

# Design Elements: **Pop of Color**

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**Sponsored by Englesen Frame & Moulding**

West Coast Art & Frame Expo, Las Vegas 2019

# Why Pop of Color?

## *Understanding Color*

- Introduction to Color Theory

## *Shades of Gray*

- Neutrals are in all color families
- Tints, Tones, Shades

## *Pop of Color*

- The Right Lighting
- Accents in Design

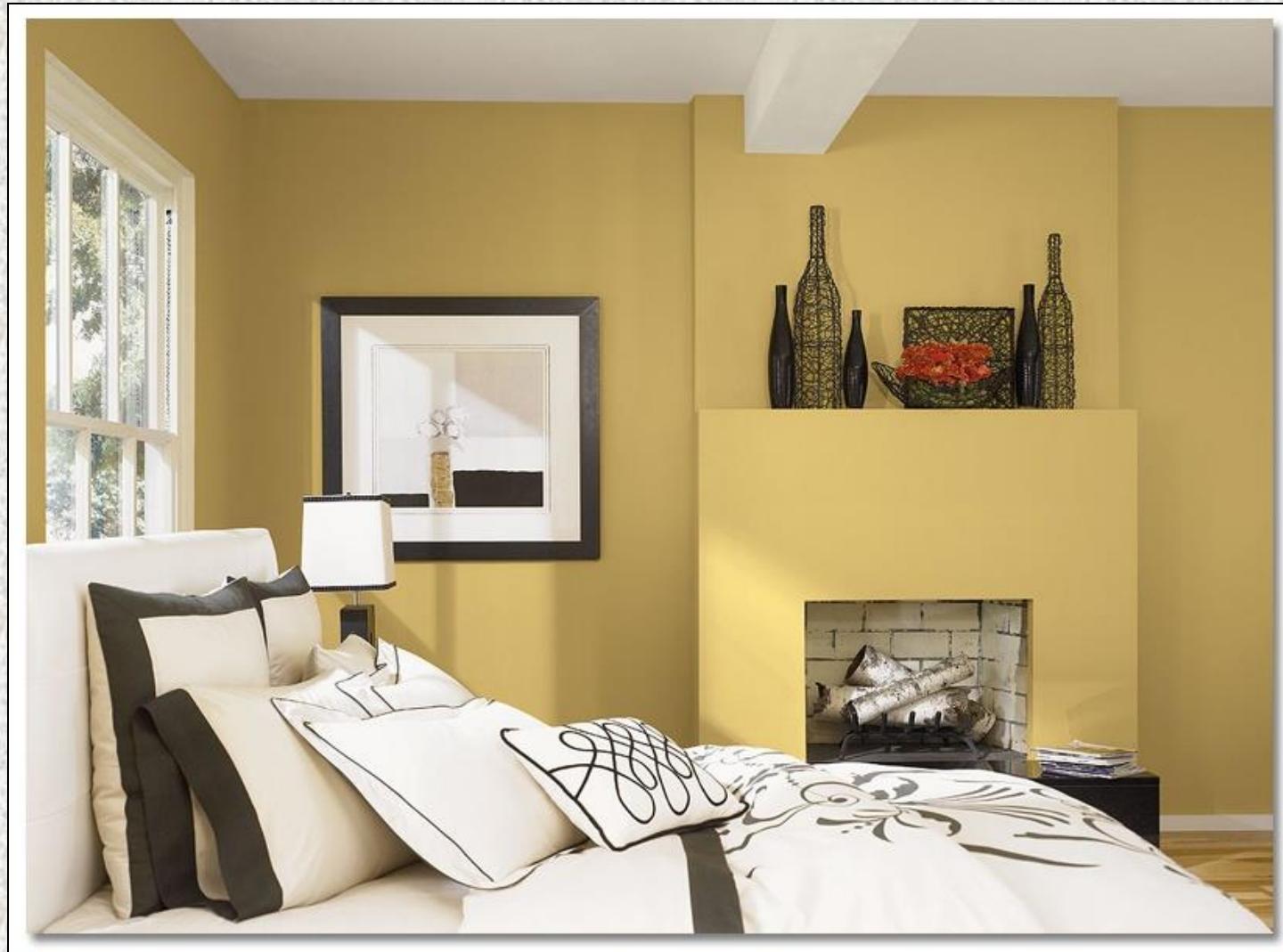


Neutral tones of modern farmhouse styling, no color pop.



The framing is minimal allowing the art and accents dominance

The art emulates the room,  
the color pop on the fireplace is bracketed by visual textures.





Pop of green with the  
flowers alone in a  
field of neutral gray.

Create a focal point  
for the room allowing  
the neutrals  
to create mood.



The touches of red play off the white lettering, but don't overpower.





ELLE DECOR

Color pops may be subtle like flowers, or a single pillow...or intense as the pink accents and wall graphic here.

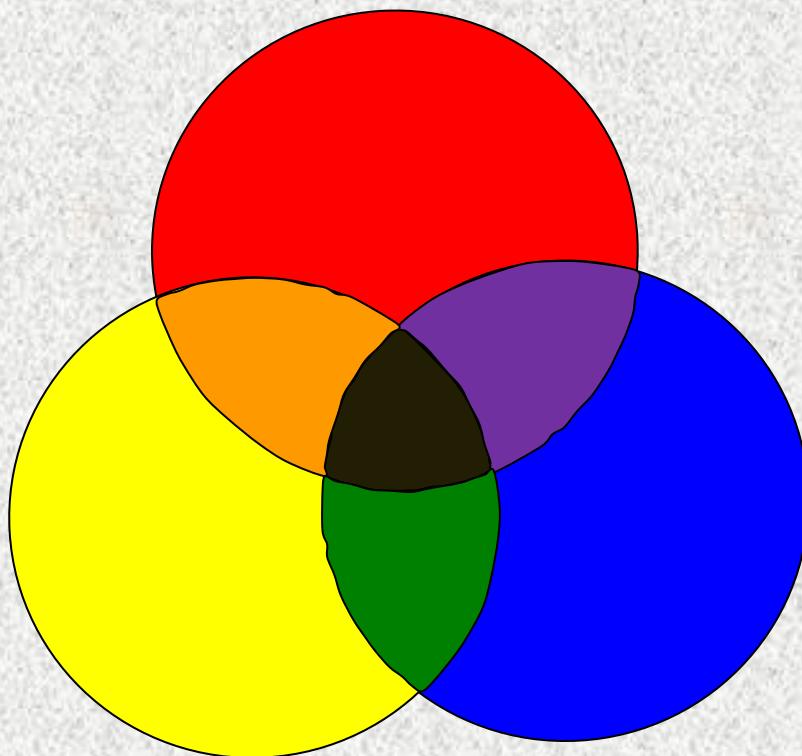
Placement and variation in the patterns and color keeps the eye moving and more interested.





# Color Review

# Subtractive Color Theory (ARTIST PIGMENT)

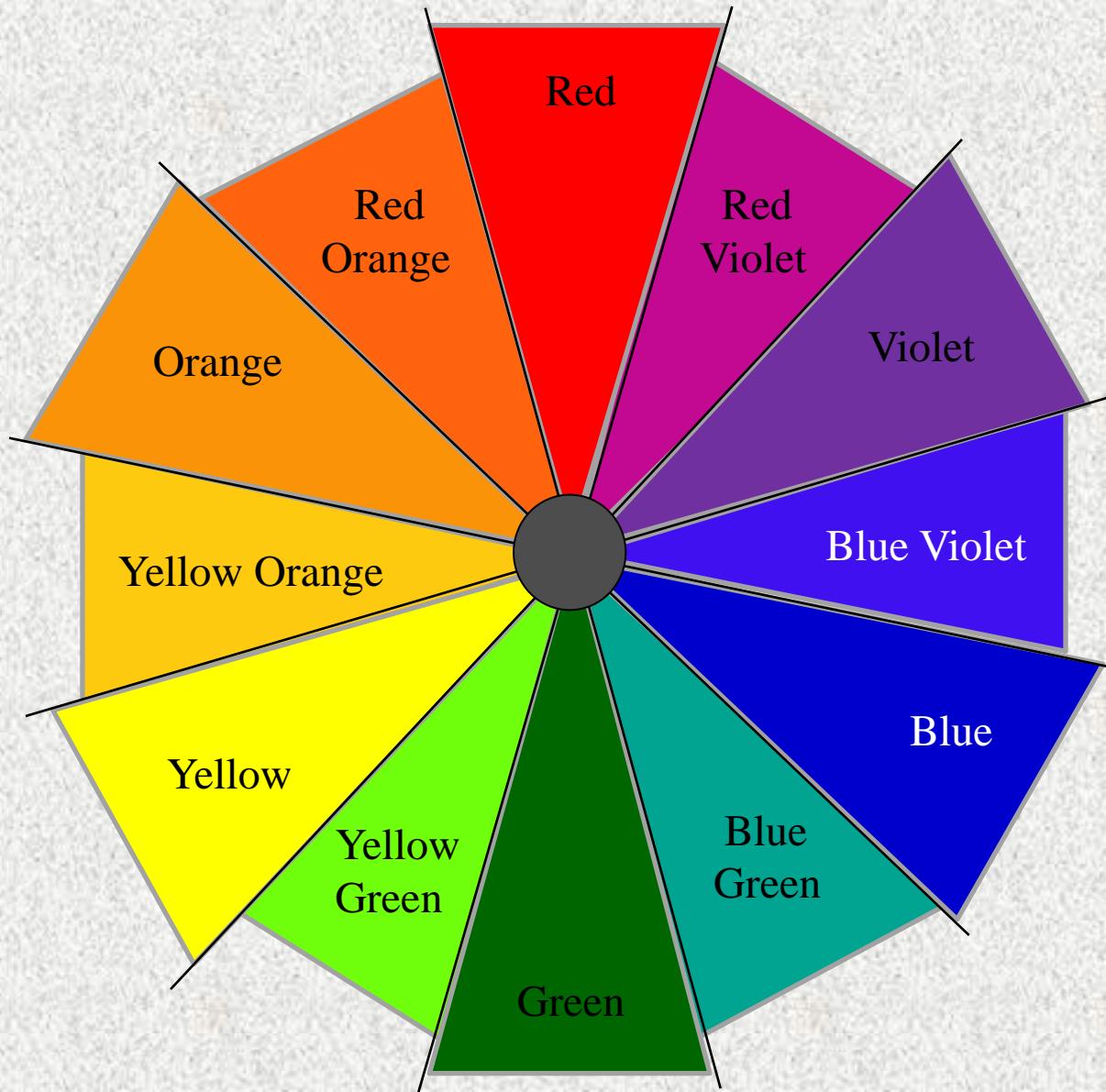


Pure pigmented primary colors red, yellow, blue are mixed to create secondaries of orange, green, purple.

When three primaries and three secondaries (all six) are blended...the result is muddy grey, brown or black.

Unlike light waves, no amount of color mixing will ever produce white.

# Color Wheel



# Warm v. Cool Colors

Warm colors associate with daylight or sunset

- Hues from red through yellow
- Seem to advance
- Warm colors may stimulate
- Warmer lights help relax
  - for public areas, restaurants, museums

Cool colors associate with a gray or overcast day

- Hues of blue green through blue violet
- Tend to recede
- Calm and relax
- Cooler lights enhance concentration for schools, offices

# Color and Light

If you can't see the color, it can't **POP**

# What's being said...about Lighting

*What used to be a last minute add-on to a fixture has become an integral part to the overall aesthetic of a piece. With current sales over 60%, LED filament bulbs are a top seller. ”*

- Kareen Stephens, Bulbrite

# What's being said...about Lighting

*LED is now affordable and dimmable and the color temperatures match warm incandescent filament bulbs.*

- Jeff Emmerson, Lamps Plus  
(A huge fan of incandescent bulbs)

- Consumers often purchase daylight bulbs thinking they will emulate daytime light, and are then unhappy with the extremely blue hue produced.
- They need to better understand the basics of light, but also how it makes their skin look, how it impacts surroundings, and what it does to their artwork.

- Peter Romaniello, Conceptual Lighting

# Light Sources

- Sunlight
- Xenon = closest color to sunlight
- Halogen = white light, radiate excessive heat
- LED (light emitting diode) = bright white, UV free
- Incandescent = warm red-yellow light
- Daylight Fluorescent = warmer tones

# Kelvin (K)

Color temperature is expressed in Kelvin (K)

- Over 5000K = cool colors emitting a bluish white light
- 2700–3400K = warm colors emitting a yellowish white to orange-red light
- LED color temperatures range from 2500 to 6500K

Bulbs	Color Temperature - Kelvin	Color
Candle Flame	1900 K	Sunrise, sunset
LED	2700 K	Warm white, warm 2700-3000 K LED
Standard Incandescent	2800 K	Soft orange, 100W
Florescent	3000 K	Warm white fluorescent
Halogen	3000 K	Warm white halogen, 100W
Soft White Incandescent	3400 K	Warm white
Tube Fluorescent	5000 K	Daylight Horizon, cool white/daylight compact fluorescent
LED	5500 - 7000 K	Cloudy sky, cool 7000 K LED
Daylight	7000 – 7500 K	Cool White
Daylight	10,000 K	Blue Sky

# Xenon

Closest man-made light source to sunlight available.

- They use less energy than other common light sources
- Most often used for camera flashes
- Very expensive and can be difficult to find
- For this reason,  
many galleries  
use halogen lights



# Incandescent (Tungsten)

Incandescent means light from heat, which also includes the light from the sun and from fire.

- Tungsten lamps are full spectrum, emitting all the colors
- May be easily dimmed using standard dimmer
- No problem with flicker
- Uses 10% energy with 90% waste
- Law requires 25 lumens per watt
- Only 10–20 lumens per watt



# Halogens

Halogens are gas mixed with tungsten vapor derived from a tungsten filament.

- Cast a very white light, great for art colors
- Less expensive than Xenon or LED lights for galleries
- Radiate a lot of heat
- Must be set back from the art to avoid hotspots
- 10-20% more energy efficient than incandescent bulb
- Instant on with no delay in warm up as with CFLs
- Fully dimmable



# LED (Light Emitting Diode)

Not traditionally used in galleries, advances change that soon. They use 1/3 the energy of xenon, and emit an extremely white, UV-free light.

- Uses 75% less energy than the incandescent bulb
- Lasts up to 25 times longer than incandescent or halogen
- Instant start-up
- Available as spot and flood lights
- Bulb brightness is listed as lumens, the accurate measurement of how bright it is rather than that of the energy it consumes





# An LED bulb for every room of your home

Look for ENERGY STAR® certified LED bulbs.

They use less energy, save money, and help protect the environment



## Create the perfect atmosphere

Replicate the soft, smooth dimming effect of traditional light bulbs, easily transitioning from functional, everyday lighting to cozy warm tones.



## Customize your space

Customize your room for a variety of tasks. Create a refreshing environment or dim for a comfortable and relaxing environment.



## Functional and affordable

Smart, affordable alternative to traditional light bulbs, designed to deliver everyday value and effective, consistent light.



## WHY CHOOSE LED LIGHTING?

- High quality light
- Lasts for decades and saves energy year after year
- Similar brightness as incandescents
- Fits in standard sockets
- Many are dimmable

See individual packaging for details regarding product dimmer compatibility.

## COMMON LED QUESTIONS

### How do I get more light from my light bulb?

Color temperature is a measure of the light bulb's color wheel illuminated. The higher the number, the cooler the light looks. The lower the number, the warmer the light looks. Select a bulb to create the environment you desire for your lighting needs. Available in temperatures ranging from 1500K (warm) to 5000K (cool), transitioning light to 6000K (brightest), natural daylight.

### What is CRI?

CRI is the ability of a light bulb to show the colors of objects accurately on a scale of 0 to 100. Light bulbs with high CRI (80-100 CRI) tend to make people and objects look better than light bulbs with lower CRI.

### How do I read the Lighting Facts label?

Lighting Facts label  
Incandescent Bulb  
Color Temperature: 2700K  
Wattage: 60W  
Lifespan: 1000 hours  
Life: Based on 3 hours per day, 114 per year.  
Light Appearance: Warm Color  
Energy Used: Watts - the amount of energy the bulb uses.

## CONNECTED LED LIGHTING

### Connected lighting brings endless possibilities.

Connected lights combine brilliant LED light with wireless technology and link them to the palm of your hand. They allow for wireless control and programming for entertainment, convenience, practicality, and security. Control your lights anywhere from anywhere to your house or anywhere in the world with a Wi-Fi connection.

There are limitless possibilities to turn your everyday lighting into an extraordinary experience. And with hundreds of apps to choose from, the only limit is your imagination.

## COLOR TEMPERATURE

Color temperature is a measure of the light bulb's color wheel illuminated. The higher the number, the cooler the light looks. The lower the number, the warmer the light looks. Select a bulb to create the environment you desire for your lighting needs. Available in temperatures ranging from 1500K (warm) to 5000K (cool), transitioning light to 6000K (brightest), natural daylight.

Soft White  
2700K

Bright White  
3000K

Cool White  
4100K

Daylight  
5000-6000K

LIFX

# CFL (Compact Fluorescent Lamp)

A fluorescent lamp designed to replace incandescent bulbs

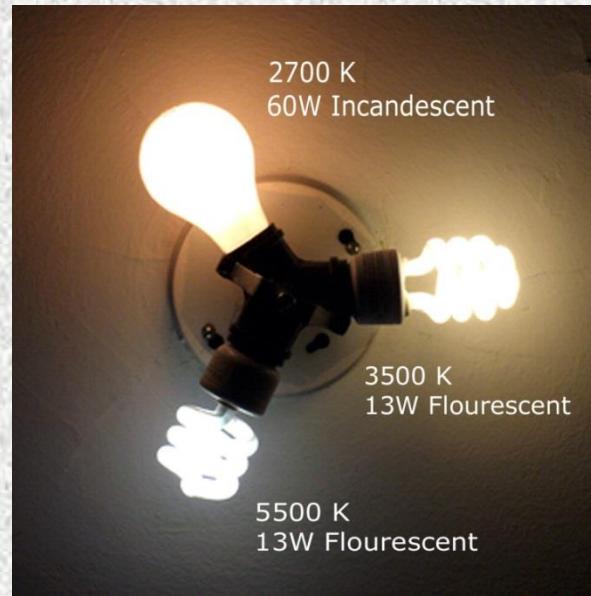
- Use 1/3 the electric power, lasting 8-15x longer
- Contain toxic mercury which complicates their disposal.
- Radiate ultraviolet light converted into visible light
- Damaging to dyes in rugs, drapes, furniture
- Harmful to eyes
- General Electric is stopping production of CFL for LED



# Kelvin (K)

## Framerica's "Kelvin™" program

- Launched last year
- First moulding supplier to offer this information
- Light temperature impacts the mood of an environment





Applying the Pop

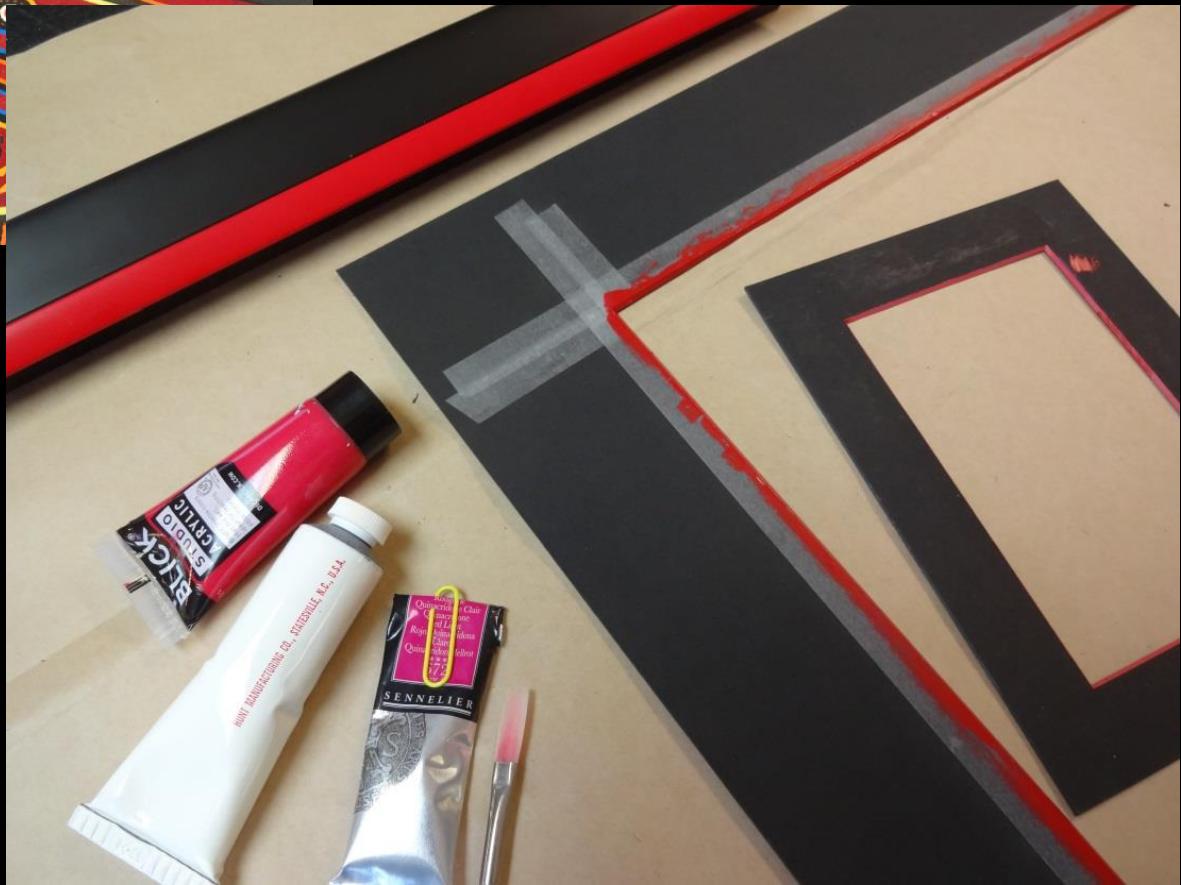
# Accent Frame & Painted Bevel



Larson-Juhl  
Confetti frame



Black 4-ply rag mat, measured,  
taped, cut, and painted to match  
both Mola and frame accent.



# Dry Panels



Pastel pigment

# Wet Panels

Stippled gouache panel created by masking the mat with removable 811 tape prior to applying paint.

The pink would be the pop in this design.

Bordered by gold ruling pen line and double debossed lines either side.





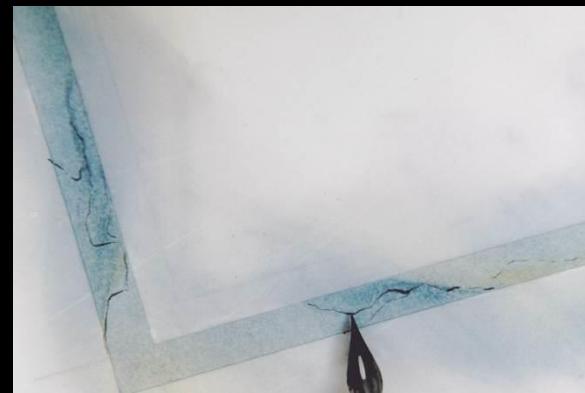
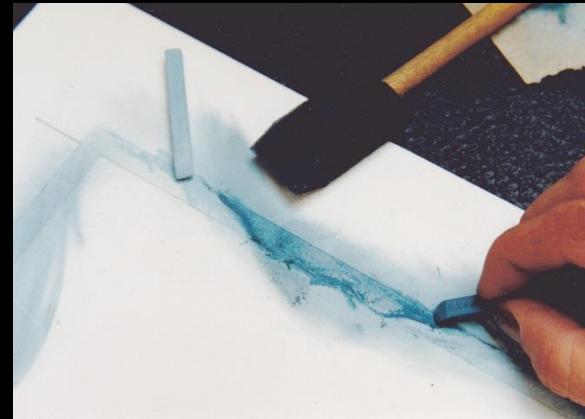
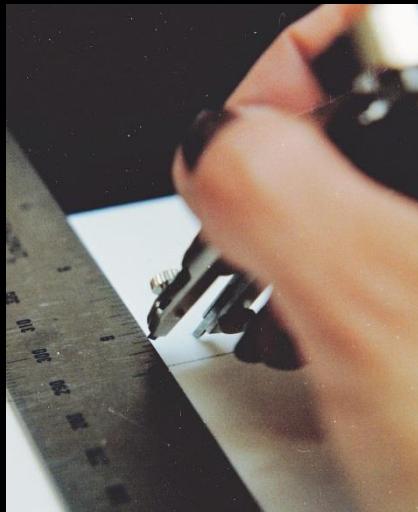
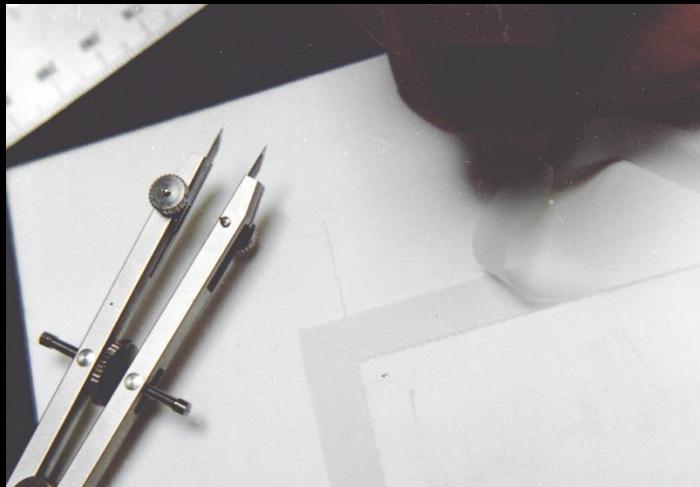
## Dry/Wet Panels

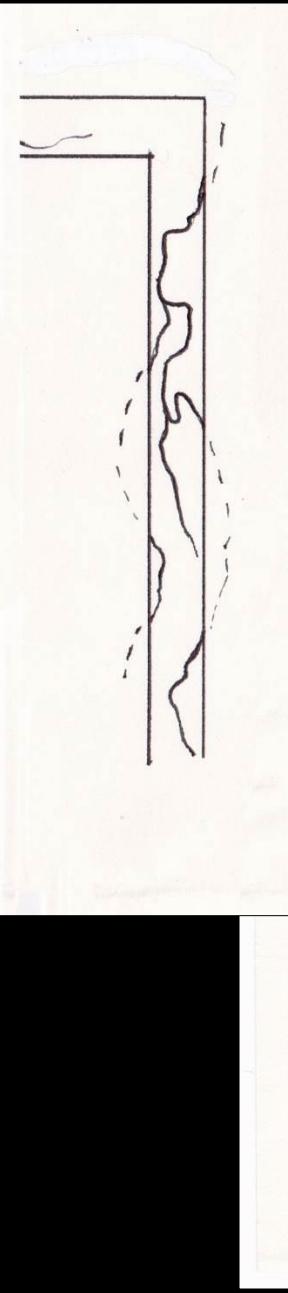
Pastel pigment,  
silver gouache, and ink  
create a marble motif.

The silver could be the pop,  
or the panel itself.



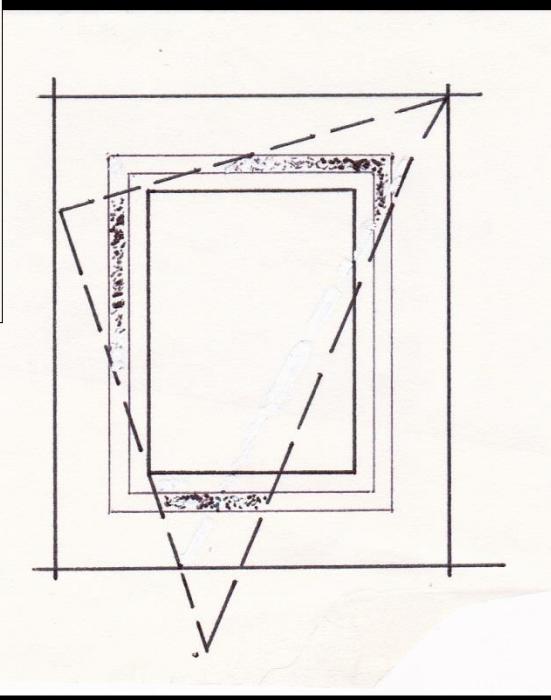
# Dry/Wet Step-by-Step





Ink veining is a continual line.

Accents like ink splatter and darker pigment should fall into a triangular pattern.



# Dry/Wet Supplies

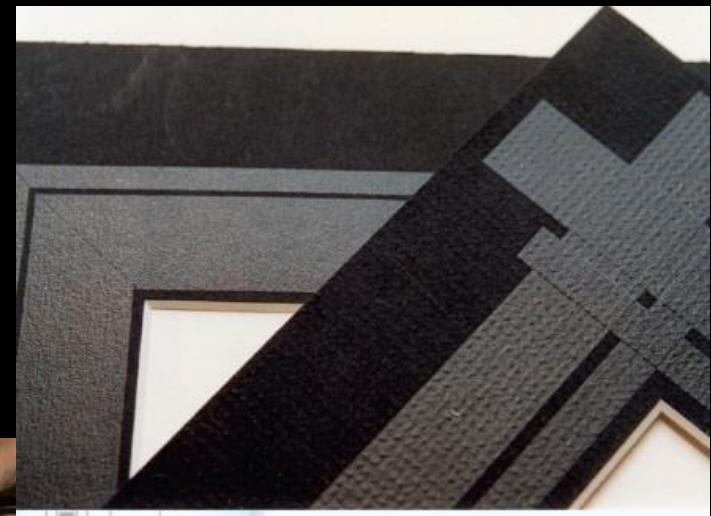


# Contempo Panels

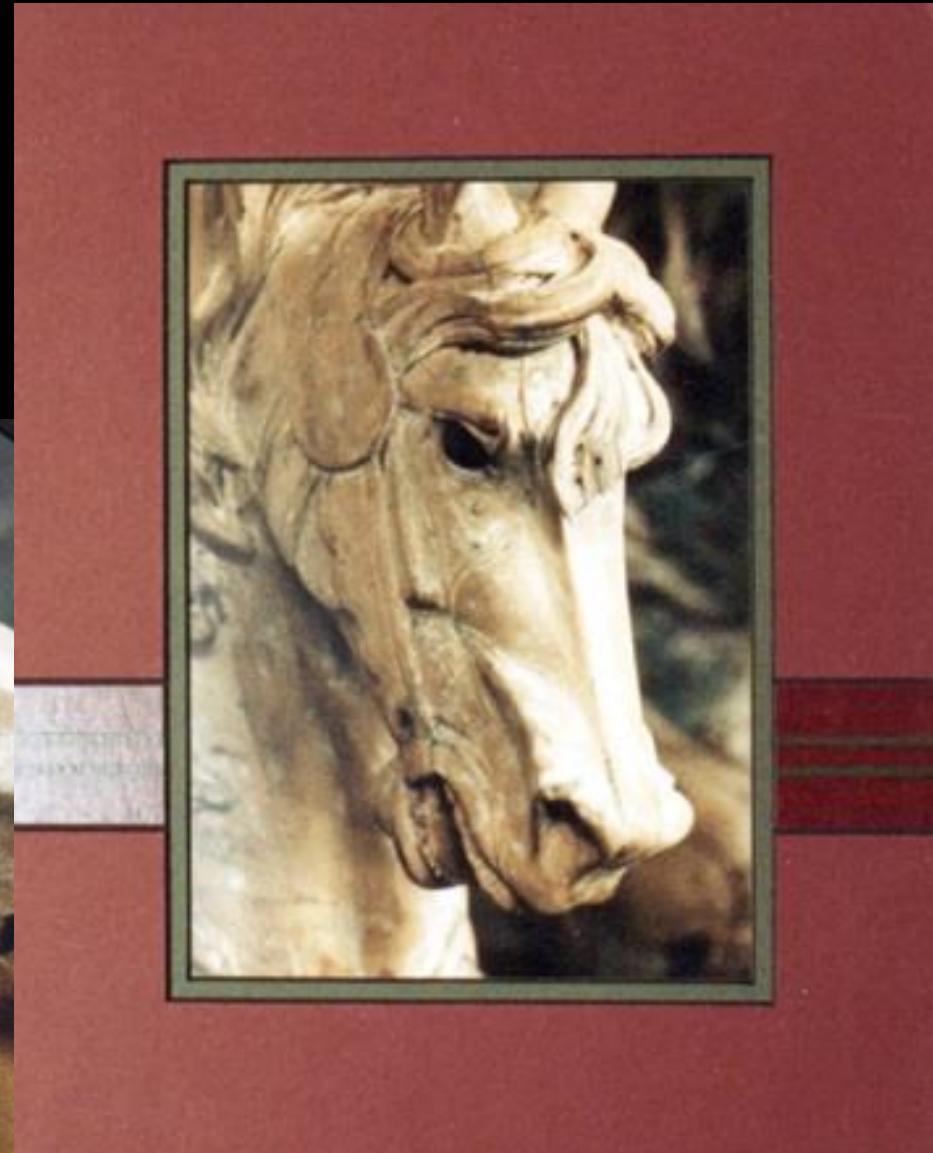


Heat-set vinyl matte laminate cut into strips to create patterns on boards.

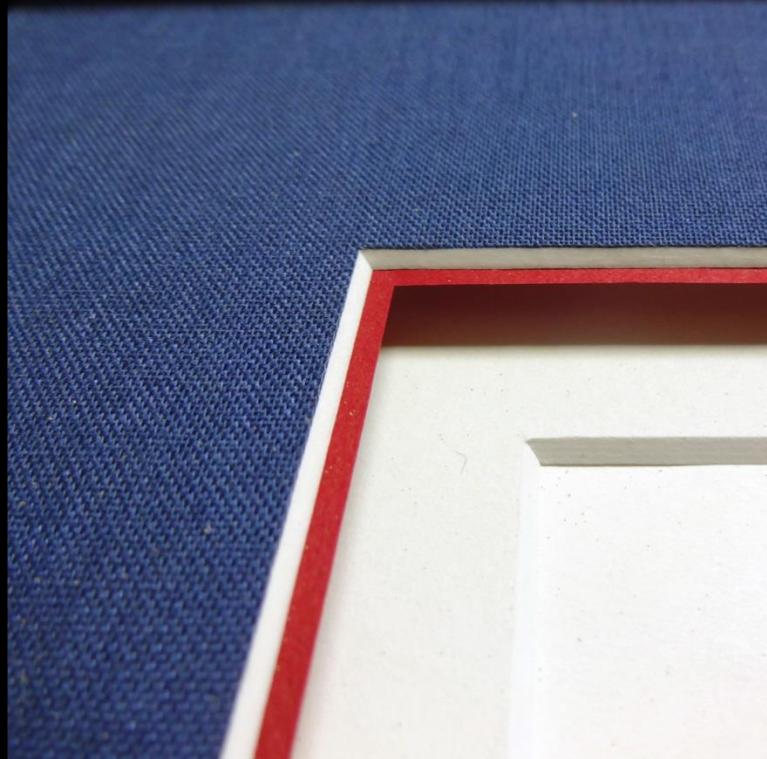
It gives a wet-look to the mat color as a darker shade of the mat color.

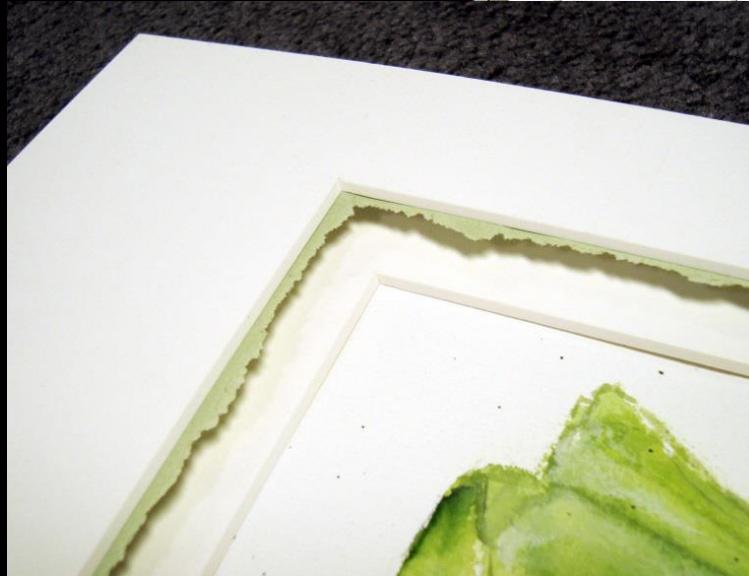
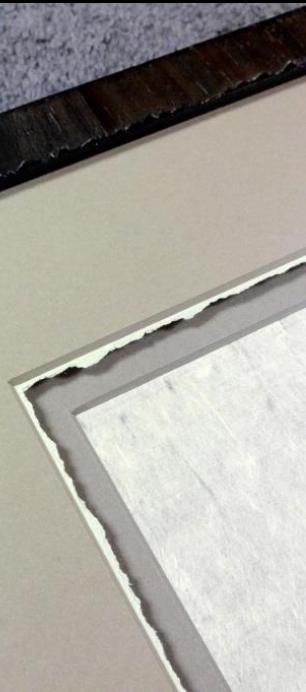
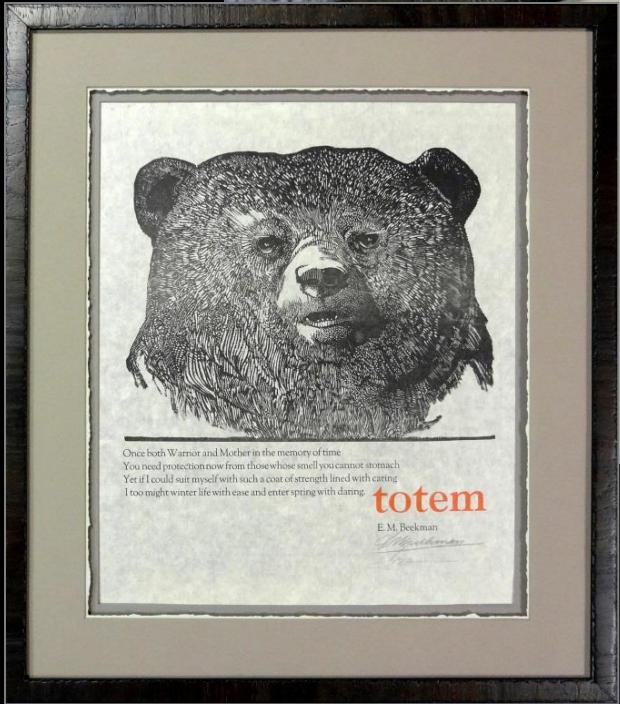


# Contempo Inlay

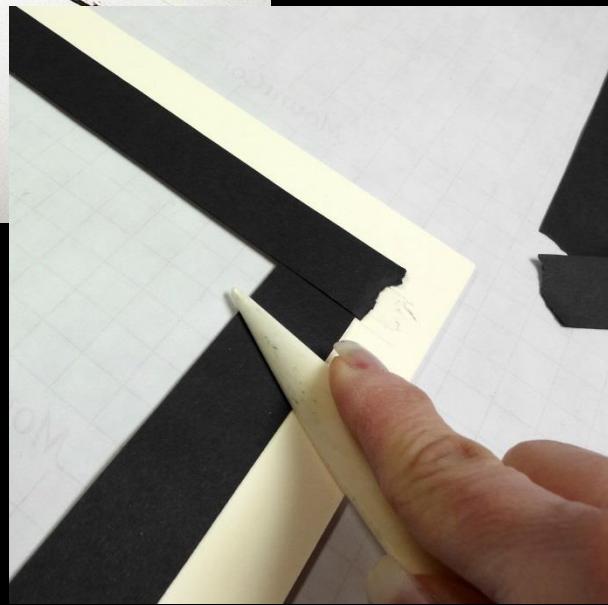


# Paper Strips





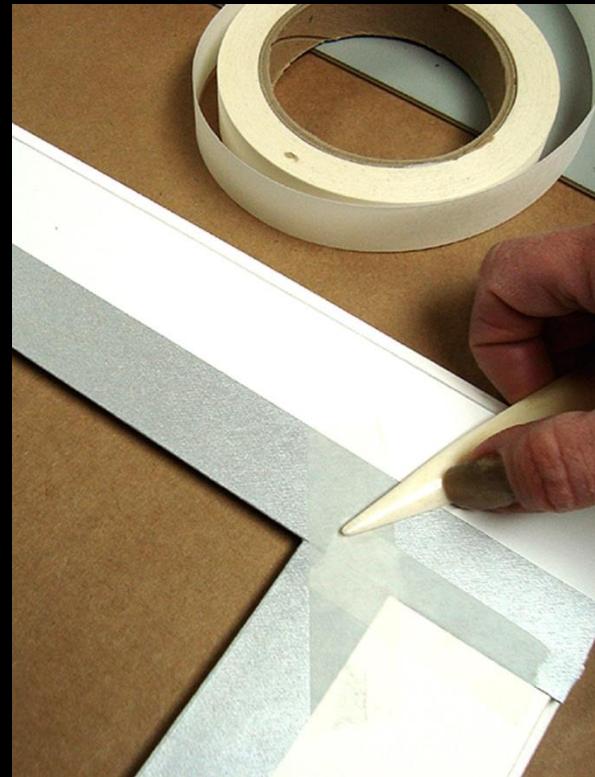
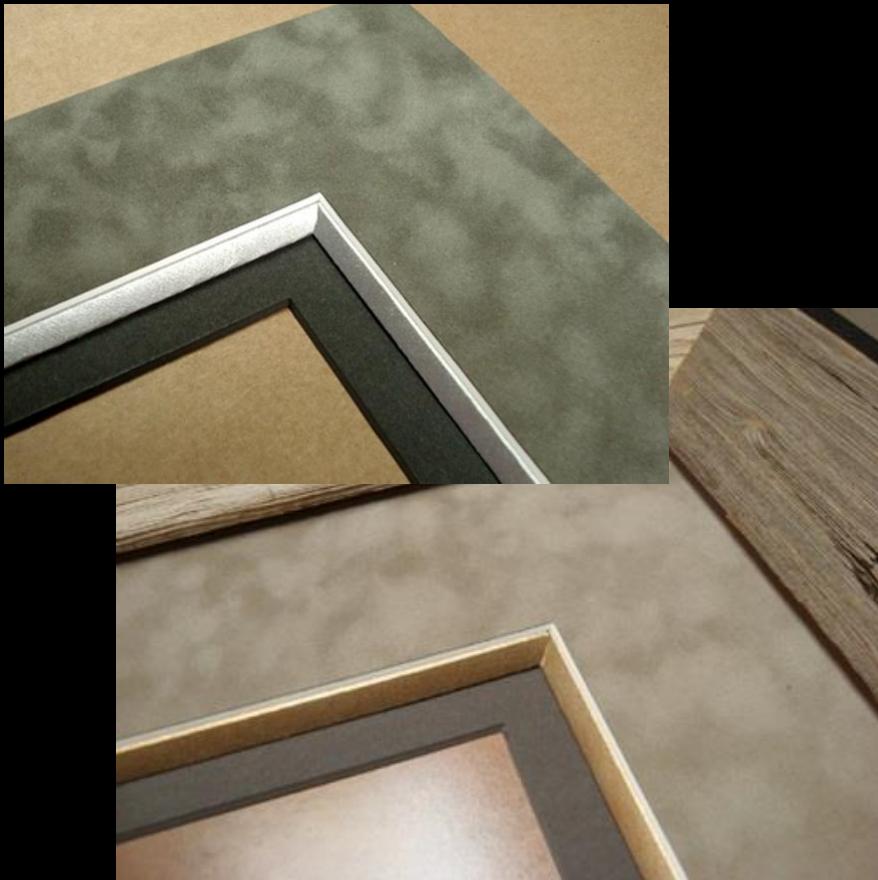
# Torn Paper





Sample strips of narrower green (across the bottom) and wider gray (up the right side) during the design process for the customer.

# Wrapped Bevels



Easy hand wrapped over  
bevel cut 3/16" foamboard.

Pinwheel assembled under  
or between mats.



Same *Bevel Accent* is  
easily varied by wrapped  
layout placement; setback  
and number of mats.

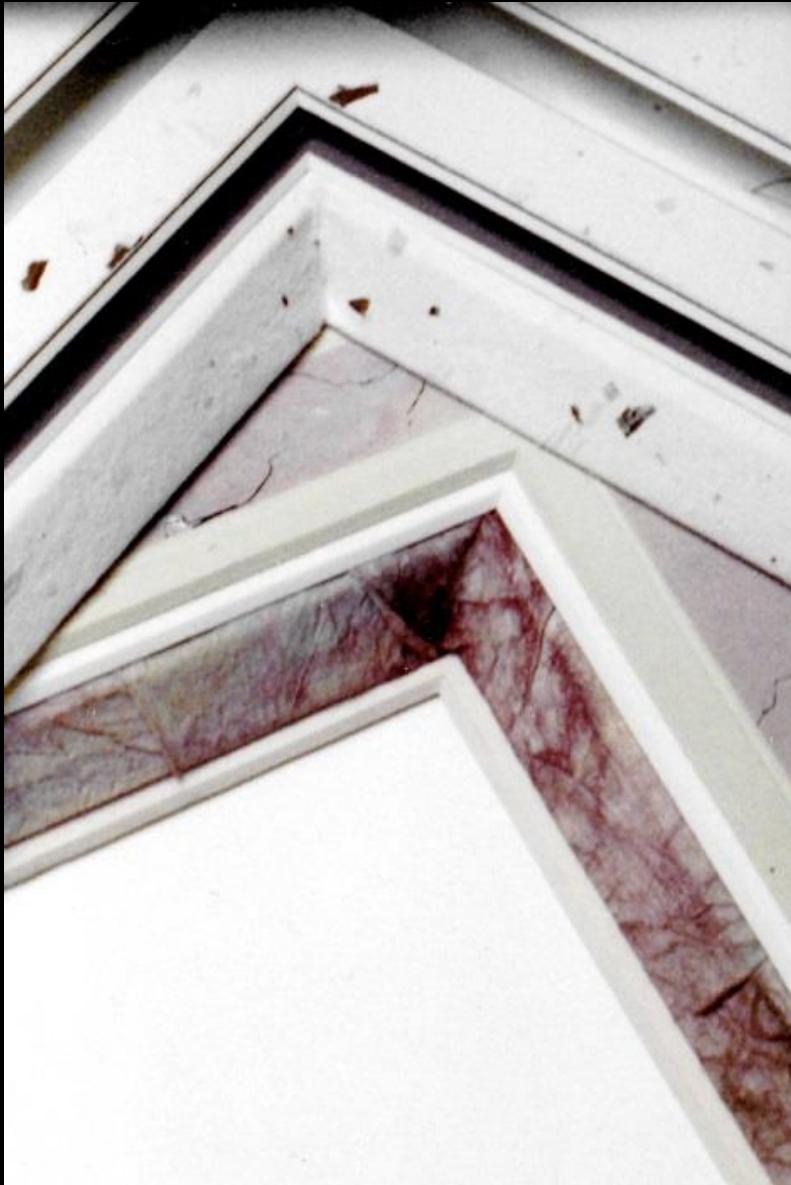


# Deep Bevel Wrap



Mulberry paper over five aligned  
bevel cut foamboard window mats,  
stacked, mounted, then colored  
with dry pastel pigment.

Topped with painted bevel  
solid core rag mat.



Elaborate corner samples are sometimes needed to best showcase the idea.

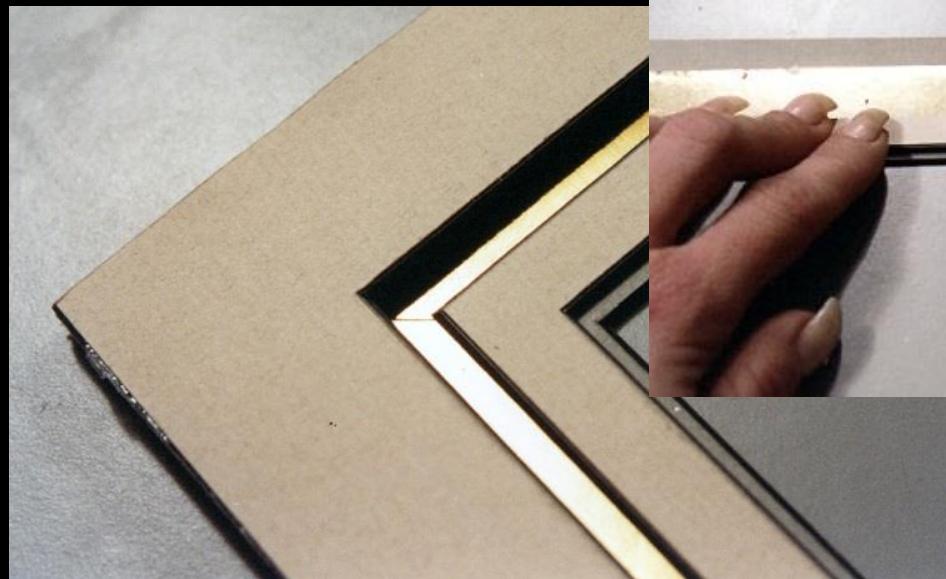
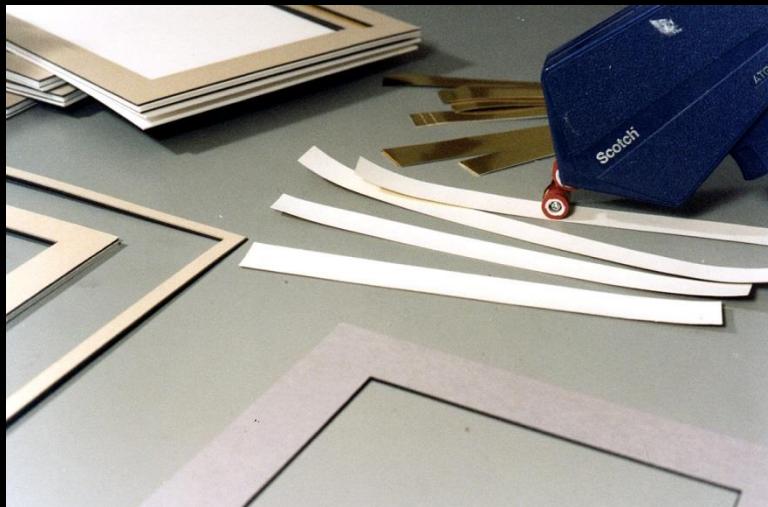
You may never sell that over-the-top look, but you will sell a lesser version.



**Recessed Accent Strips**  
Kinder 1-ply silver-green metallic  
paper as accent strip behind panel.



## Accent Strip Application



Decorative metallic paper behind wide v-groove panel, under lifted mat

# Metallics



Always match color family.  
Repetition draws the eye  
into the art.

# Metallic Strips



Kinder 1-ply pigmented  
decorative metallic  
paper as accent.



# Tiered Mats

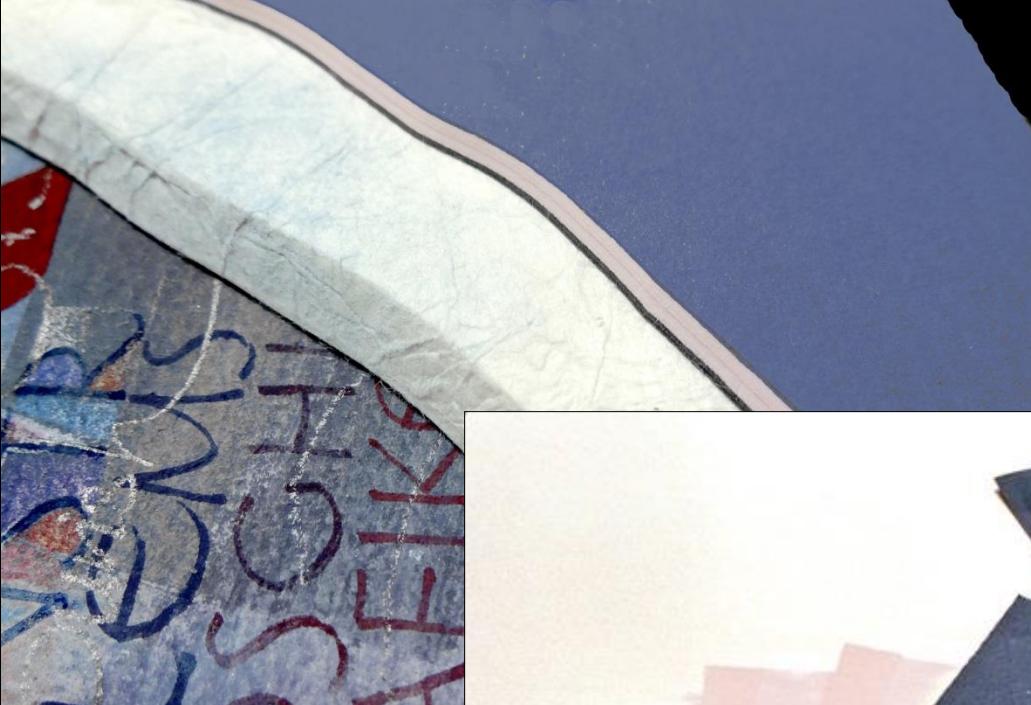
## Surface, Under, Pin-Striped, Bevel Banded

### What?

- The layering of multiple matboards, film adhesive and pigmented papers—preferably in a dry mount press--to create pops of color in matboard.

### Why?

- Creates totally custom, unique designs
- Can upgrade designer type boards to rag board
- Solves color/textured mat problems
- Increases profits \$\$\$



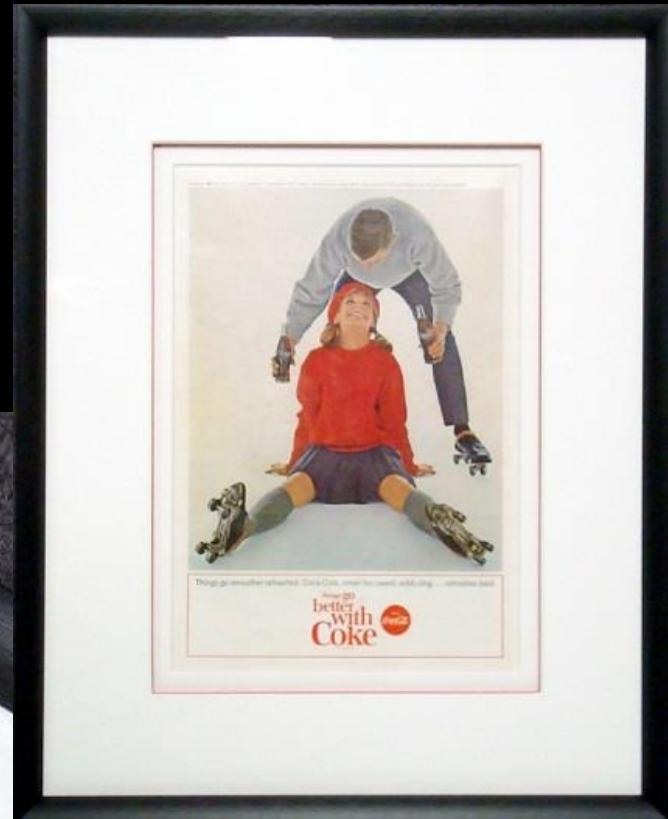
## Surface Tier

Solid 2-ply Strathmore rag  
with handmade Roma  
surface paper to match art.



# Under Tier

Double and triple matted



Coca-Cola ads  
Three sheets Chinese Red



Samplers were mounted to test the number of sheets to use for the weight of the Canson Orange accent line.

Two sheets  
Three sheets

One sheet

Burgess Roye, artist



**Pin-Stripe**  
Triple mat with fillet and  
8-ply pin-stripe at top

Eyvind Earle  
high gloss serigraph



# Bevel Banded Tier

Two 4-ply mats bonded, circle cut for record  
with wide square v-groove.  
Accented paper strip behind v-groove.



## Pin-Stripe + Surface

Two 4-ply museum boards with charcoal papers between, and Canson surface paper liner mat.



## Surface, Pin-Stripe, & Banded Tier

Canson surface paper with gray stripes between black and brown 4-ply museum boards.



# Color Resources

# Crescent Cardboard



The image shows a promotional flyer for BriteCores. At the top, the word "BriteCores" is written in a stylized font where the letter "o" is replaced by a small orange circle. Below it, the text "2014 New Product Introduction" is centered. Underneath that, the words "Matboard Corners" are written. At the bottom of the page, there is contact information for Crescent, including icons for email, phone, and Facebook, along with their website address (www.crescentprps.com) and a toll-free number (888-293-0956). A small code "BRCL14" is also present.



Peterboro, Crescent, Rising, Bainbridge all have museum solid core boards for bonding and using with Tier Mat applications.



Raku from Bella – a modern collection in profiles  $\frac{3}{4}$ " to  $2\frac{1}{2}$ ", six colors over copper leaf with hand finished appearance.

## Bella Moulding

Bambu from Bella is a  $\frac{3}{4}$ " dyed bamboo plywood cap profile in nine trendy colors that allows the wood grain to show through.



# Omega Moulding

The Prism collection is a glossy, transitional, colorful, modern contemporary wood grain profile,  $\frac{1}{2}'' \times 1''$



Pop! is another of Omega's collections with two profiles and smooth gloss surface in primary colors.

## Presto Moulding & Frame

Sprinkles collection of whimsical Pantone colors with grain character.



## Larson-Juhl

Stitch, Confetti, Komodo, Brittany, Garrett, are all collections that offer colored moulding finishes.

# Final Words on Light

# Fixture Placement

## Light to Sell

Galleries display art at the perfect angle  
Lights and art are correct distance apart  
Art is always highlighted

## Art Placement

Eye level = 60" from floor to center of art

## Beam Spread

Spotlight = beam spread of <15 degrees  
Flood light = beam spread of >30 degrees

# Fixture Placement

## Light Angles

30 degree angle minimizes glare

35 degrees for larger art

25 degrees for textural mixed media

## Ceiling Height to Fixture

8' ceiling = 20-36" away

10' ceiling = 40-60" away

If the lighting, distance, frame or wall is noticed first,  
something is wrong!

If framing is designed under halogen and displayed under white LED floods it will wash out.

Ask about the lighting where it will be displayed.

**If you can't see the color it can't POP!**

# Other Paschke classes WCAF 2019

## **Mastering Mounting: Creative Mounting**

Lecture = Tuesday, 12:30-3:00pm  
Workshop = Tuesday, 3:30-6:00pm

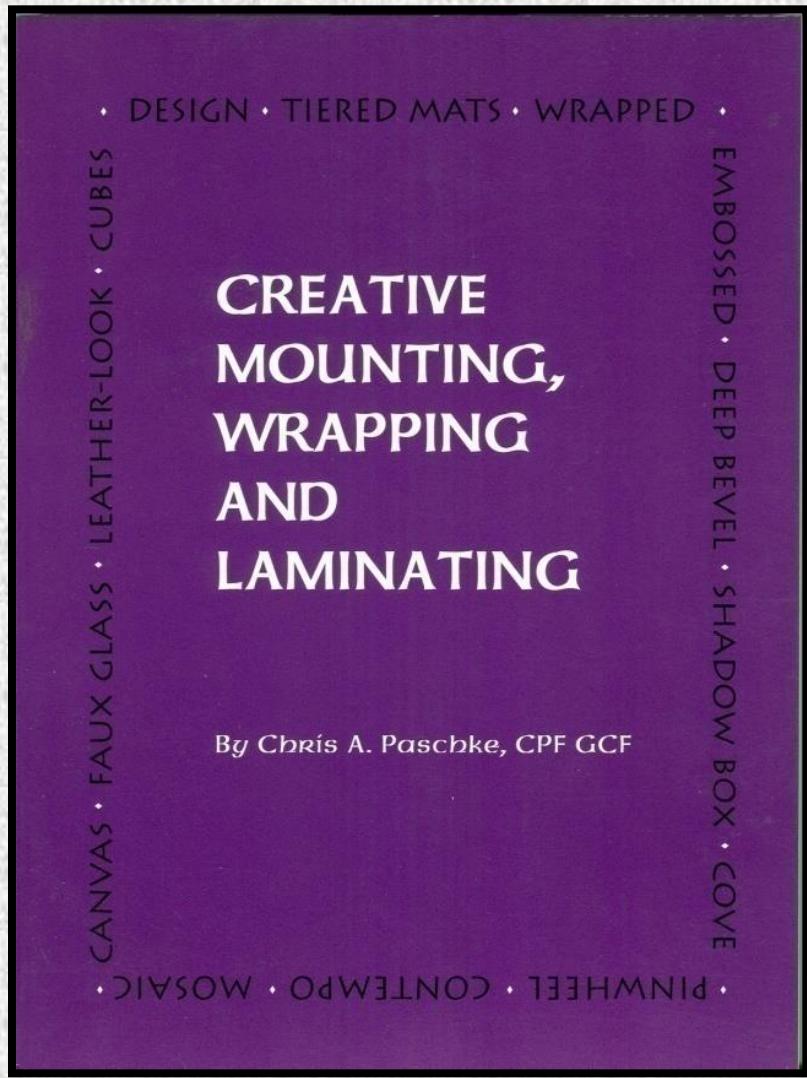
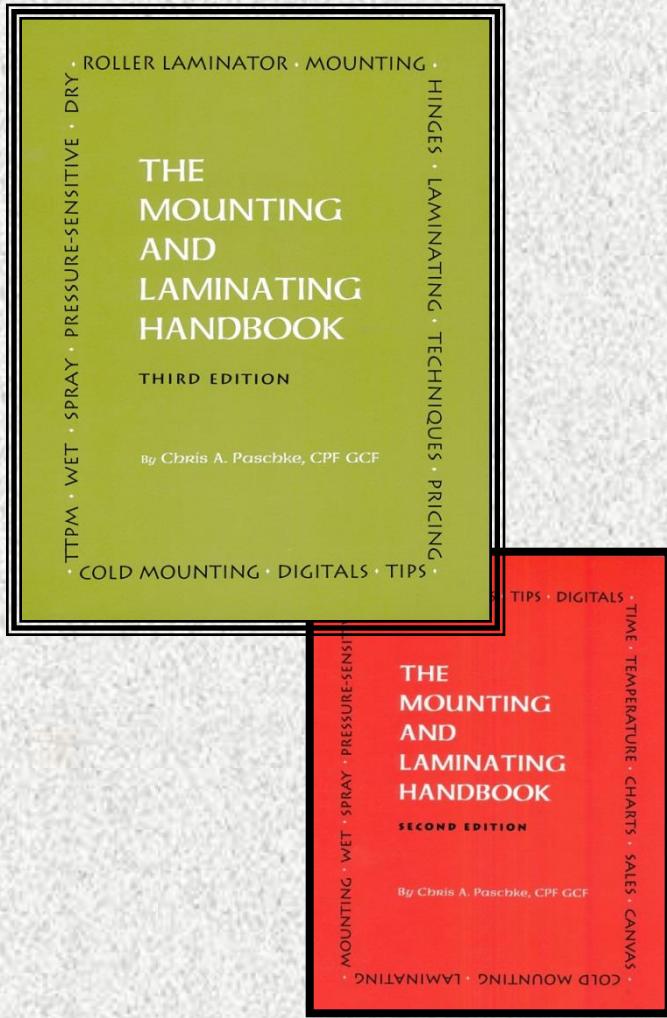
## **Mastering Mounting: Challenging Items**

Wednesday, 10:00am-12:00pm

# Paschke Online Article Archive and Reference Library

<http://designsinkart.com/library.htm>

Articles by Subject:  
**West Coast Art & Frame PowerPoint and PDF**





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