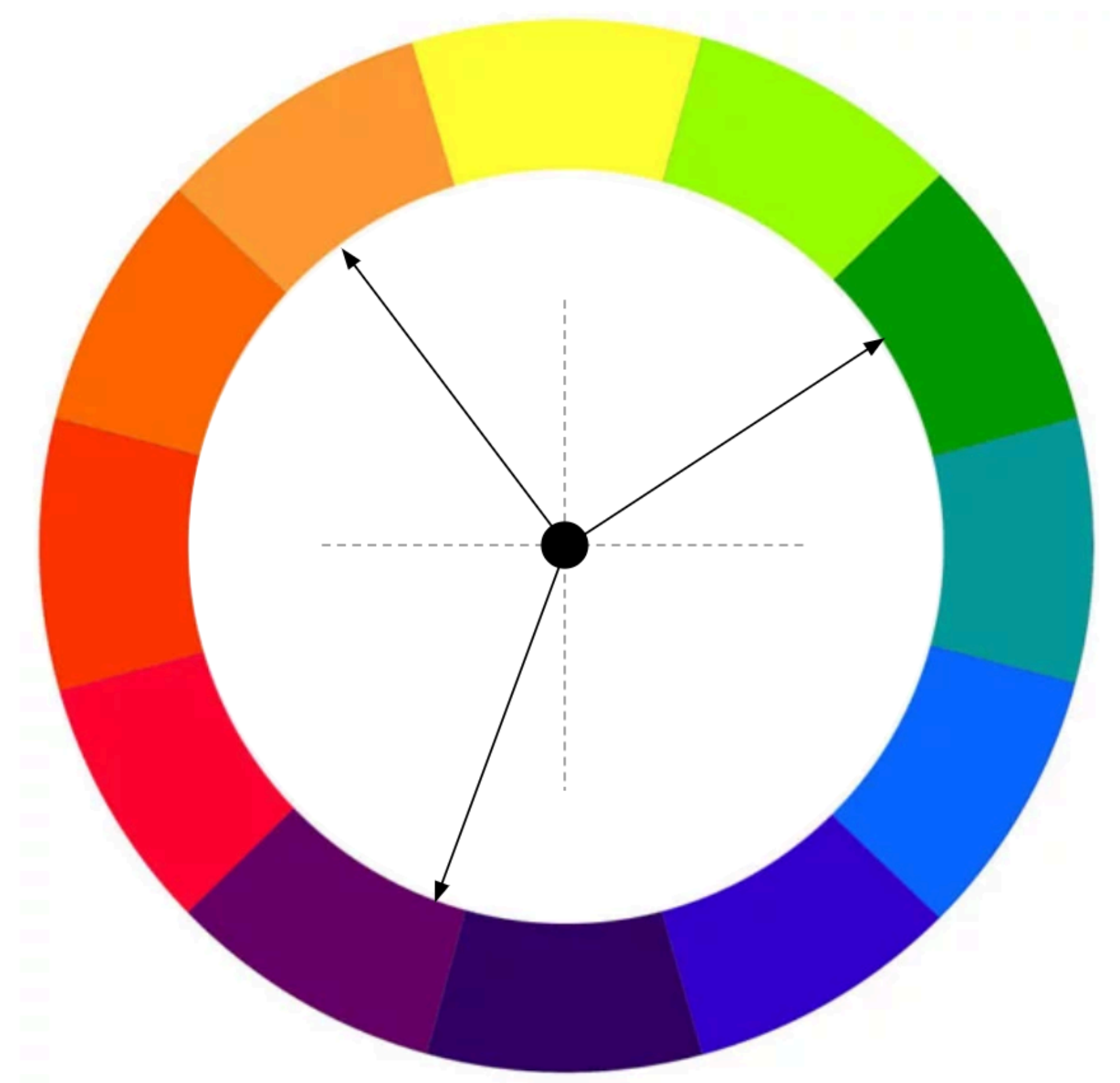
Complementary colors are pairs of colors that are opposite each other on the color wheel.

These colors create a strong, eye-catching effect.

Triadic colors refer to a color scheme consisting of three colors that are evenly spaced around the color wheel.

While triadic colors provide contrast, their equal distance from each other creates a sense of harmony.

Color Psychology

activity

Red: Often associated with passion, energy, and excitement, but can also signify danger or aggression.

Blue: Generally conveys calmness, trust, and stability; commonly used in corporate branding.

Yellow: Associated with happiness, optimism, and warmth but can also evoke feelings of caution.

Green: Linked to nature, growth, and tranquility, it can promote feelings of relaxation.

Purple: Often associated with luxury, creativity, and spirituality, it can evoke a sense of mystery.

Black: Can symbolize sophistication or elegance but may also represent mourning or negativity.

White: Represents purity, simplicity, and cleanliness, often used to convey freshness.

Color Palettes

Cooler: *https://coolors.co*
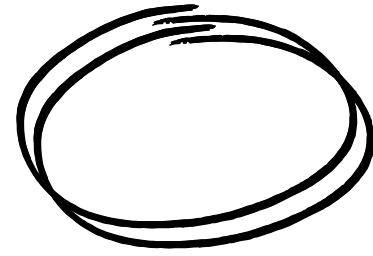
ColorHunt: *https://colorhunt.co*

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Color System

Figma

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1. Select a Color Pallete of your choice from previously shared websites.
2. Make a copy of previously created 5 compositions and play with different **color combinations** from ***color pallete*** for the background & shapes. ***Do not*** change the composition or sizes of shapes.

Activity

Thank you