

The background is a dark purple field filled with numerous vertical, rounded rectangular bars of various colors including yellow, orange, red, pink, blue, and green. These bars vary in height and are arranged in a way that creates a sense of depth and movement. In the center of the image, there is a large, white, horizontally-oriented oval. Inside this oval, the words "Color Theory" are written in a bold, black, serif typeface.

Color Theory

Table Of Contents

Color Theory 1

Color Wheel Basics 3

Primary..... 4

Secondary..... 5

Tertiary..... 6

Analogous..... 7

Triadic 8

Complimentary 9

Color Mixing 10

Meanings 11

Color Properties..... 12

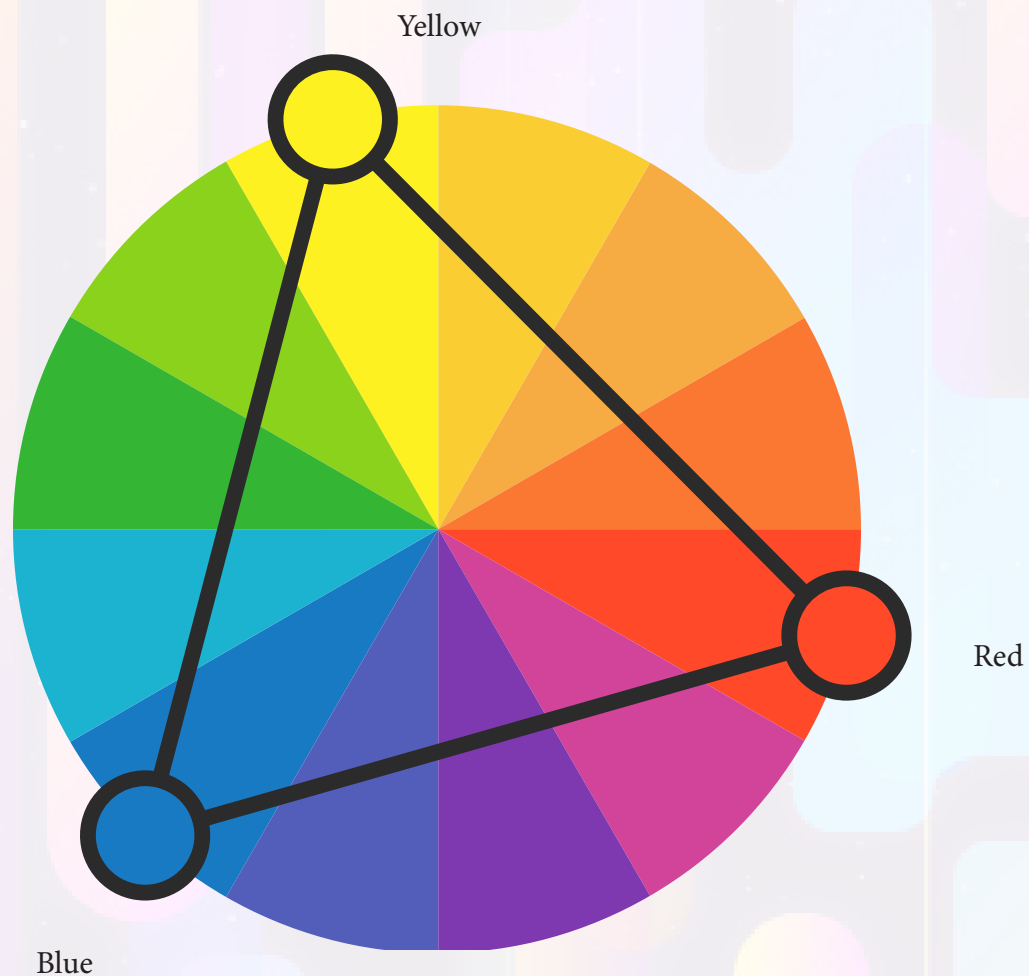
Color Wheel Basics

The color wheel is a fundamental tool used in art, design, and to understand and organize colors in a visually appealing way. It consists of a circular arrangement of colors, showing their relationships and how they interact with one another. Understanding the basics of the color wheel is essential for artists, designers, and anyone interested in creating harmonious and aesthetically pleasing color combinations.



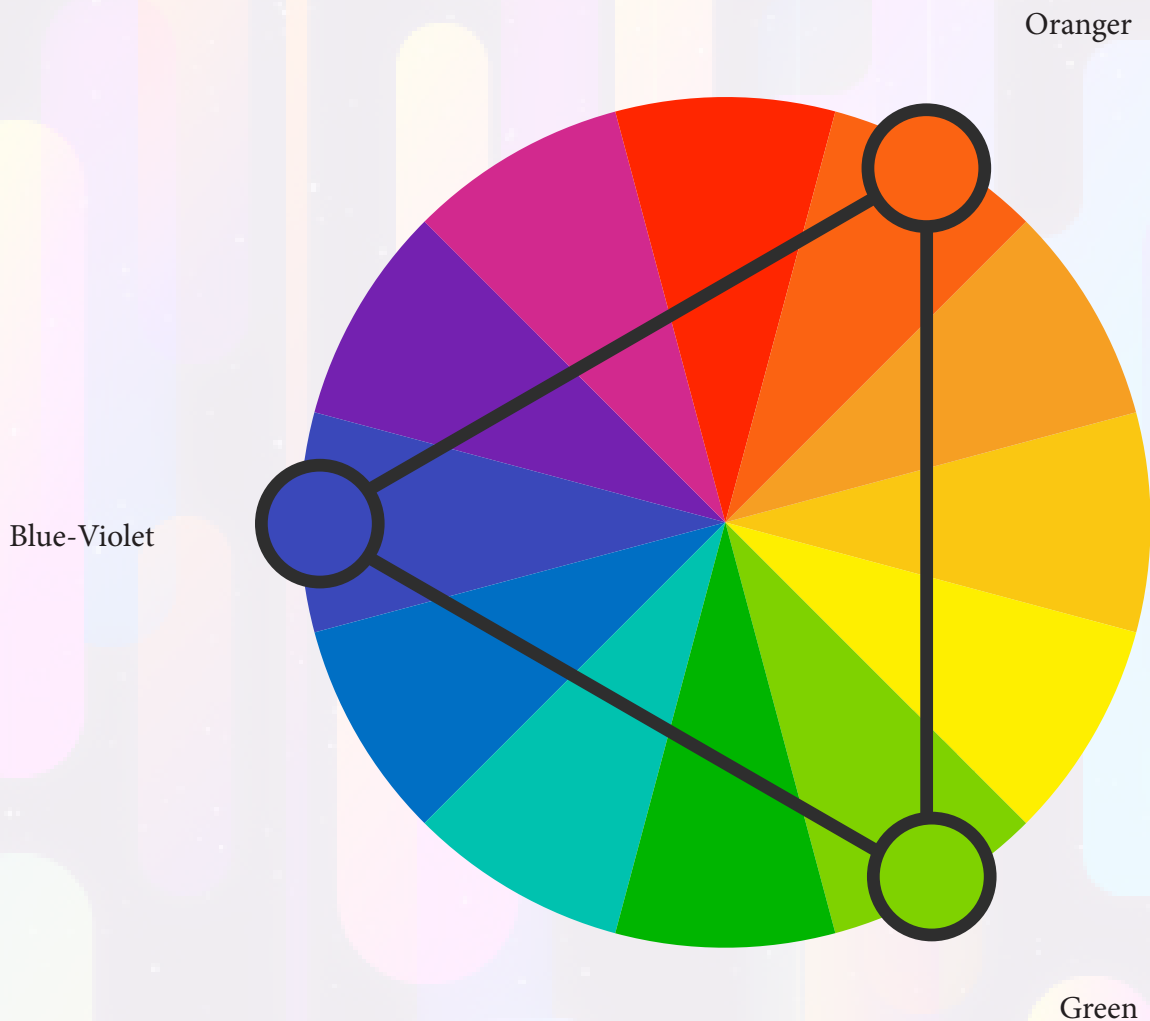
Primary

At the core of the color wheel, we find the three primary colors: **red**, **blue**, and **yellow**. These colors cannot be created by mixing other colors and are the building blocks for all other colors in the spectrum. Primary colors play a significant role in branding, marketing, and advertising, as different color combinations can influence consumer perceptions and behavior. mixing, color psychology, and color harmony.



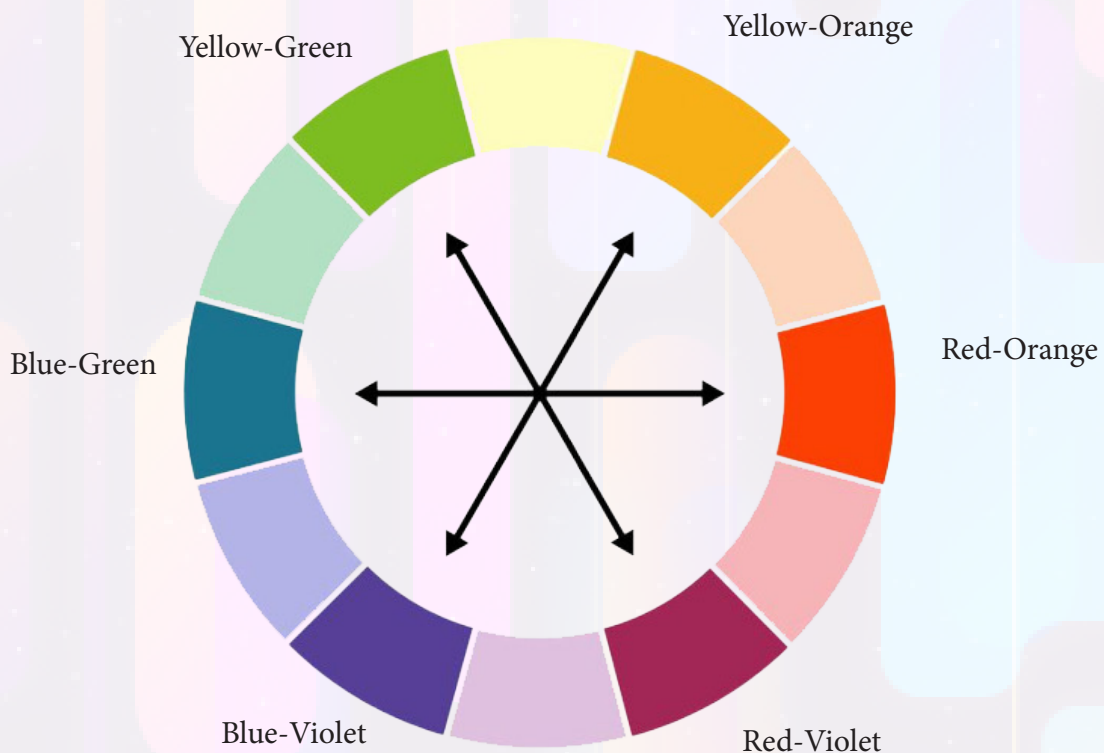
Secondary

Located between the primary colors on the color wheel, the secondary colors are formed by mixing equal parts of two adjacent primary colors. The secondary colors are **green** (a mix of blue and yellow), **orange** (a mix of red and yellow), and **purple** (a mix of red and blue).



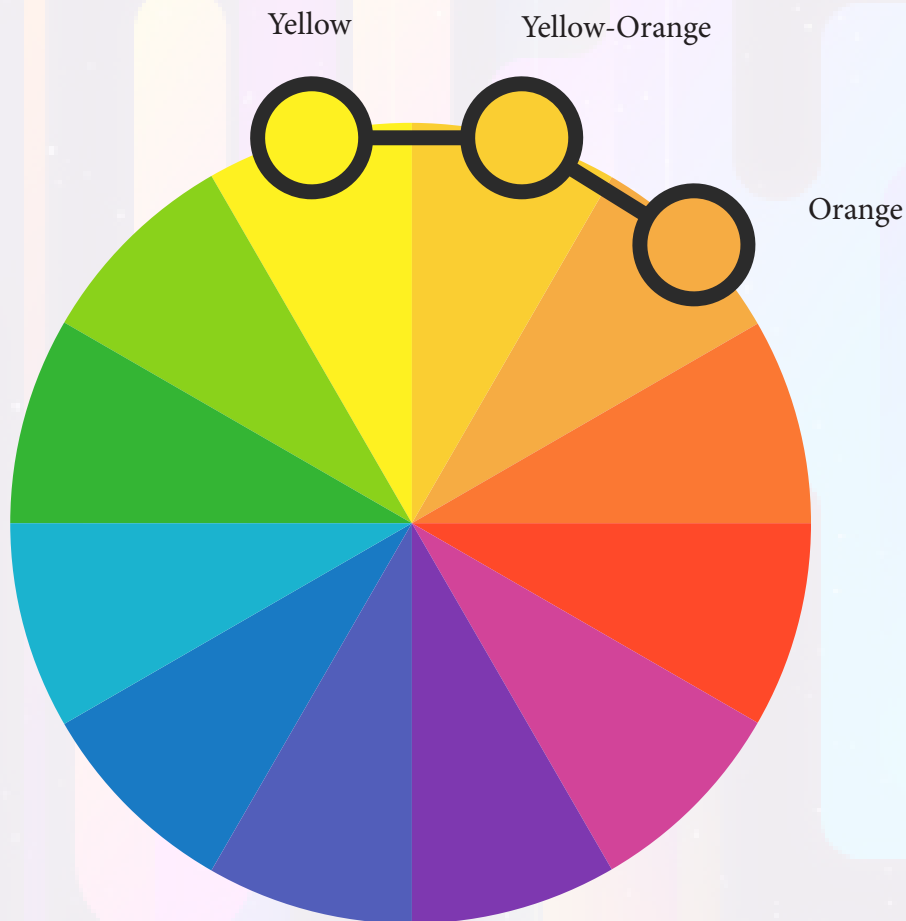
Tertiary

Tertiary colors are an essential aspect of color theory, representing the result of mixing one primary color with one adjacent secondary color on the color wheel. These colors sit between the primary and secondary hues and play a pivotal role in expanding the color palette, offering a wide range of tones and shades that artists and designers can utilize in their creative works.



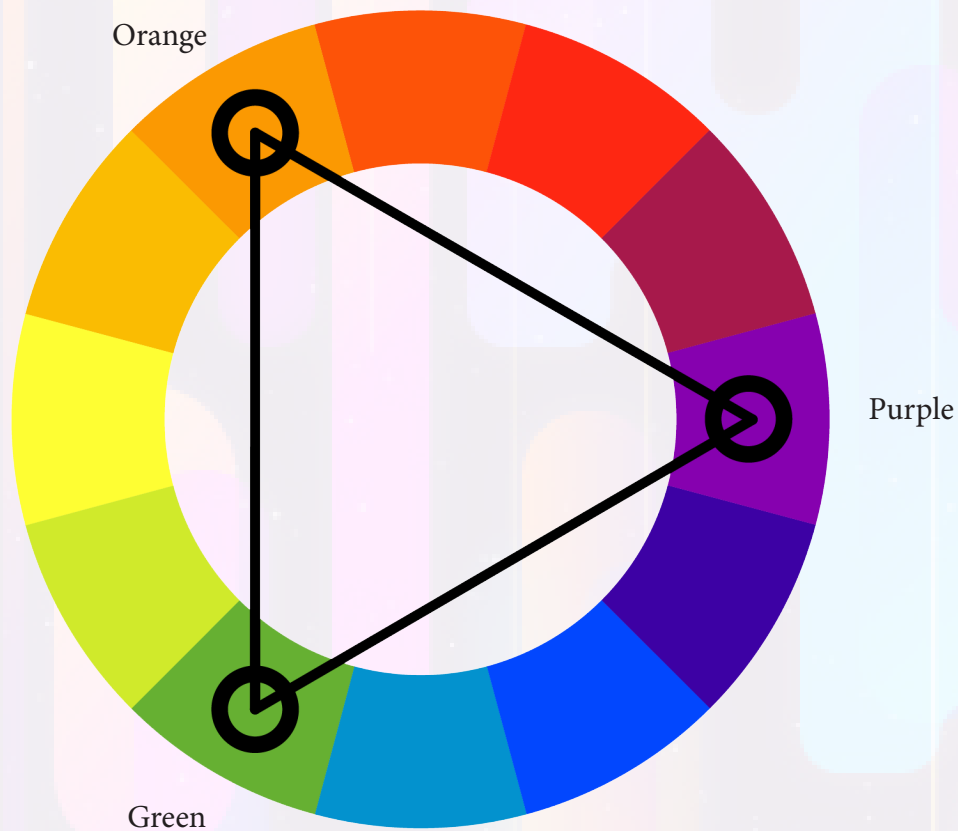
Analogous

Analogous colors are situated next to each other on the color wheel. They share a similar hue and can be combined to create a harmonious and soothing color scheme. An example of an analogous color scheme would be using red, red-orange, and orange together.



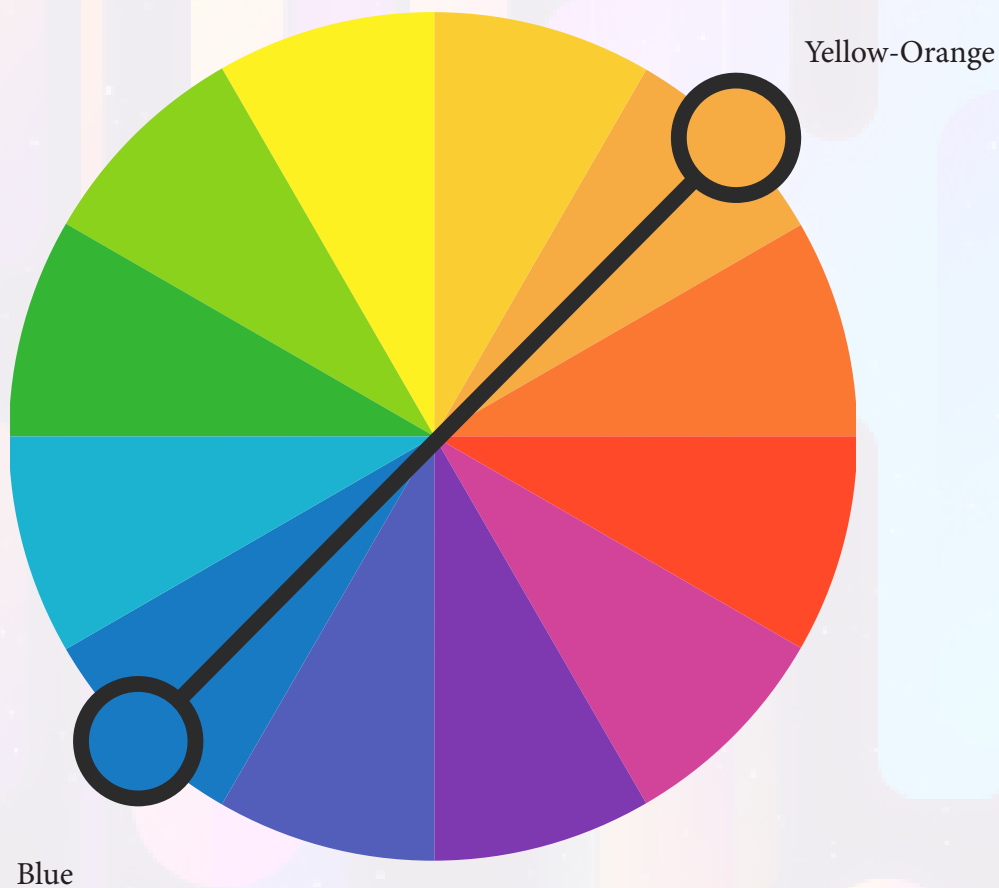
Triadic

A triadic color scheme involves using three colors that are evenly spaced around the color wheel. like, a triadic scheme could consist of **red**, **blue**, and **yellow**. When correctly balanced, triadic colors provide a visually striking and balanced composition.



Complametary

Complementary colors are found opposite each other on the color wheel. **Red** is complementary to **green**, **blue** is complementary to **orange**, and **yellow** is complementary to **purple**. When used together, complementary colors create a strong contrast and make each other appear more vibrant.



Color Mixing

Color mixing is a fascinating process that allows us to create a wide spectrum of hues and shades by combining different colors. Whether you're an artist, a designer, or simply curious about the magic behind the colors we see every day, understanding color mixing can be both enjoyable and rewarding.



CMYK

Cyan, Magenta, Yellow, Black
Print Process Model



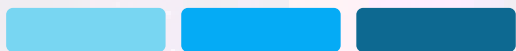
RGB

Red, Green, Blue
Light Generated Model



GREY SCALE

Black and white only



HSB

Hue (color), Saturation (how much color), Black (tint and shade)

Meanings

Color meanings have played a significant role in human culture and psychology for centuries. Colors have the power to evoke emotions, convey messages, and influence our perceptions of the world.



**LOVE, BLOOD, FIRE, ENERGY,
STRONG, INTENSE.**



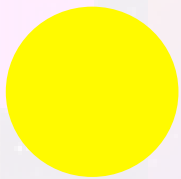
**POWER, WEALTH, AMBITION,
NOBLE, ROYALTY.**



**SEA, TRUST, SKY, STABILITY,
TRANQUIL, DEPTH.**



**FRESHNESS, NATURE, MONEY,
GROWTH, SAFETY.**



**ENERGY, SUNSHINE, BRIGHT,
CHEERFUL, JOY.**



**WARM, HAPPINESS, SUCCESS,
AUTUMN, CREATIVE.**

Color Properties

Color properties refer to the characteristics and attributes of colors that determine how we perceive and interact with them.



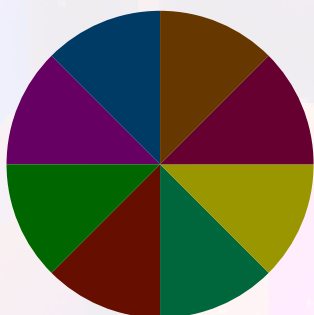
COOL



WARM



BRIGHT



DARK



SATURATED



DESATURATED

The background is a dark purple field filled with numerous vertical, rounded rectangular bars of various colors including yellow, orange, red, pink, purple, blue, and green. These bars vary in height and width, creating a vibrant, abstract pattern. In the center, a large, white, horizontally-oriented oval contains the copyright information in a bold, black, serif font.

**©Copyright 2023
Kylina Regan**