

CHAPTER 2

COLORS

Colors



- ✓ Colors **meanings**
- ✓ **Compose** colors



DESIGN PROJECT

- ✓ Analyze, observe
- ✓ Draft Design
- ✓ Peer review
- ✓ Final Design



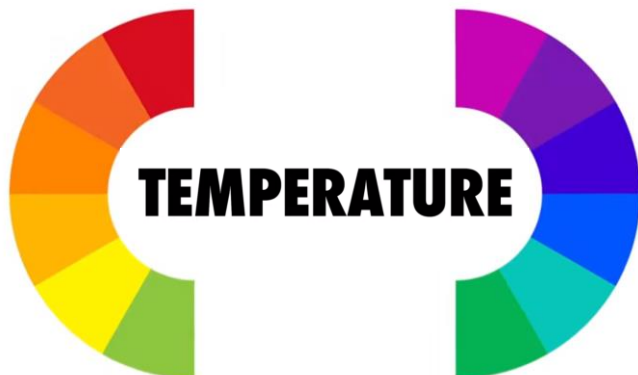
10MIN



CLASS

Colors have meanings !

Warm
colors



Cold
colors

ពណ៌បៃតង :

ភាពមានជីវជាតិ
ភាពបរិបូរណ៍
លូតលាស់
ទ្រព្យសម្បត្តិ
សន្តិភាព

សុខុមាលភាព
ស្ងប់ស្ងាត់
សមាធិ
ការព្យាបាល
ភាពសុខដុម

ស្មៅភាព
តុល្យភាព
មីងម៉ាត់
ធម្មជាតិ

ពណ៌បៃបងងឹត:

ការត្រួតត្រា
អំណាច
ភាពងើតឆាយ
ការអភិរក្ស
អាំងតង់ស៊ីតេ
ទំនុកចិត្ត

ពណ៌ស្រាល

ភាពច្បាស់លាស់,
ភាពបរិសុទ្ធ
គ្មានទោសព័រ,
ស្អាតបាត
ទន់ភ្លន់
វិញ្ញាណ(ភាពជឿជាក់),
សេចក្តីសង្ឃឹម
ភាពបើកទូលាយ



10 MIN TEAM 3

For each color , discuss about 3 meanings



Youth

Fantasy

Protecting

Friendly

Power

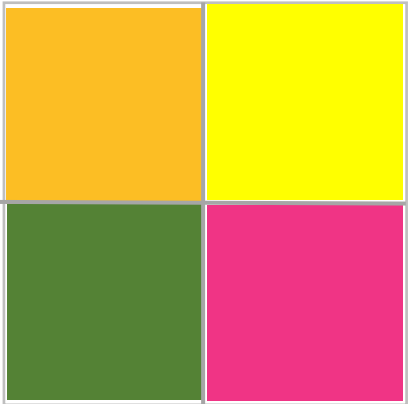


10 MIN

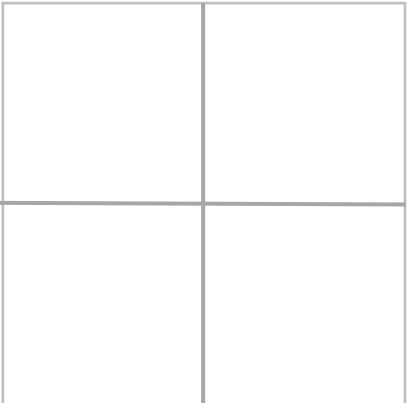


INDIV

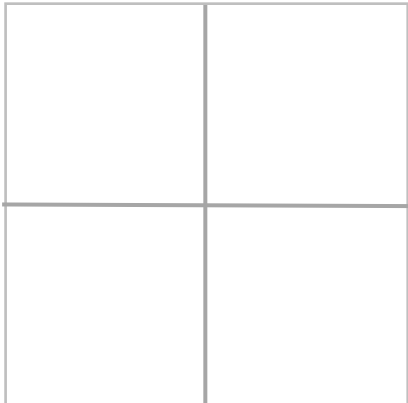
Find 4 suitable colors for each word meaning



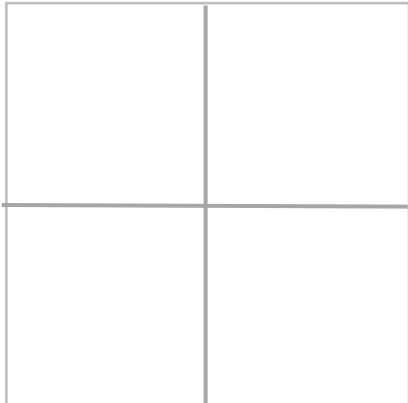
Happy



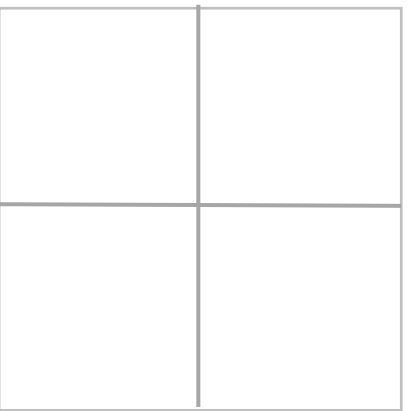
Creative



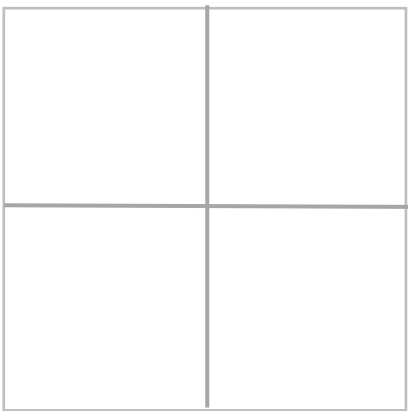
Young



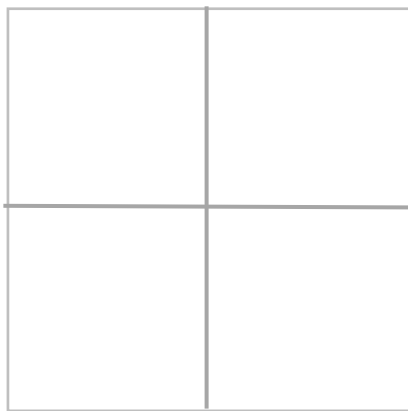
Rich/Wealthy



Dangerous

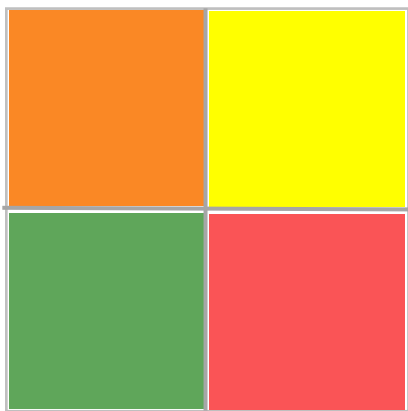


Shy

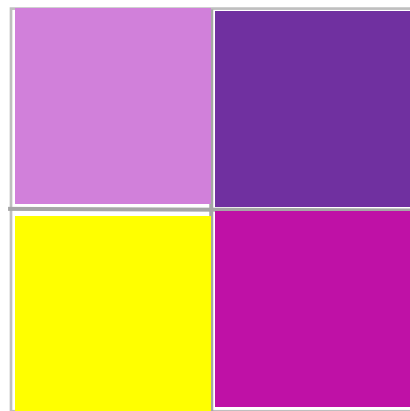


Traditional

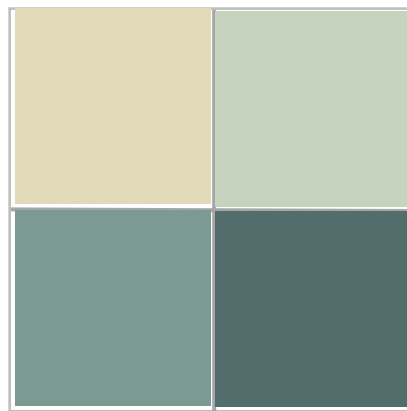
Example of solutions



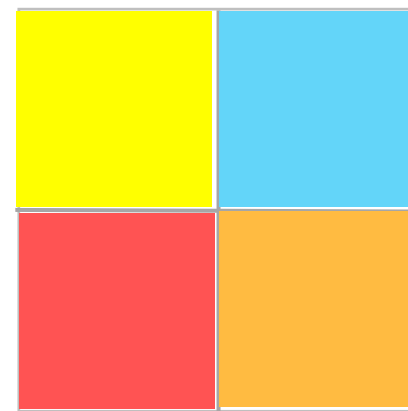
Happy



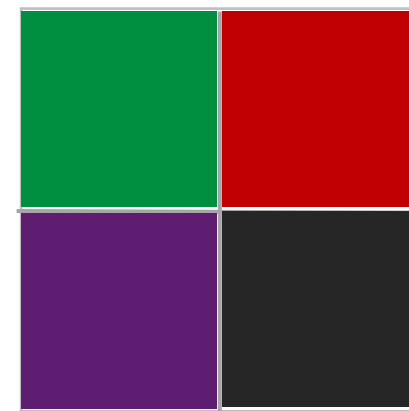
Creative



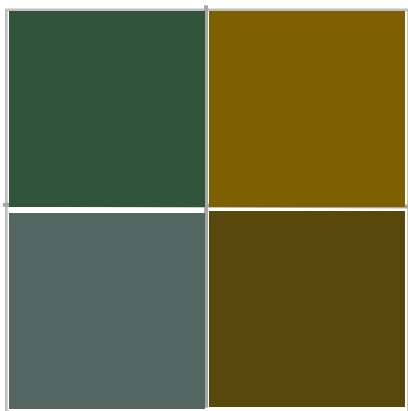
Peaceful



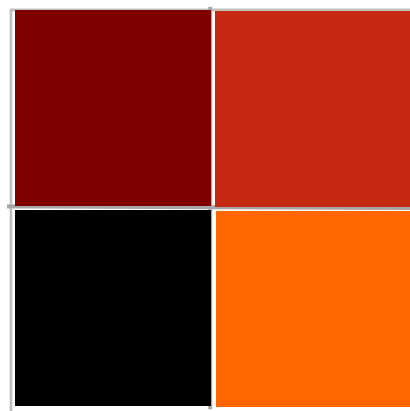
Young



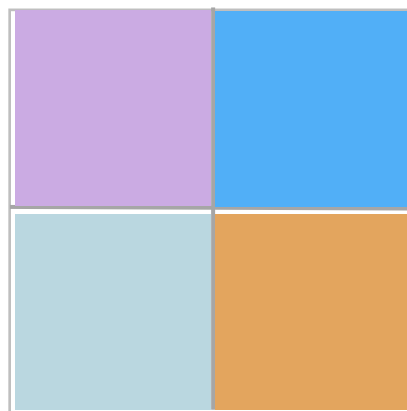
Rich/Wealthy



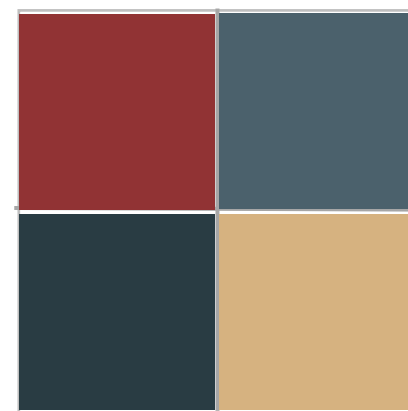
Honest



Dangerous



Shy



Traditional



Dynamic



Some colors **matches together** !
The wheel rules

This is color wheel

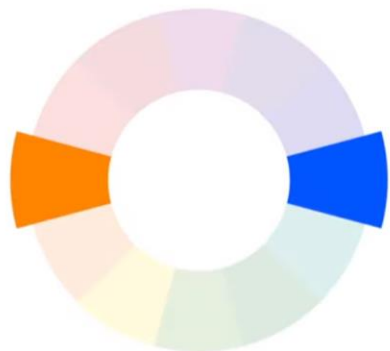




Some colors matches together !

The wheel rules

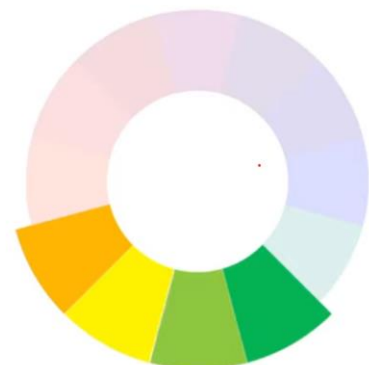
COMPLEMENTARY COLORS



MONOCHROMATIC COLORS



ANALOGOUS COLORS



TRIADIC COLORS

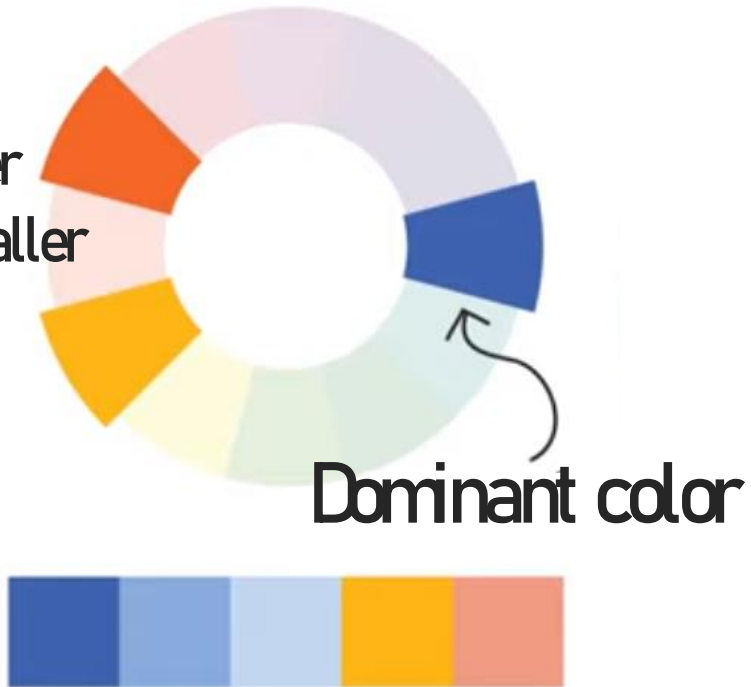
SPLIT-COMPLEMENTARY COLORS



How to use good colors:

TIP 1: PICK ONE DOMINANT COLOR

And use other colors in smaller quantity.



Coming Up with Creative Solutions

Marketing Consulting Services

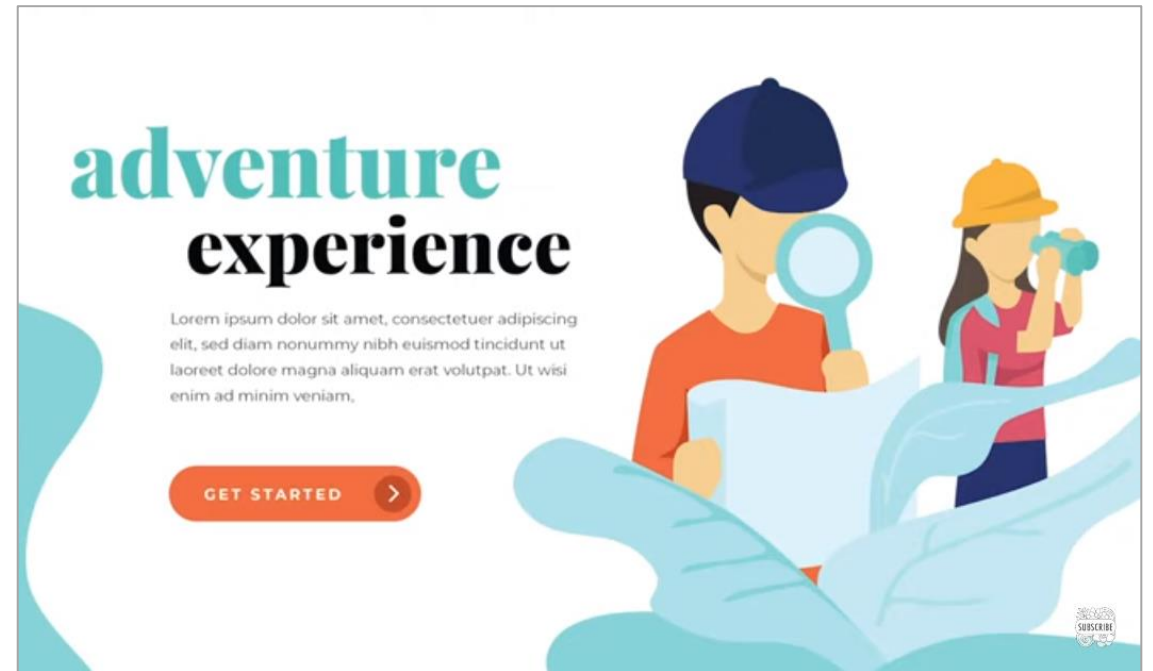
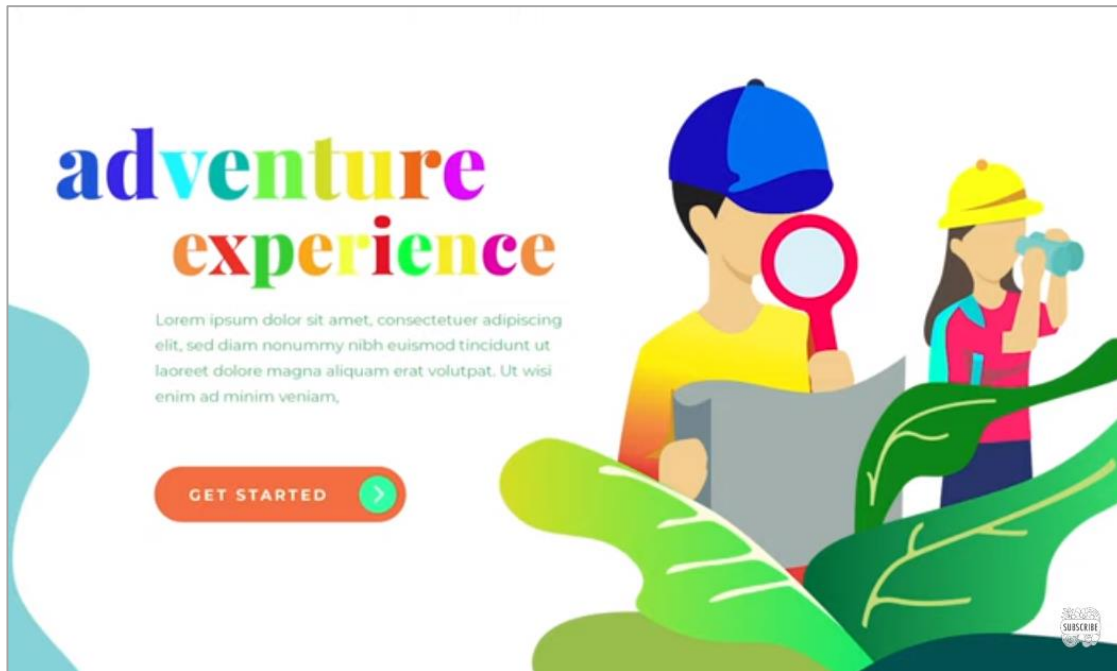
We work to make your business start effectively working for you. Meet the financial and marketing specialists.

[READ MORE](#)



How to use good colors:

TIP 2: USE JUST A FEW COLORS



How to use good colors:

TIP 3: USE COLOR PALETTES FOR INSPIRATION



Don't be afraid of **WHITE SPACE!**



Shawntay
Michelle *the trainer*

InstructionalDesignCompany.com



10 MIN

INDIV

Create a color palette from a photograph

- ✓ Select a picture from this website : <https://unsplash.com/>
- ✓ Select 5 relevant colors related to the picture

Example :





10 MIN



INDIV

Find the best **color palette** for a **toy store website**

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Define your color palette :

using the wheel and the color meaning book

using an image





Summary of color



1. Colors have **meanings**, depending on their

Temperature

Hue/Saturation

2. A good design has **1 main color**, and 1 or 2 secondary

3. To define **the color palette** of a design we can use :

Color wheel rules

Pick up color on image