

Intro to Color Theory

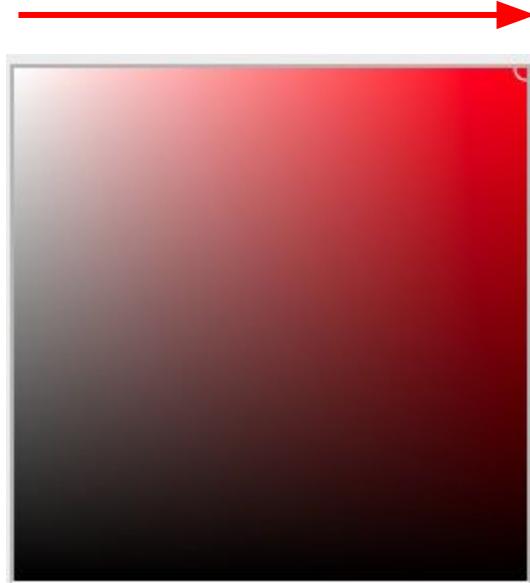
How do we talk about color?

HUE



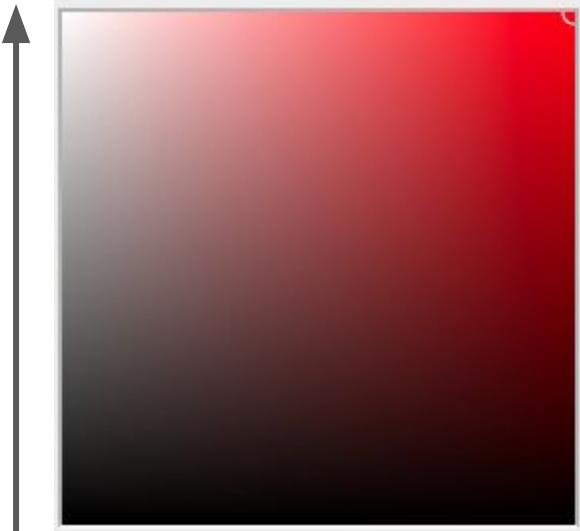
This is a color's position on the color spectrum! You could think about this as the color's name, ROYGBIV style. Sometimes "color" is used interchangeably with hue.

SATURATION



We can also call this “intensity”. It’s how **saturated** your color is with your hue. Zero saturation means you’re working in greyscale.

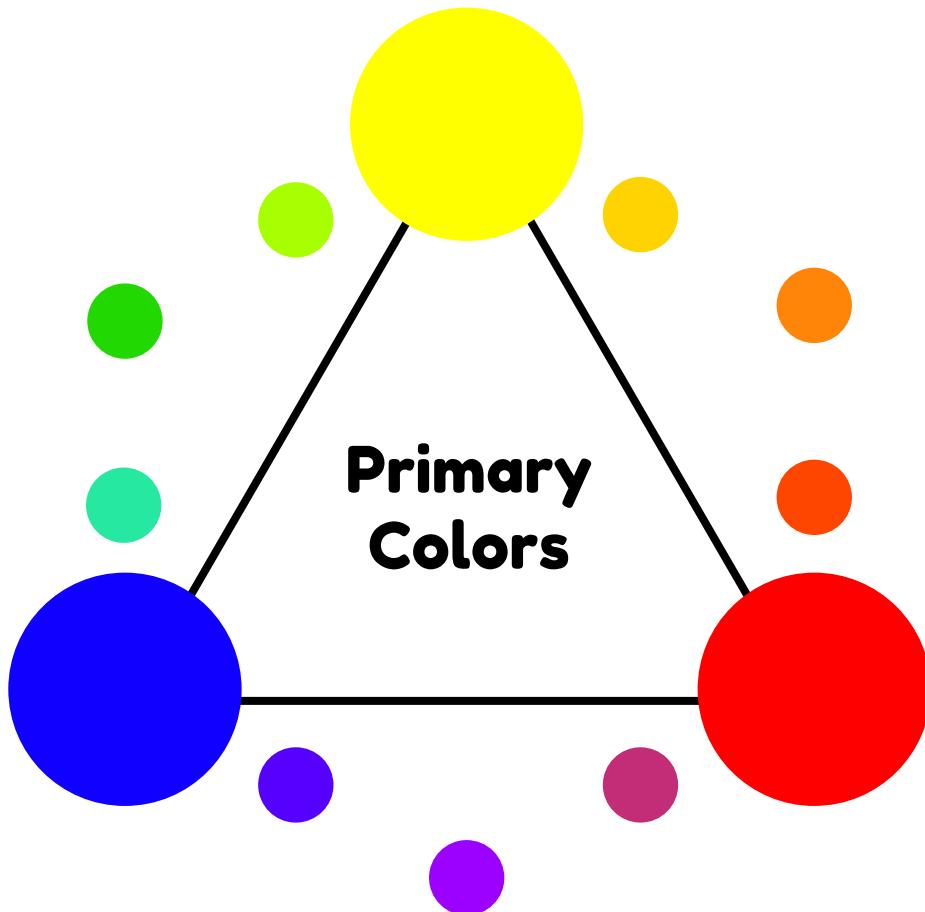
VALUE

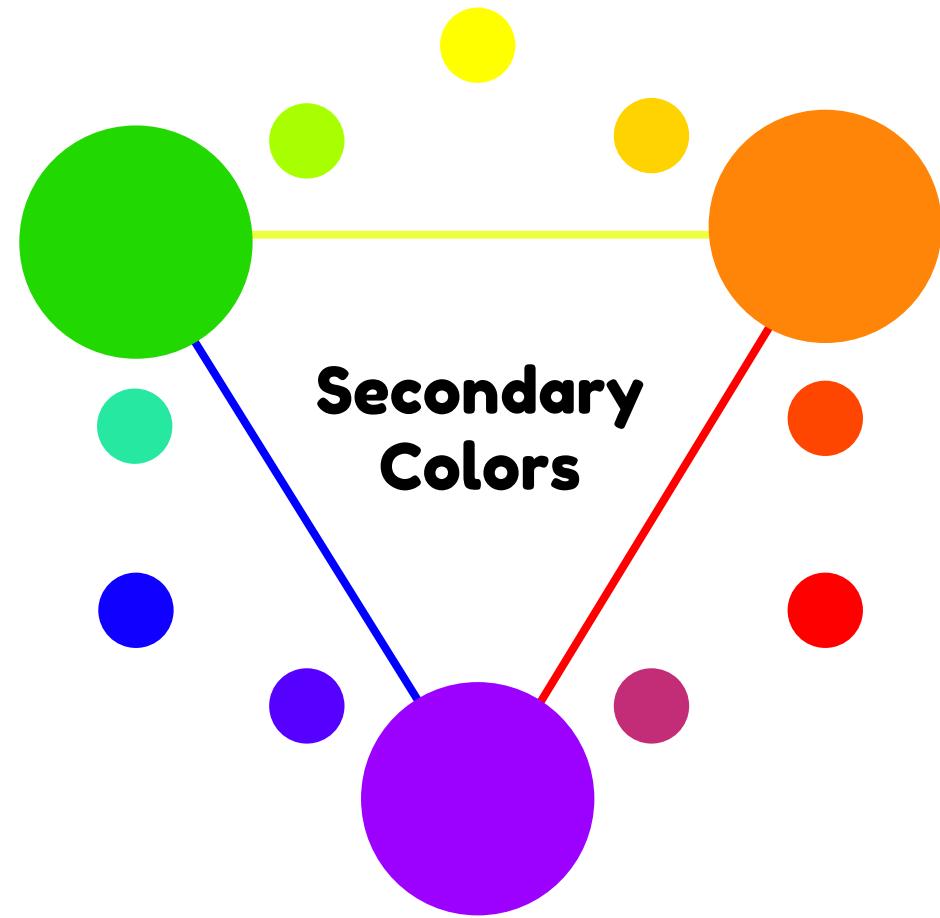


AKA brightness. How much light is on your object? In greyscale, you're moving from black to white as your value increases.



The Color Wheel





The diagram illustrates the primary colors and their secondary mixtures. It features three large primary color circles: a green circle on the left, an orange circle on the right, and a purple circle at the bottom. A blue line connects the green and purple circles, representing the secondary color green. A red line connects the orange and purple circles, representing the secondary color orange. Small dots of each secondary color are scattered around the primary circles.

**Secondary
Colors**



Tertiary Colors



Complementary Colors

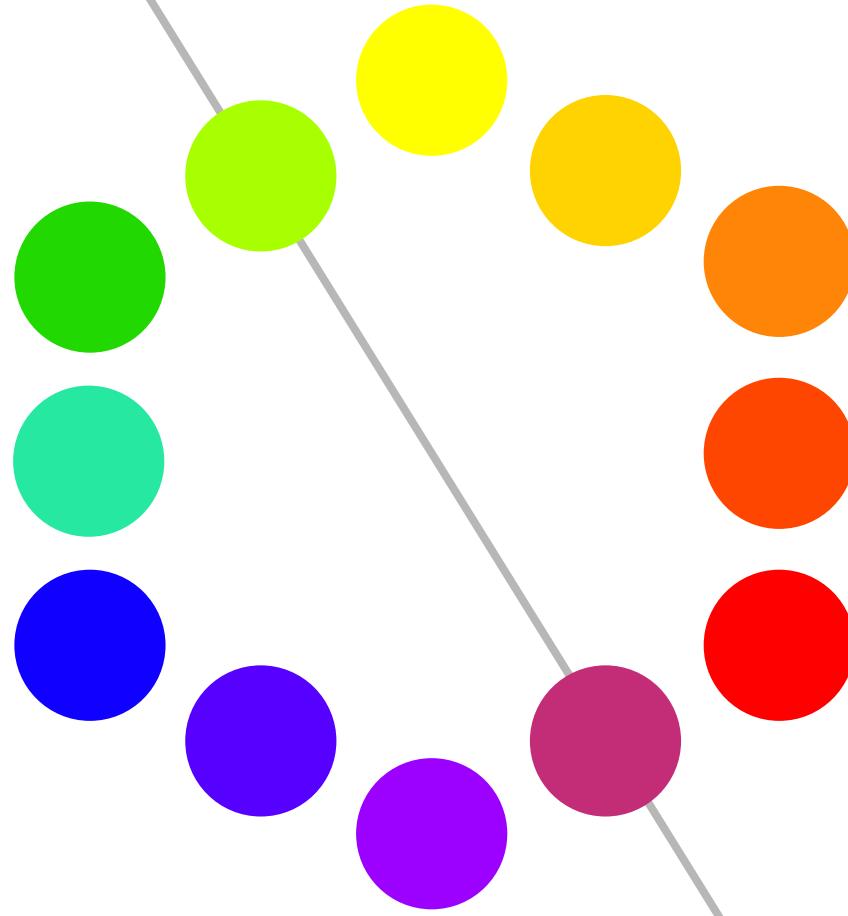


Complementary Colors



Complementary Colors

WARM



COOL

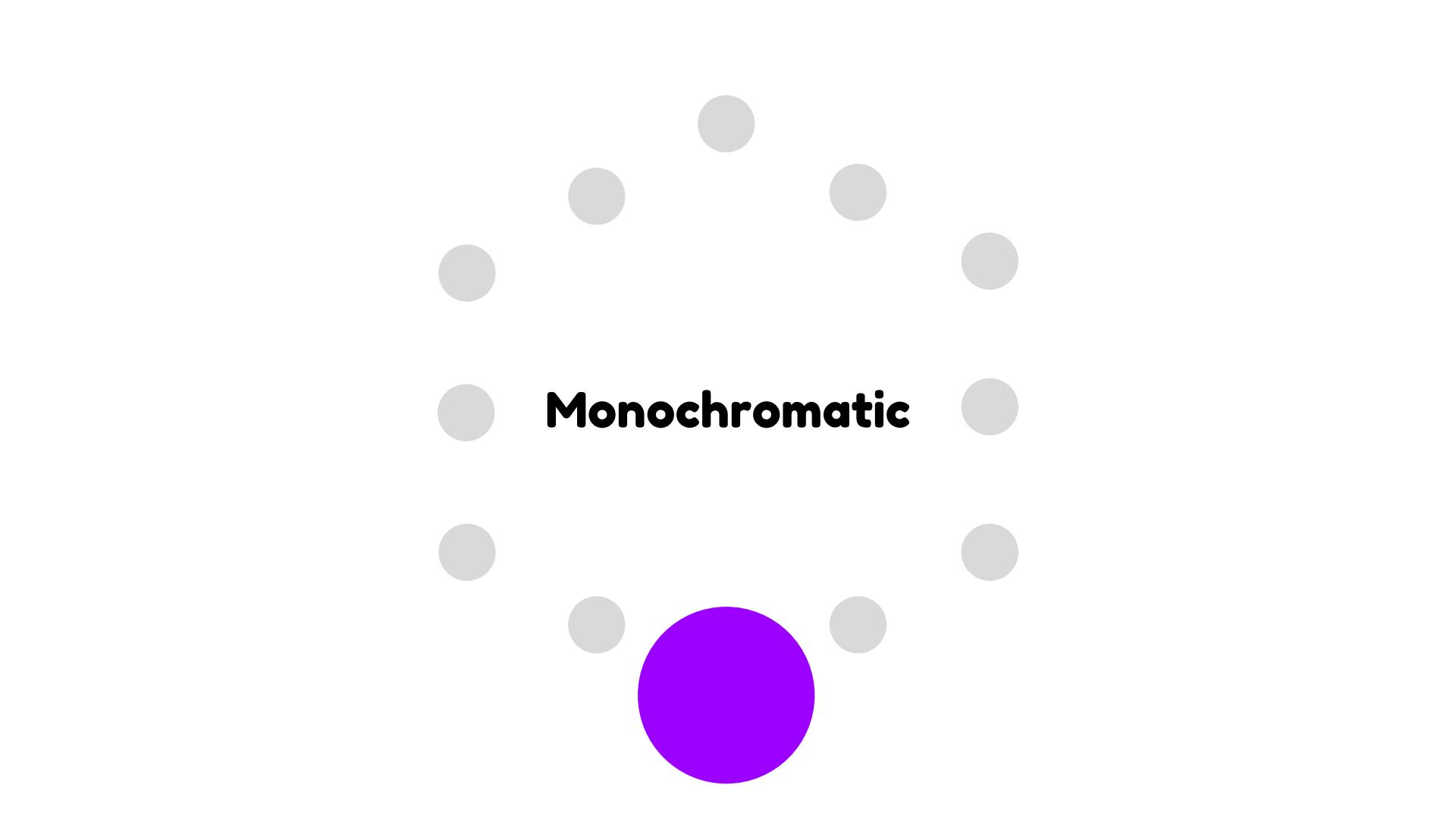
Traditional Color Schemes

**Analogous
Complementary
Monochromatic
Compound / Split Complementary
Triadic**

Analogous



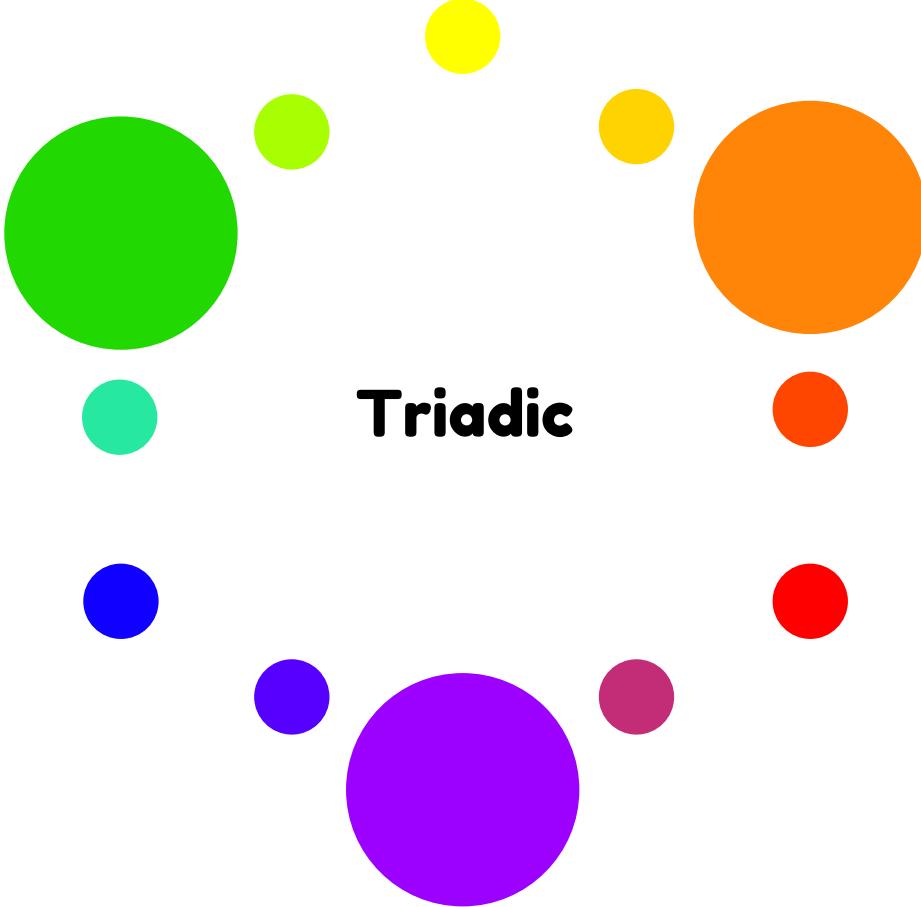
Complementary



Monochromatic



**Compound or
Split
Complementary**



Triadic



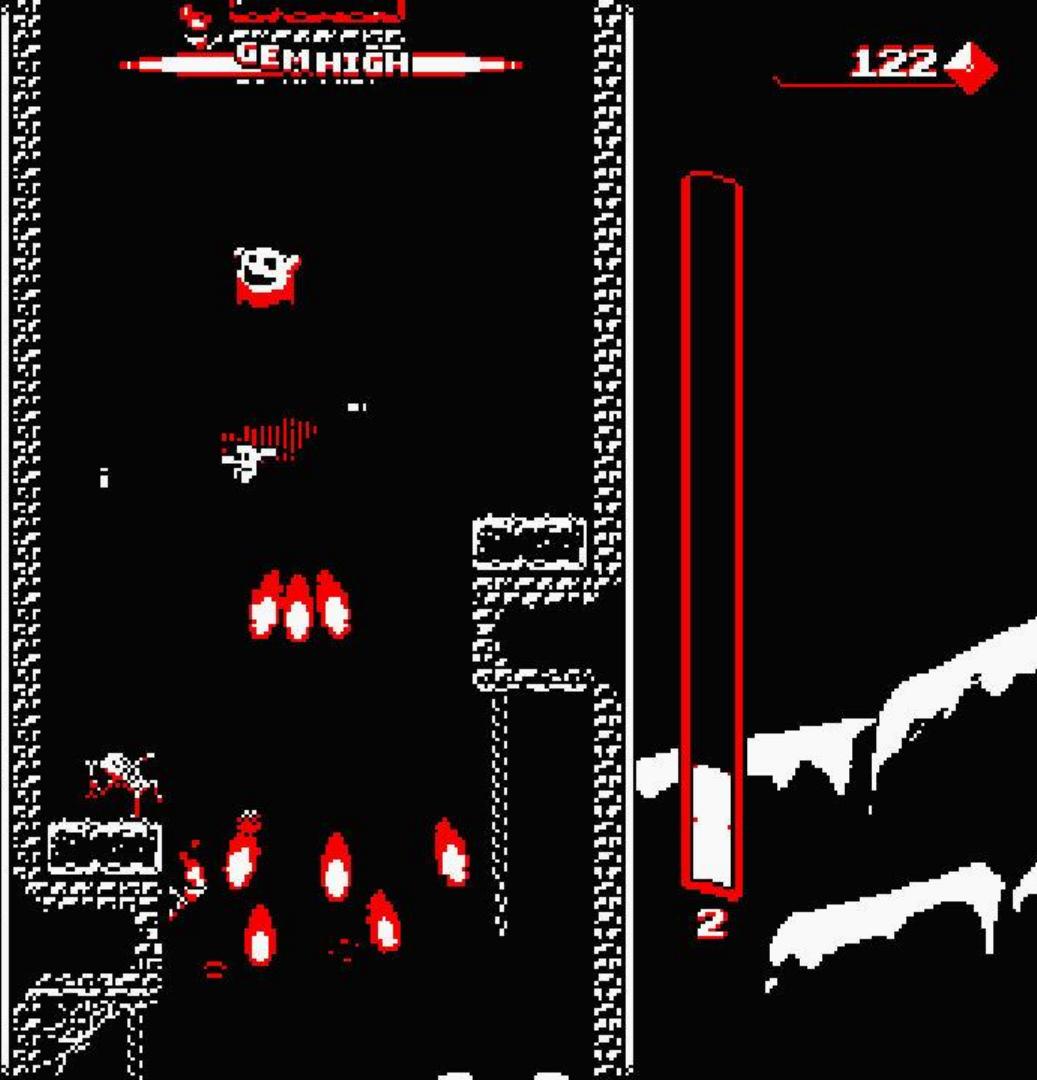
1 / 4

GEM HIGH

122



3 ▶ 35



Yeah but still like... what do colors do?

Colors are relative





Colors have associated meanings!







Colors provoke emotion!







Colors are a valuable communication tool.

So, We Should Use Color In Games!!

Visual Hierarchy

-or-

Using Contrast to Focus on Important Game Elements







Using color to support mechanics











Cloud

LV 98

HP 30/9105

MP 300/ 877

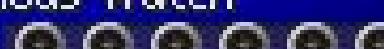
Wpn. Ragnarok

Check

Arm. Precious Watch

Arrange

Materia



Receive more EXP points

● Exp Plus



AP 0

To next level 60000

Ability list

EXP. UP

Equip effect

Luck +01



● Exp Plus

● Pre-emptive

● Exp Plus

● Mega All

● Enemy Away

● Ultima

● Choco/Mog

● Gravity

● HP Absorb

● All

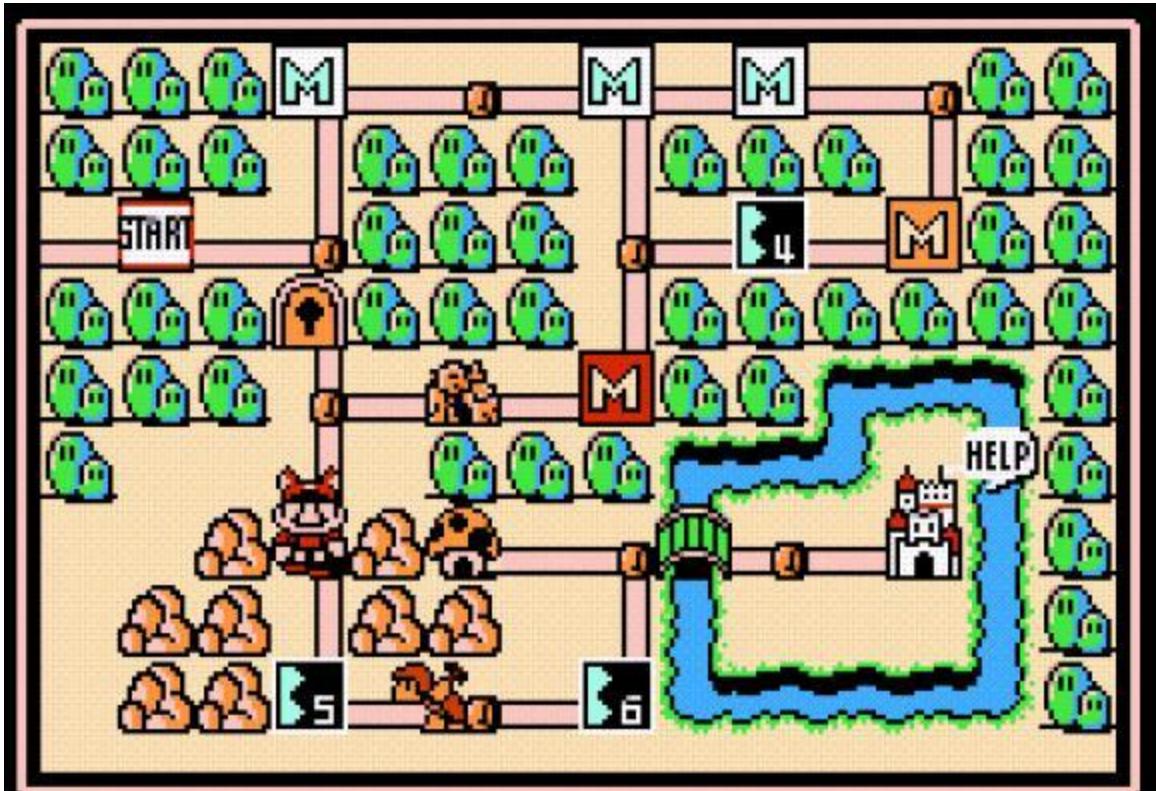


Using color to communicate progress



32325

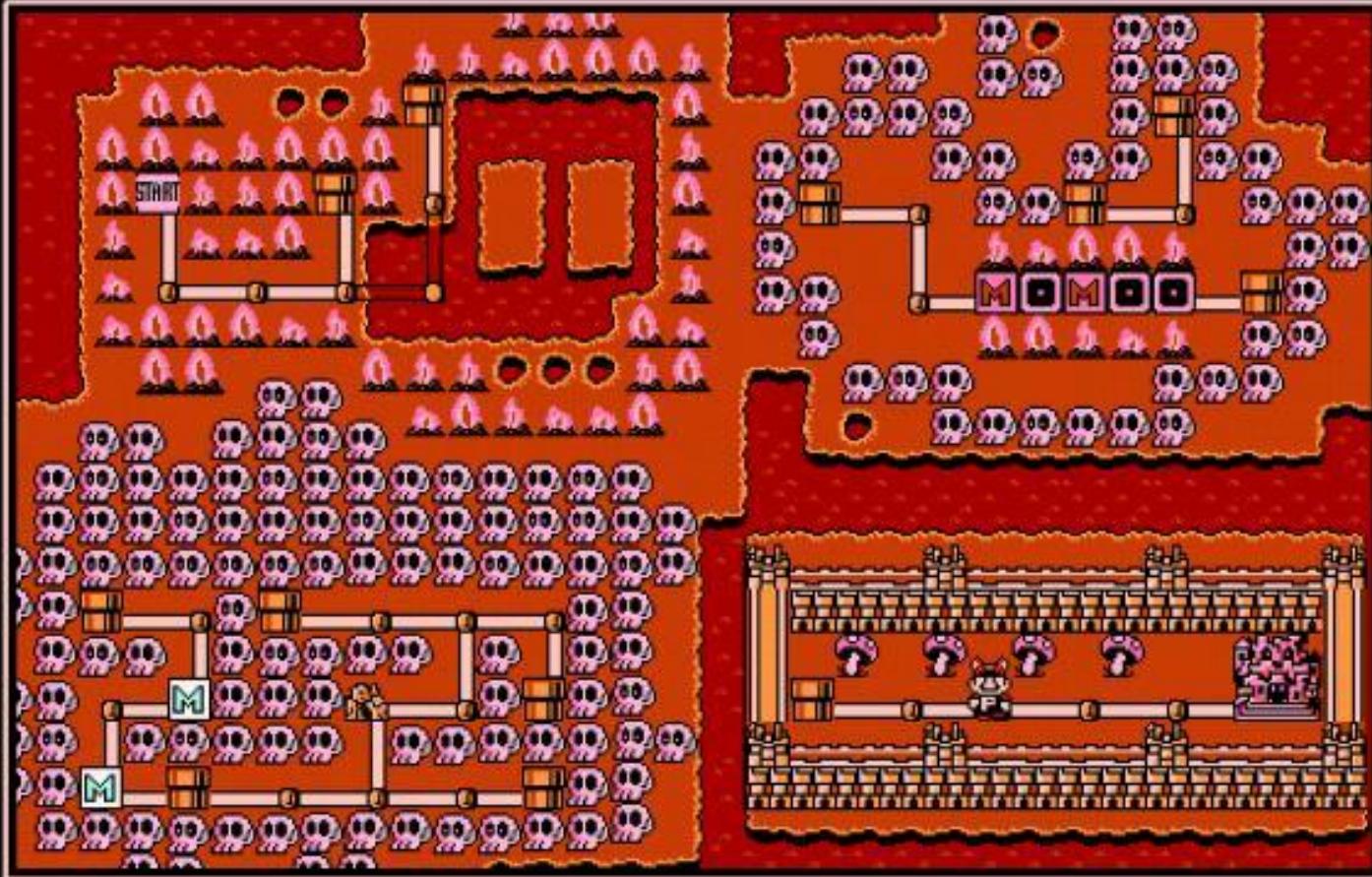
10001



WORLD 1 ➤➤➤ ➤ ➡ \$ 3
MIX 5 0034330 6000







WORLD 8
MDX 27 0736330 0000



1UP



1UP



GOOMBA

WORLD 8
CMD × 21 0052300 0278



And to reward players!

COMBO:
1BD
ARDI

00+

25+

10+

10+

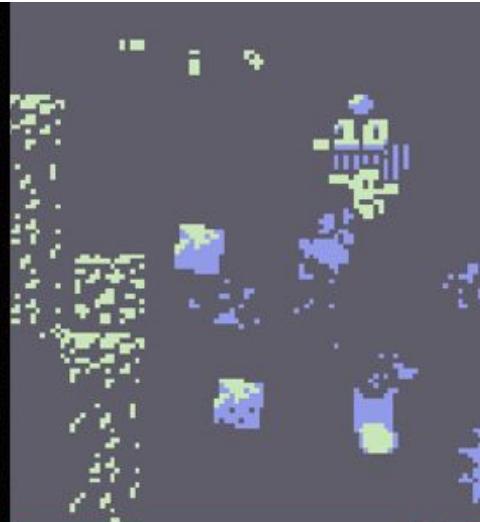
10+

10+

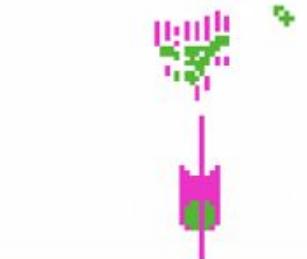
10+

10+

10+



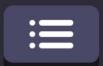
14 COMBO:
COMBO
REWARD!
000+
100+



As with last week, be on the lookout for pleasing palettes in art and games!



KALI CIESEMIER 2013



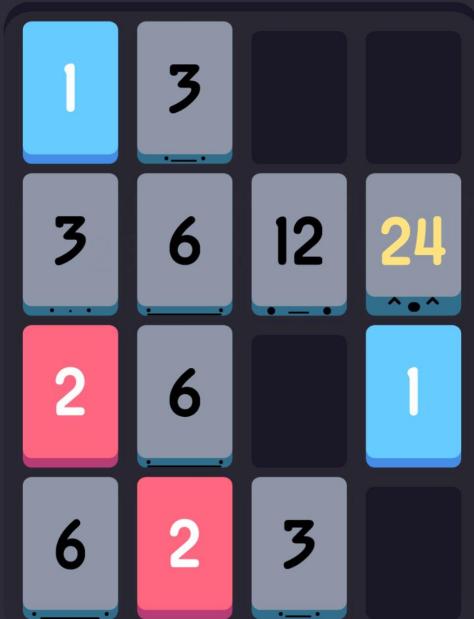
menu

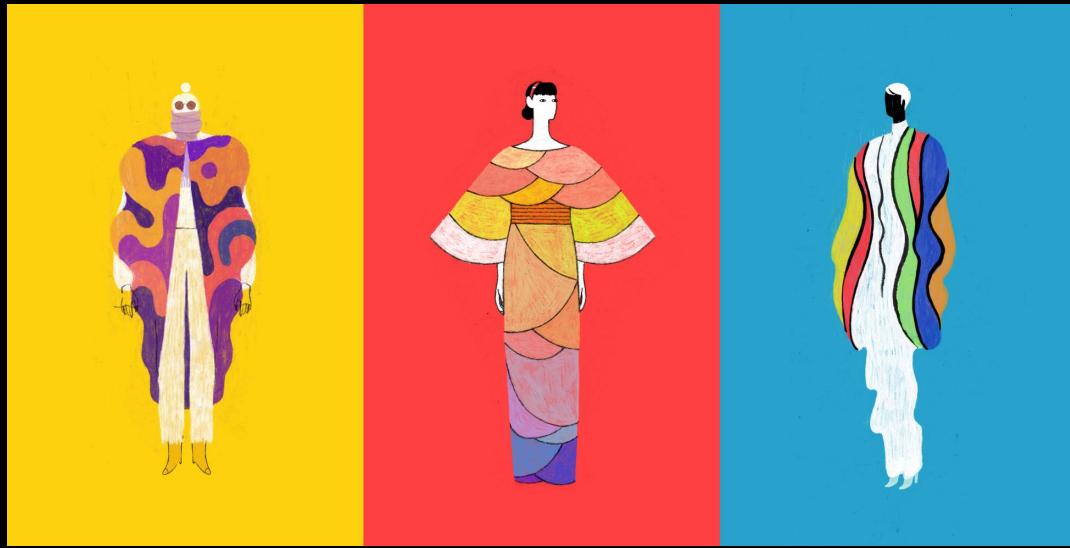


next



stats





PLAYER 1

PLAYER 2

KID

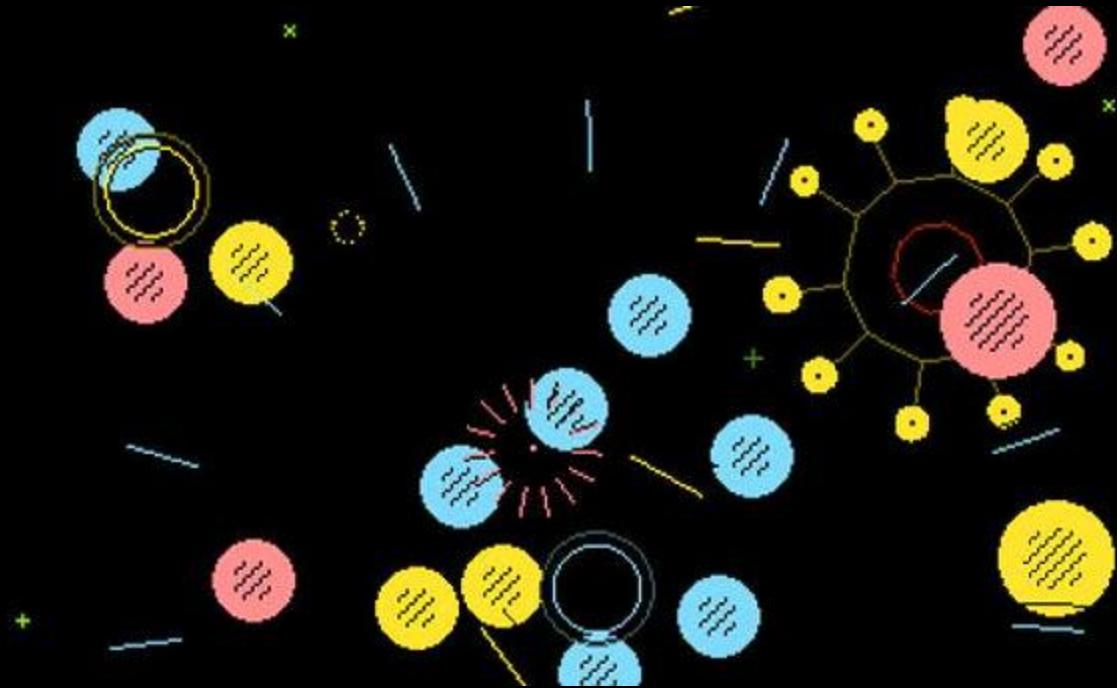
HUNTER



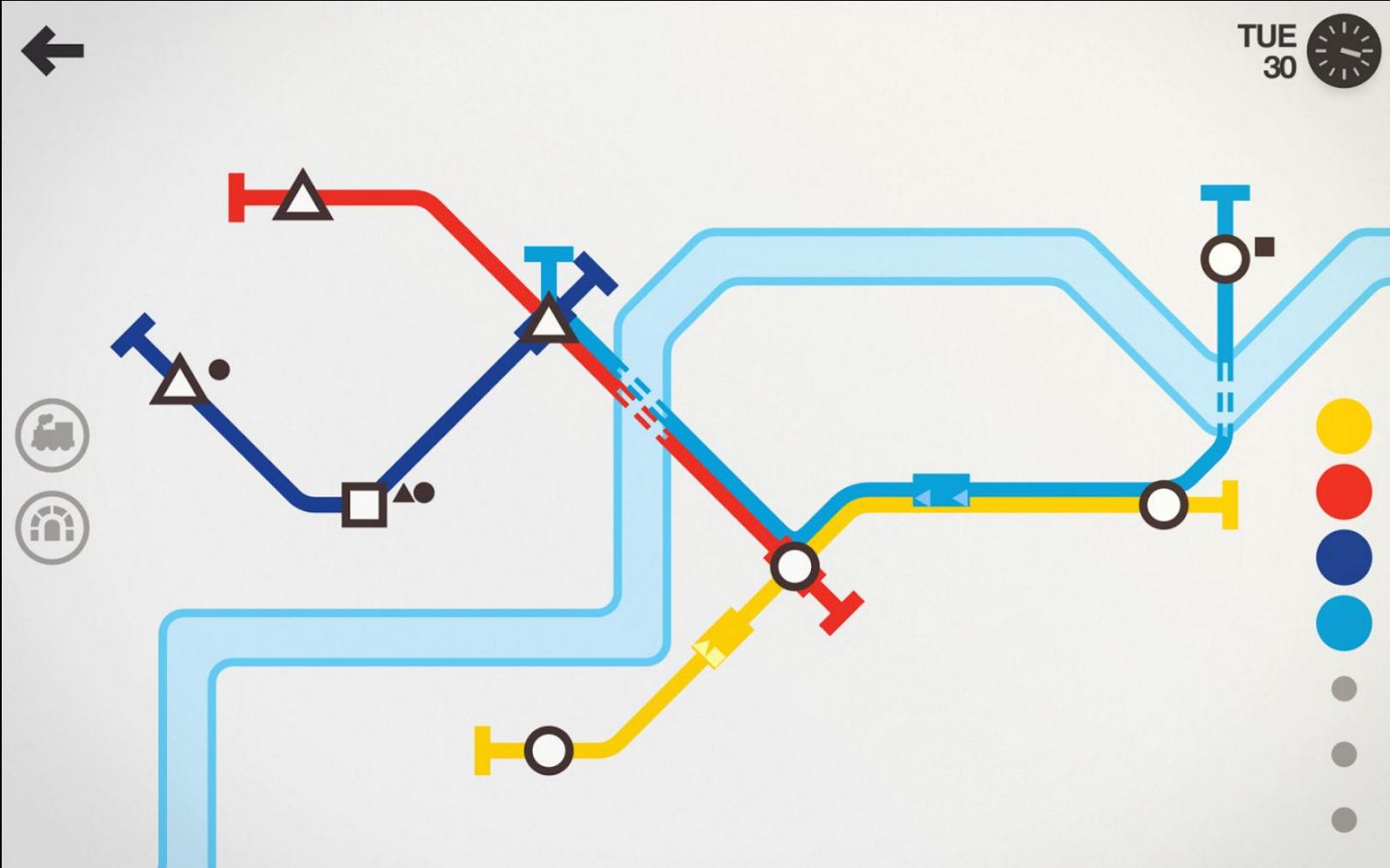
Bosma











Further Reading & References

[Interactions of Color by Josef Albers](#)

[Visual Hierarchy for Game Developers](#)

[Lessons in Color Theory for Spyro the Dragon](#)

[Color in Games \(sort of a broad overview not unlike this slideshow\)](#)

[Movies in Color](#) (movie color palettes blog)

[Adobe Color \(color picking tool\)](#)

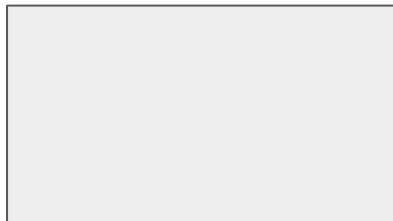
Assignment



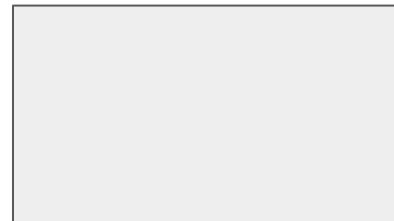
danger



nostalgia



mystery

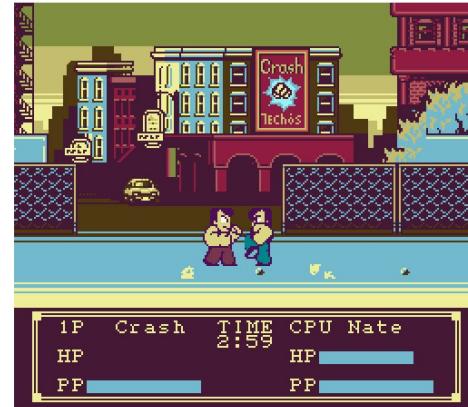


excitement

Create four versions of the same image, modifying only the color palette. Each should evoke a different emotional response. Two must be using traditional color relationships, one must be drawing from an existing palette from a game or piece of art you find appealing. Arrange in one document, 1920x1660, with palettes isolated and target emotion listed.



Calm



Anxious



Eerie









