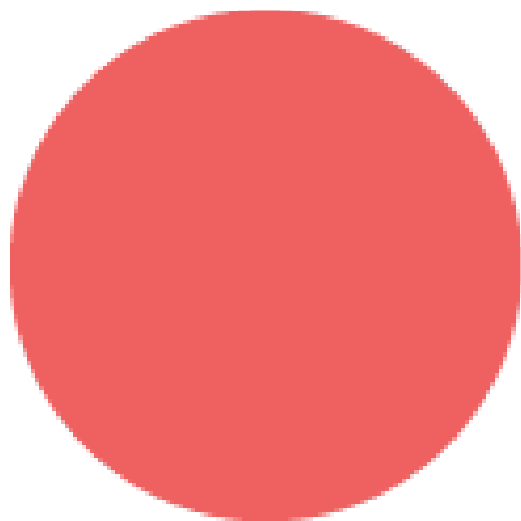# Project 3

COLOR THEORY

Hue

Hue is the easiest one; it's basically just another word for color. In the example below, you might describe the hue as coral pink or light red, depending on your interpretation.

Saturation

Saturation refers to intensity—in other words, whether the color appears more subtle or more vibrant. Highly saturated colors are brighter or richer. Desaturated colors have less pigment and therefore less oomph.
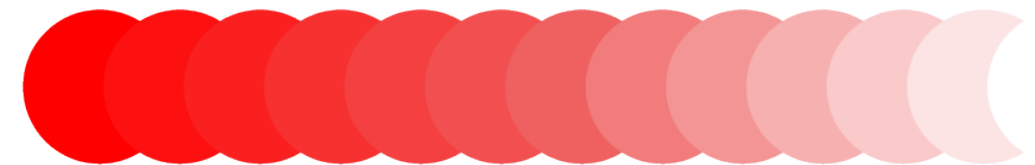
Value

Value has to do with how dark or light the color is, ranging from black to white. As you can see below, this gives us many different shades, from a deep reddish brown to a light pastel pink.

Primary Colors

The building blocks from which all other colors are derived. Also known as basic colors, as they can't be recreated by color mixing, traditional art and color theory accept Red, Yellow, and Blue as the primary colors.

RED
BLUE
YELLOW
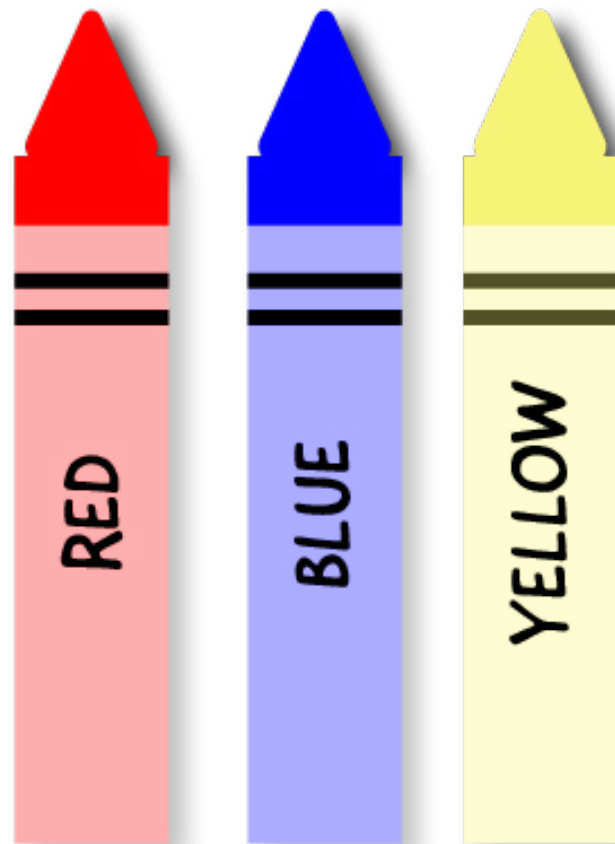
Secondary Colors

These are color combinations created by the equal mixture of two primary colors.

ORANGE
GREEN
VIOLET

Tertiary Colors

The combination of primary and secondary colors is known as tertiary or intermediate colors.

BLUE GREEN
BLUE VIOLET
RED VIOLET
RED ORANGE
YELLOW GREEN
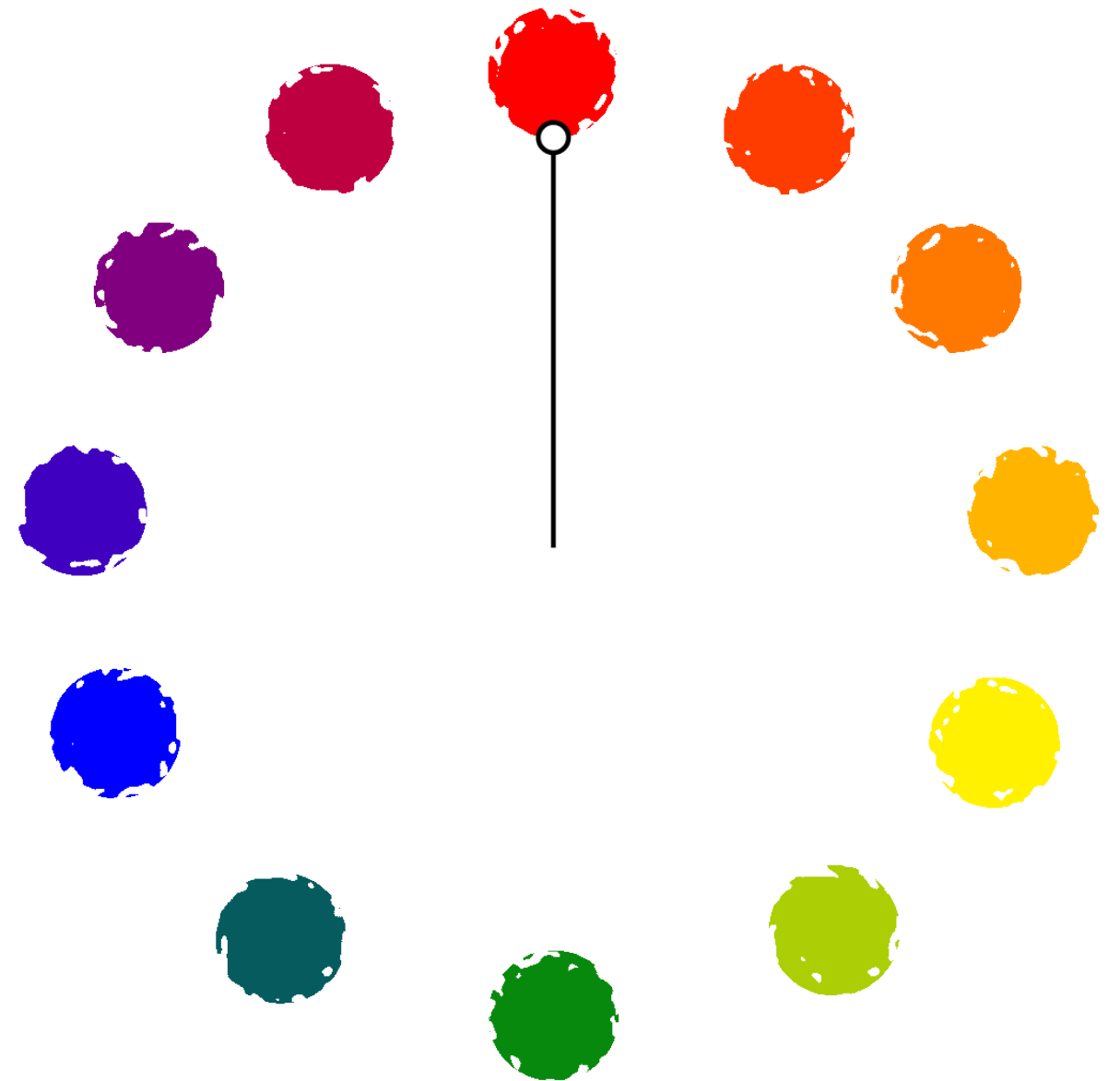YELLOW ORANGE

Monochromatic

The easiest formula for harmony is monochromatic because it only uses one color or hue. To create a monochromatic color scheme, pick a spot on the color wheel, then use your knowledge of saturation and value to create variations.
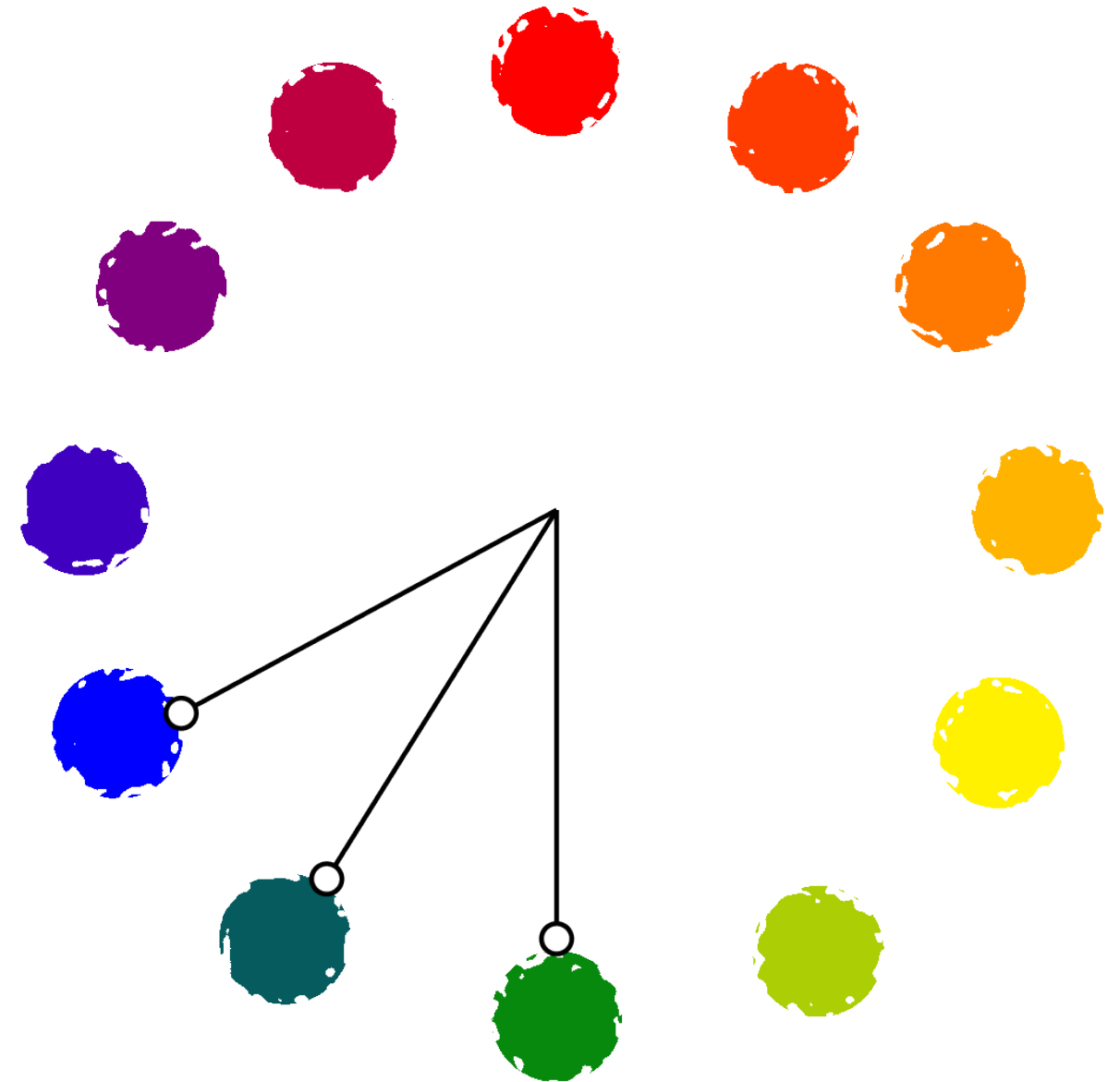
The best thing about monochromatic color schemes is that they're guaranteed to match. The colors suit each other perfectly because they're all from the same family.

Analogous

An analogous color scheme uses colors that are next to each other on the wheel, like reds and oranges or blues and greens.
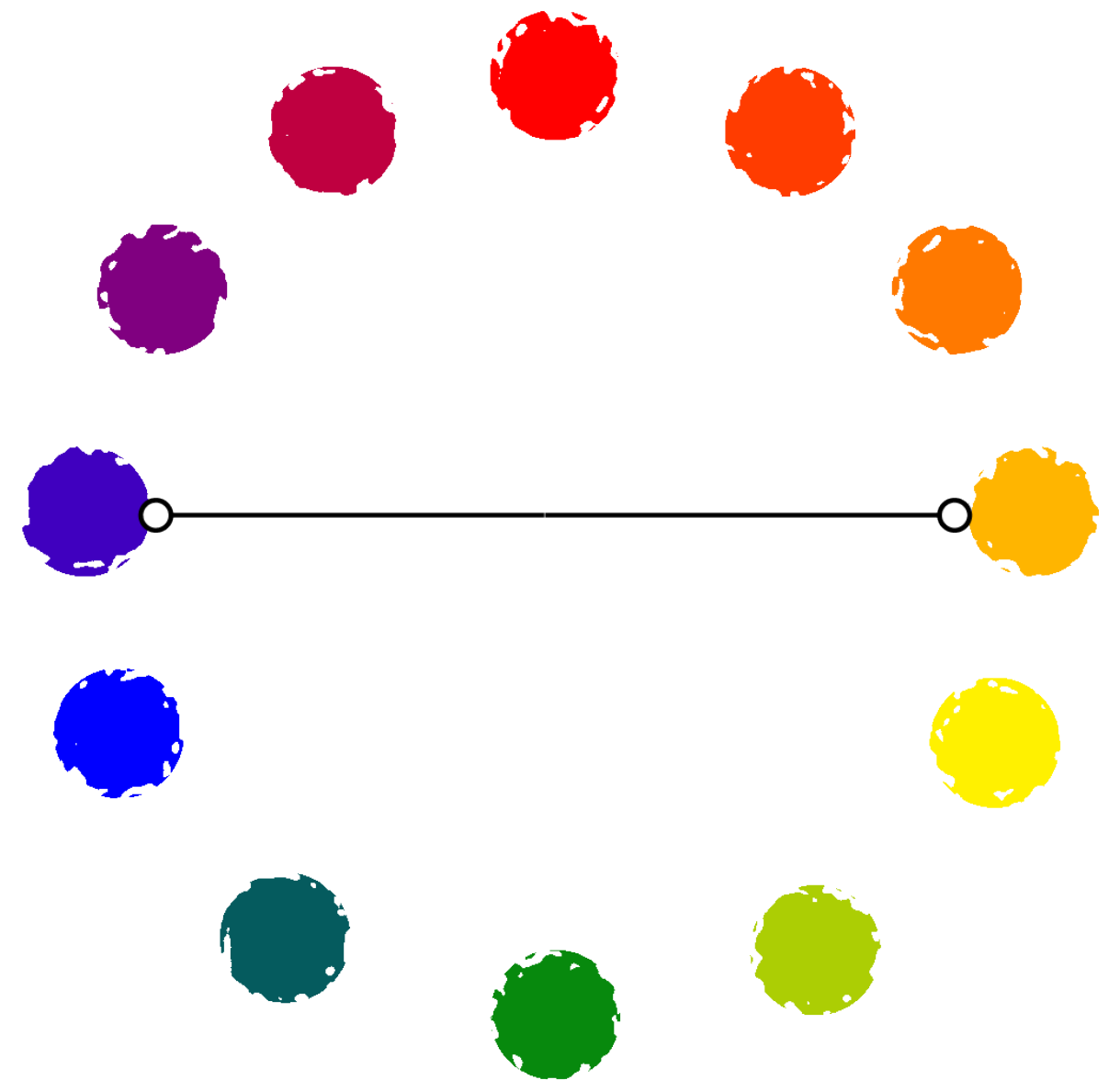
Complementary

Complementary colors are opposite each other on the wheel; for instance, blue and orange or the classic red and green.

To avoid complementary color schemes that are too simplistic, add some variety by introducing lighter, darker, or desaturated tones.
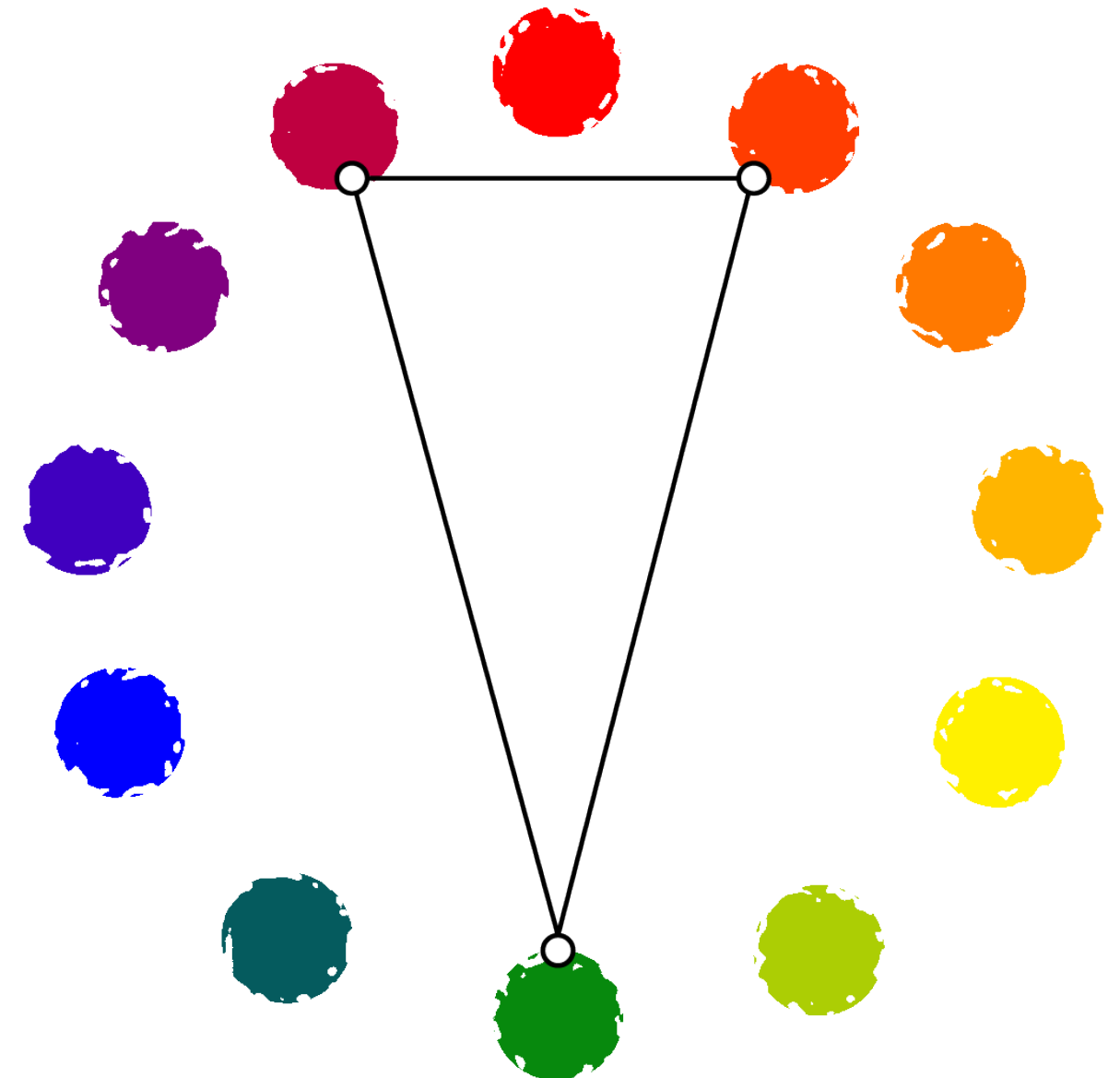
Color Harmony

Split-Complementary

A split-complementary color scheme uses the colors on either side of the complement.

This gives you the same level of contrast as a complementary color scheme but more colors to work with (and potentially more interesting results).
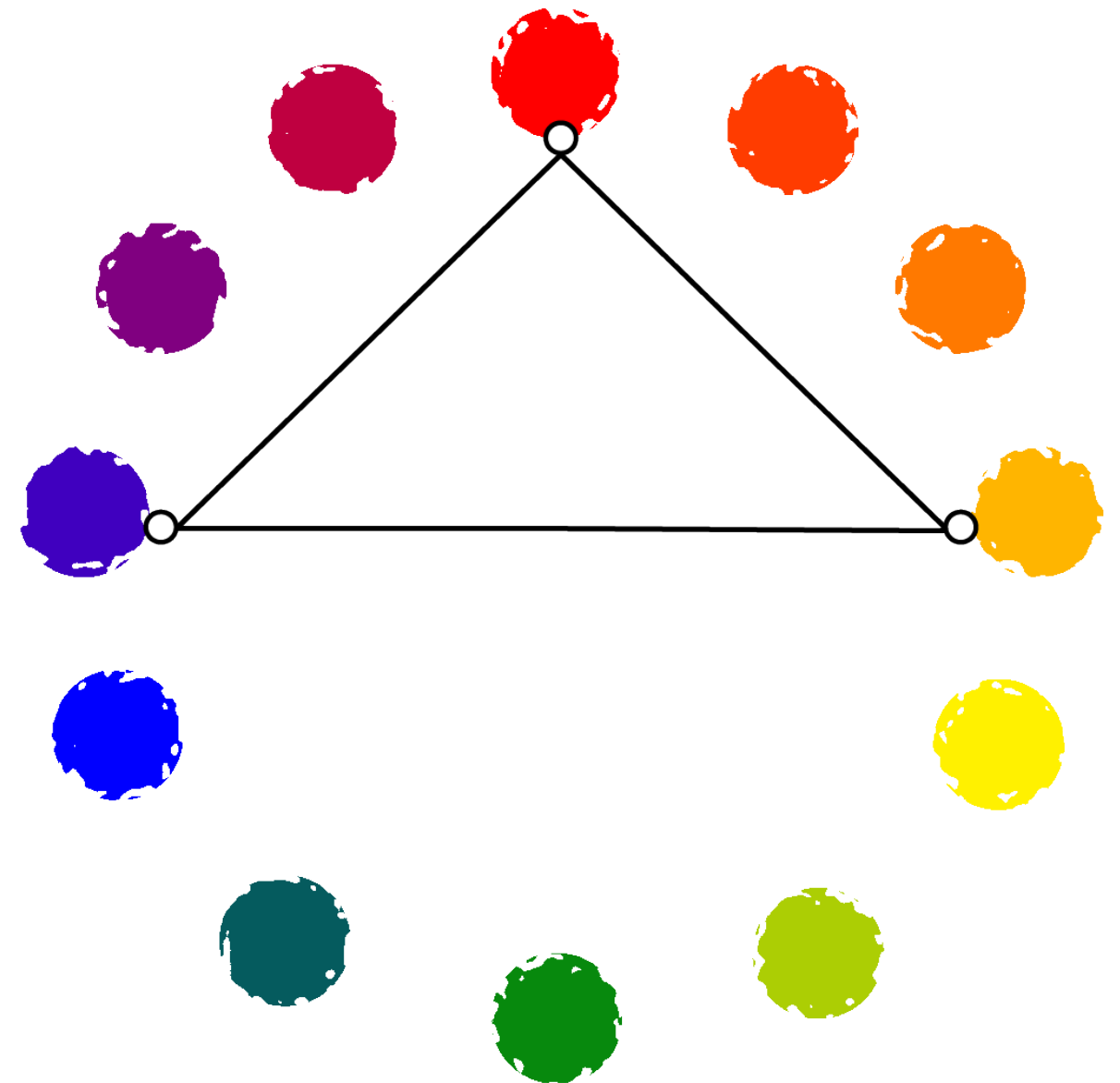
Color Harmony

Triadic

A triadic color scheme uses three colors that are evenly spaced, forming a perfect triangle on the wheel.

These combinations tend to be pretty striking—especially when they include primary or secondary colors—so be mindful when using them in your work.

Tetradic

Tetradic color schemes form a rectangle on the wheel, using not one but two complementary color pairs. This formula works best if you let one color dominate while the others serve as an accent.