

Design Elements: Pop of Color

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West Coast Art & Frame Expo, Las Vegas 2020

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

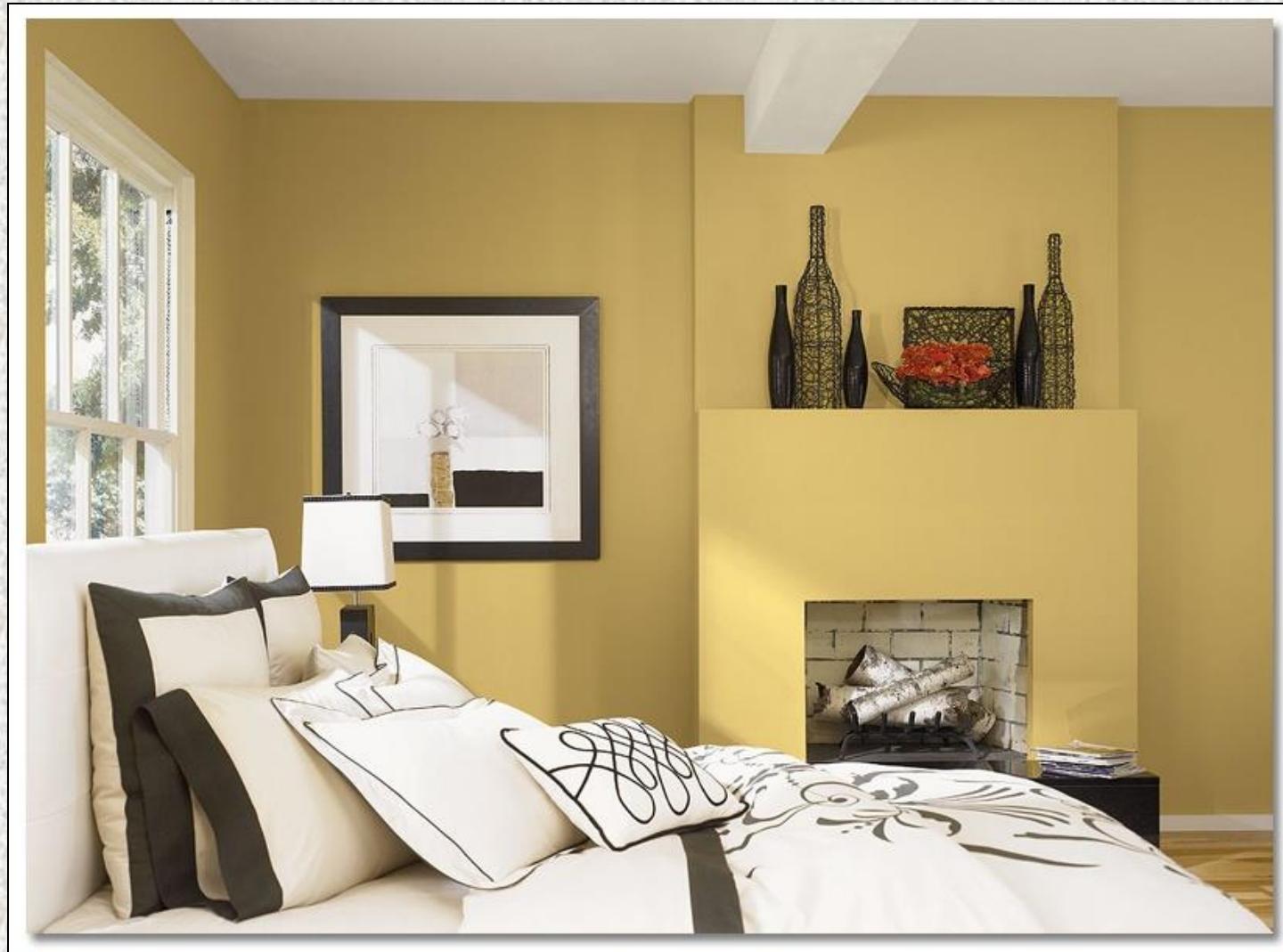


Neutral tones of modern farmhouse styling, no color pop.



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.

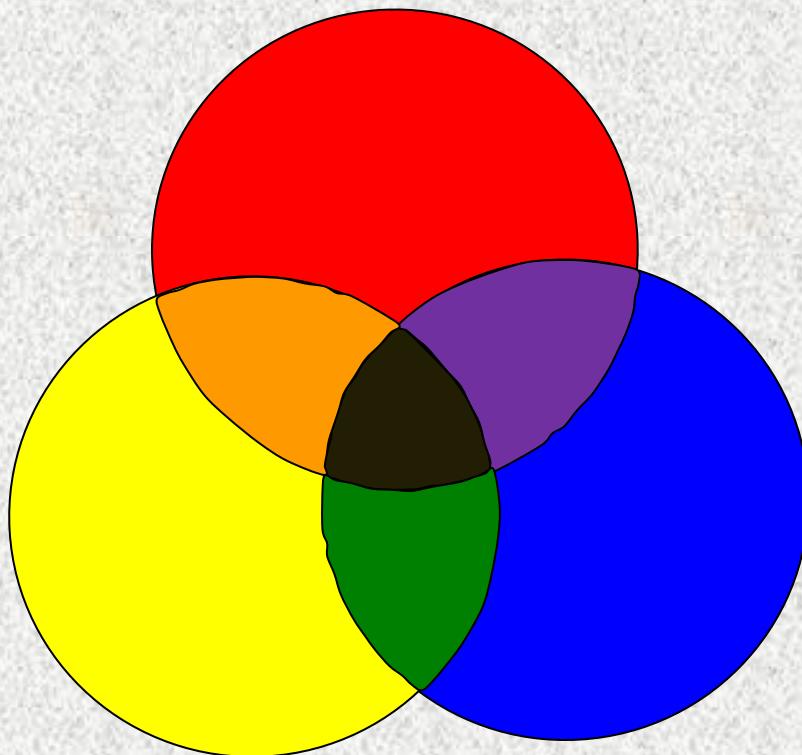
Placement and variation in the patterns and color keeps the eye moving and more interested.





Color Review

Subtractive Color Theory (ARTIST PIGMENT)

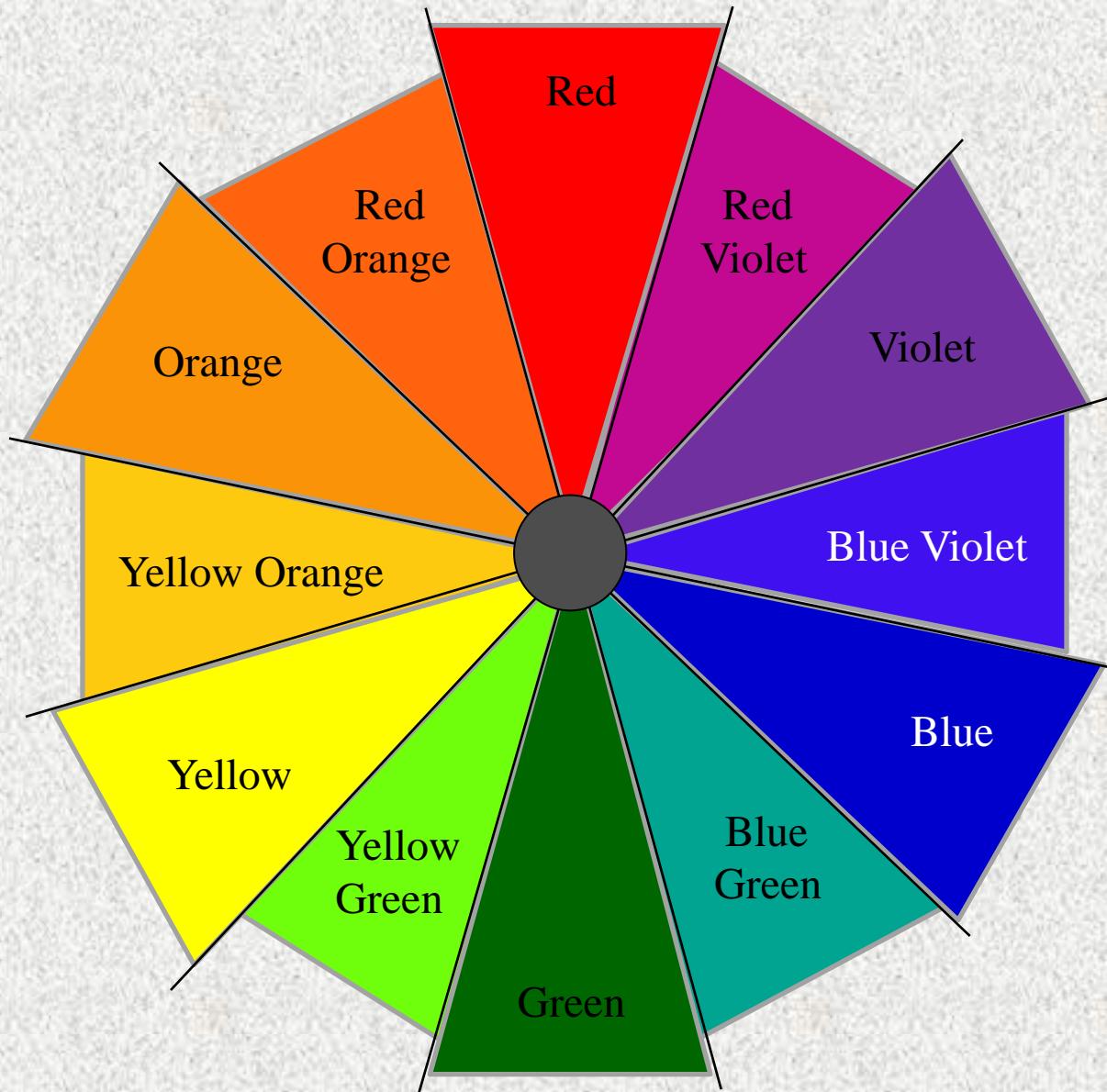


Pure pigmented primary colors red, yellow, blue are mixed to create secondaries of orange, green, purple.

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)

What's being said...about Lighting

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

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

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 2700K (warm, comfortable light) to 5000K (bright light to 6500K, natural daylight).

COMMON LED QUESTIONS

How do I get more light from my light bulb?

Light output is measured in lumens. The higher the lumen output, the brighter the light. LED bulbs use significantly less energy than incandescents and can last up to ten times longer. Since incandescent light bulbs produce heat, they waste energy. LED bulbs produce light without heat. Since incandescent light bulbs have a shorter lifespan than LED bulbs, it's important to choose a bulb that will last longer. LED bulbs are more efficient than incandescent bulbs because they use less energy to produce the same amount of light.

What is CRI?

CRI is the color of a light bulb. It shows 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
Total "Lumen" or visible light emitted.
Based on 3 hours per day, 114 per year.
Life: Based on 3 hours per day.
Light Appearance: Shown in 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

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)

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

Home LED Lighting



- Temperatures on the Kelvin scale correspond to various wavelengths of light from a bulb filament.
- The low end is 1800K or red-orange light. High end is 10000K+ considered blue sky.
- The sun is measured at 5600K.
- Commercial lighting typically runs either 2700K as warm or soft white, or 3500K as cool or bright white.
- The terms warm and cool describe the color rather than actual temperature of Kelvin.

Four different LED bulbs, cool to warm

<https://www.techhive.com/article/2887143/how-to-optimize-your-home-lighting-design-based-on-color-temperature.html>



These four views are the same bedroom with four different LED bulbs.

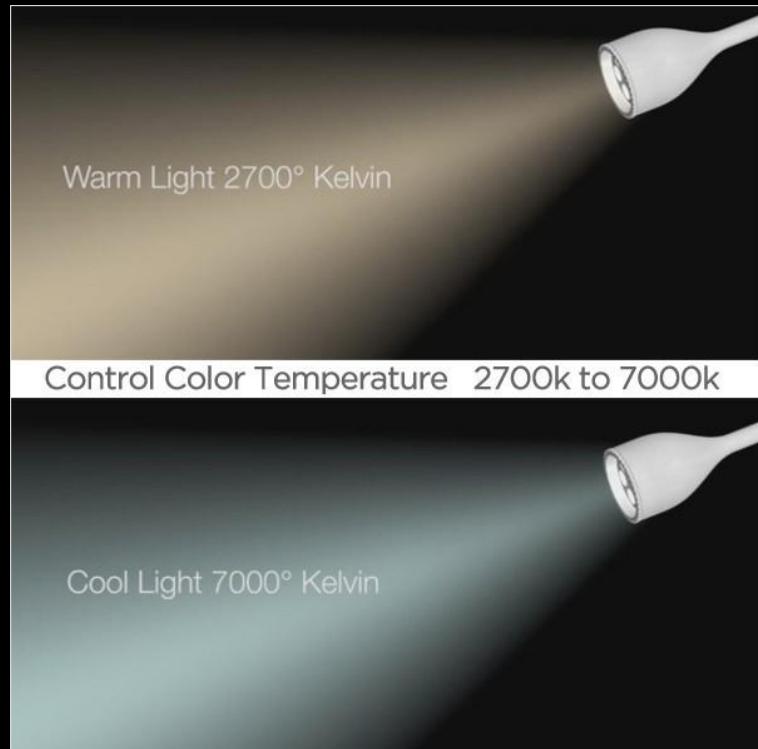


- Different bulbs vary widely in color temperature.
- Some customers have cooler daylight in the bedroom and warmer soft-white in the LR.
- *Philips Hue system* has four presets for the same bulb for color temp built in as *relax*, *reading*, *concentrate*, and *energize*...to be programmed around room use. Hue sets *concentrate* at 4300K and *relax* at 2100K.



Method Lights LED Picture Lighting

- Designed to provide bright, consistent lighting with high quality LEDs
- Over 50,000 hours of low-heat lamp life
- Control color temperature control
- Adjustable lenses of 20" to 60" at 6 feet from artwork
- Dimming options
- Remote-controlled



Kelvin (K)



White Balance Color Temp Meter

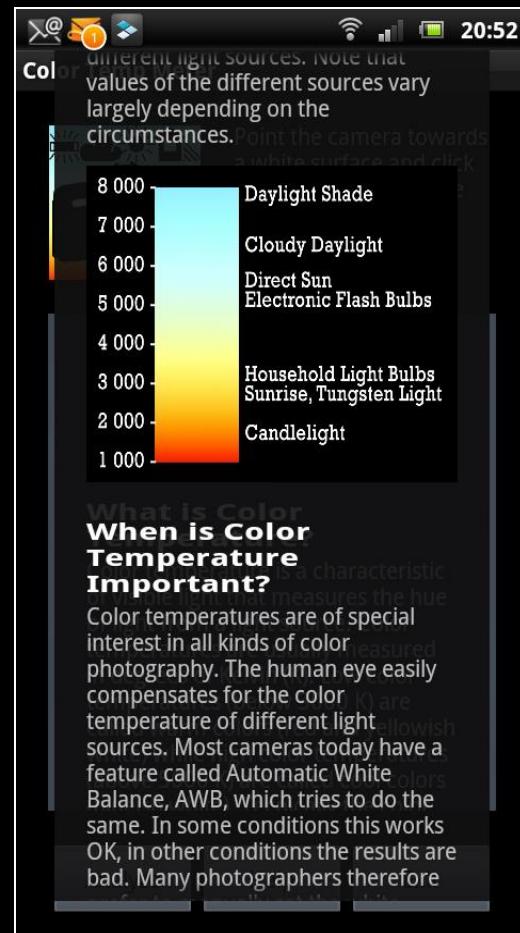
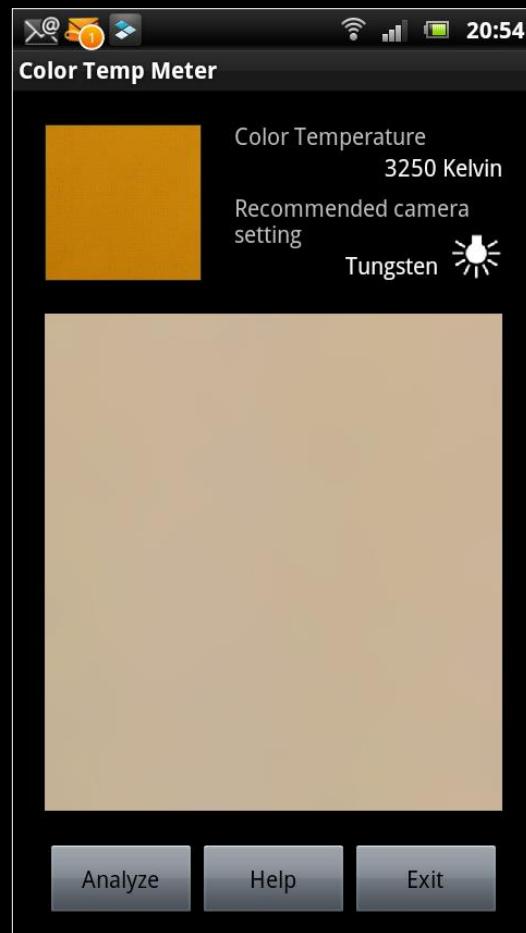
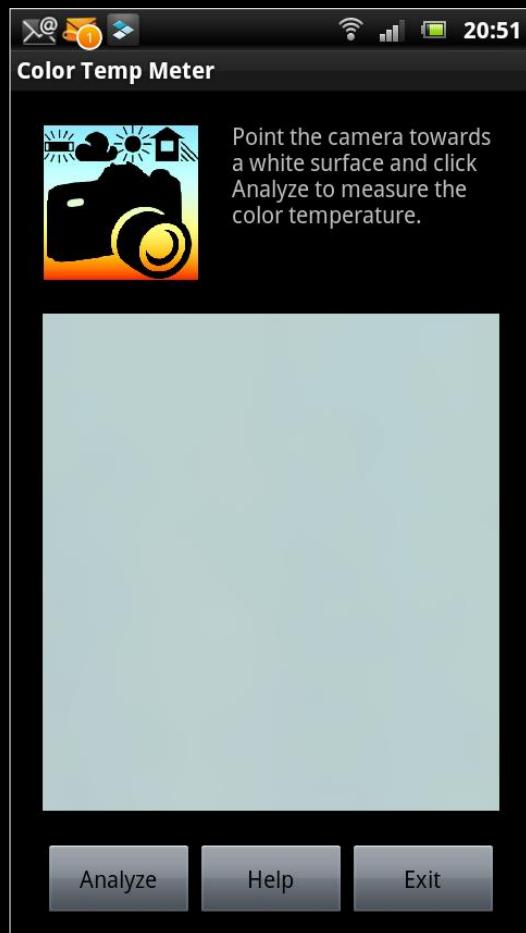
Designed to measure Kelvin temp for LED lamps

- Designed as a light meter for photographers
- Verifies the color temp at display or shoot locations
- Point phone to white wall or paper for reading
- Displays Color Temperature as ---- Kelvin
- Established 4/18/12
- Available Google Play for \$.99
- <http://apps.contechity.com/colortempmeter/>
- Assign the client to download the app
- They do the reading where the art is to be displayed
- You design for their lighting requirements



White Balance Color Temp Meter

<http://apps.contechity.com/colortempmeter/>





Applying the Pop

Larson-Juhl

4 Ways to Add Pops of Color (April 2019 Video)

1. Mats – any reveal adds color, texture, line,...to design.
2. Fillets - with a mat, inside frame lip, between mats.
Vibrant colors (Confetti) to natural earthy colors (Brittany, Vermont).
3. Liners - Textures and colors add variety (Darien).
4. Stacked Mouldings - add color, width, texture, depth.

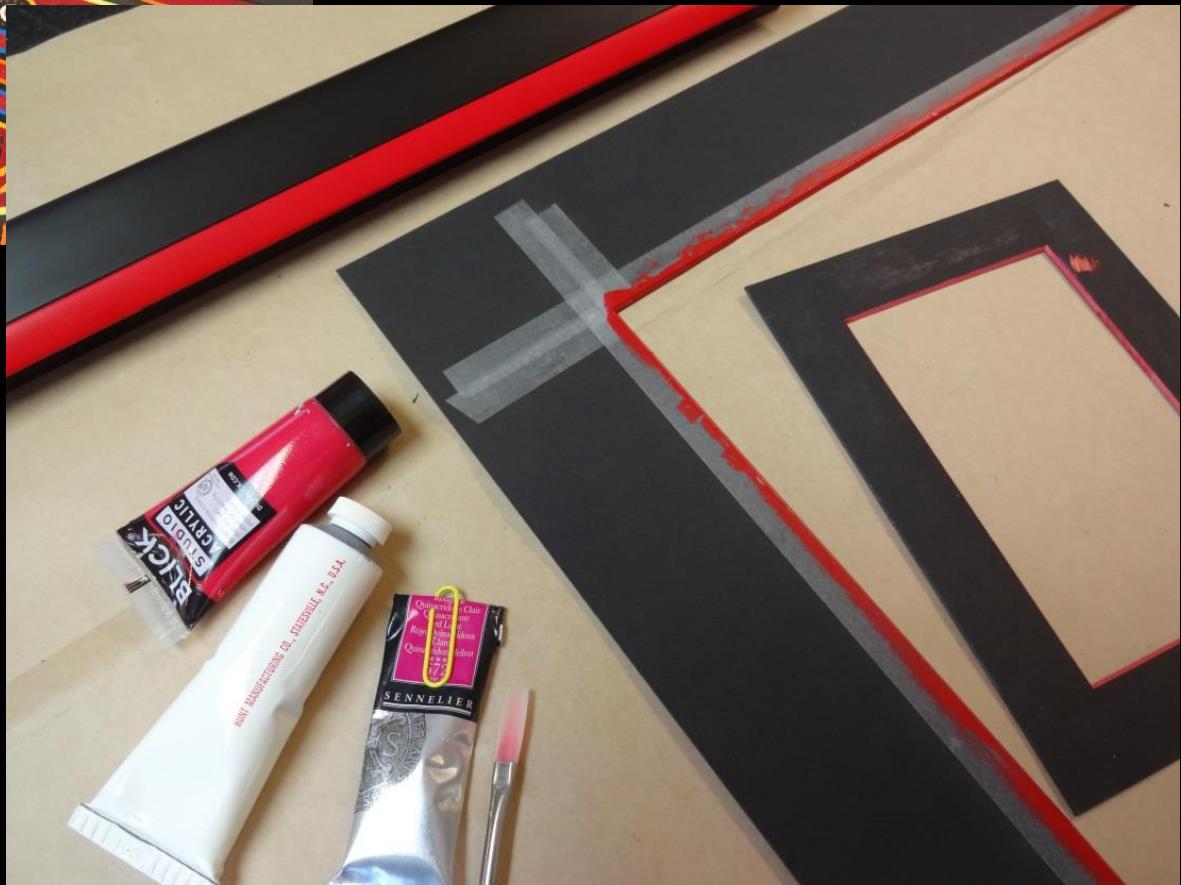
Accent Frame & Painted Bevel



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.





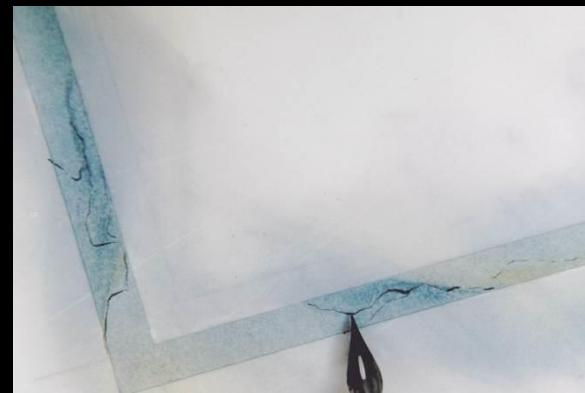
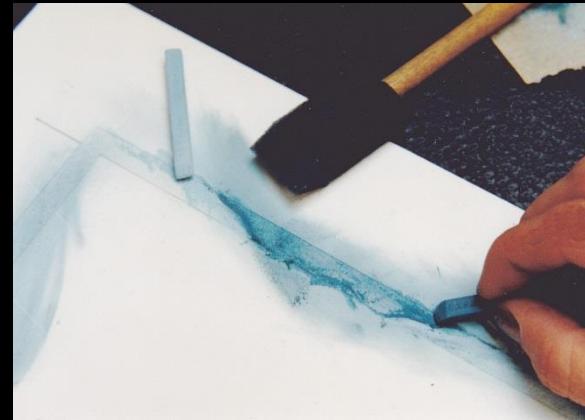
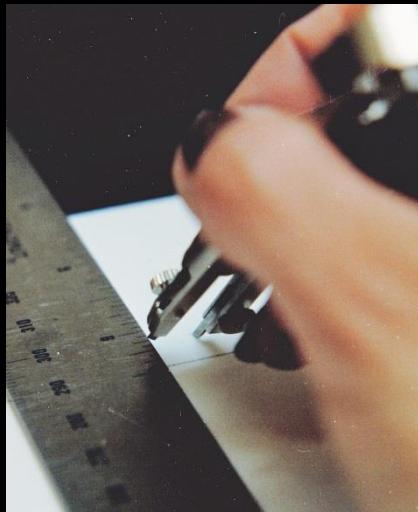
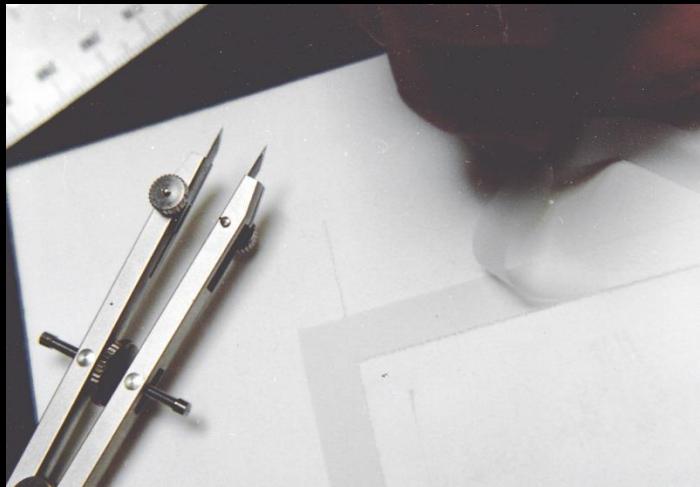
Dry/Wet Panels

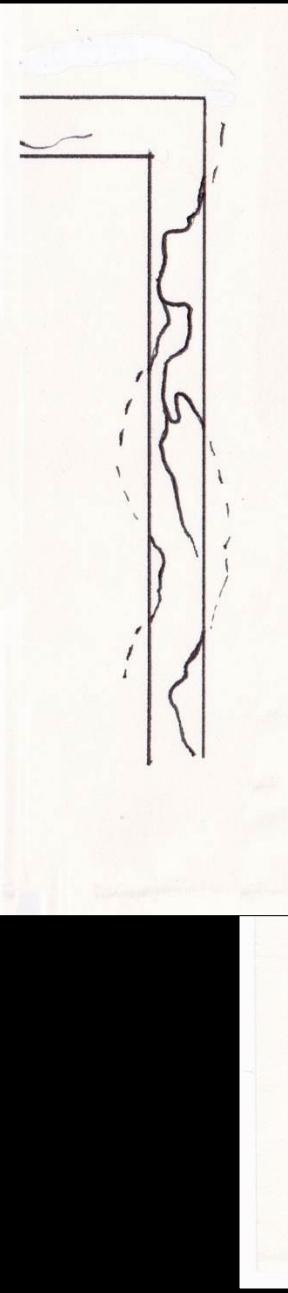
Pastel pigment,
silver gouache, and ink
create a marble motif.

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



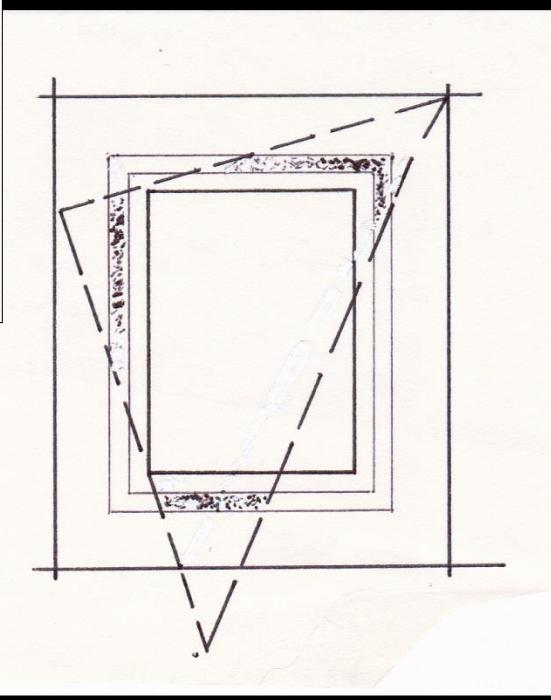
Dry/Wet Step-by-Step





Ink veining is a continual line.

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



Dry/Wet Supplies

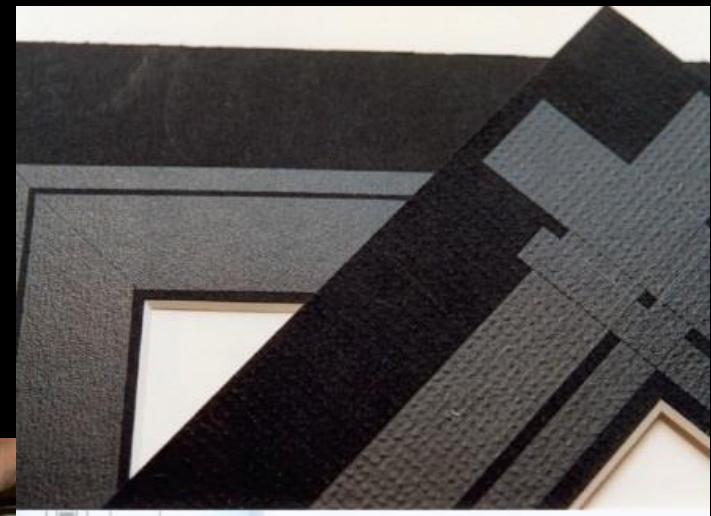


Contempo Panels

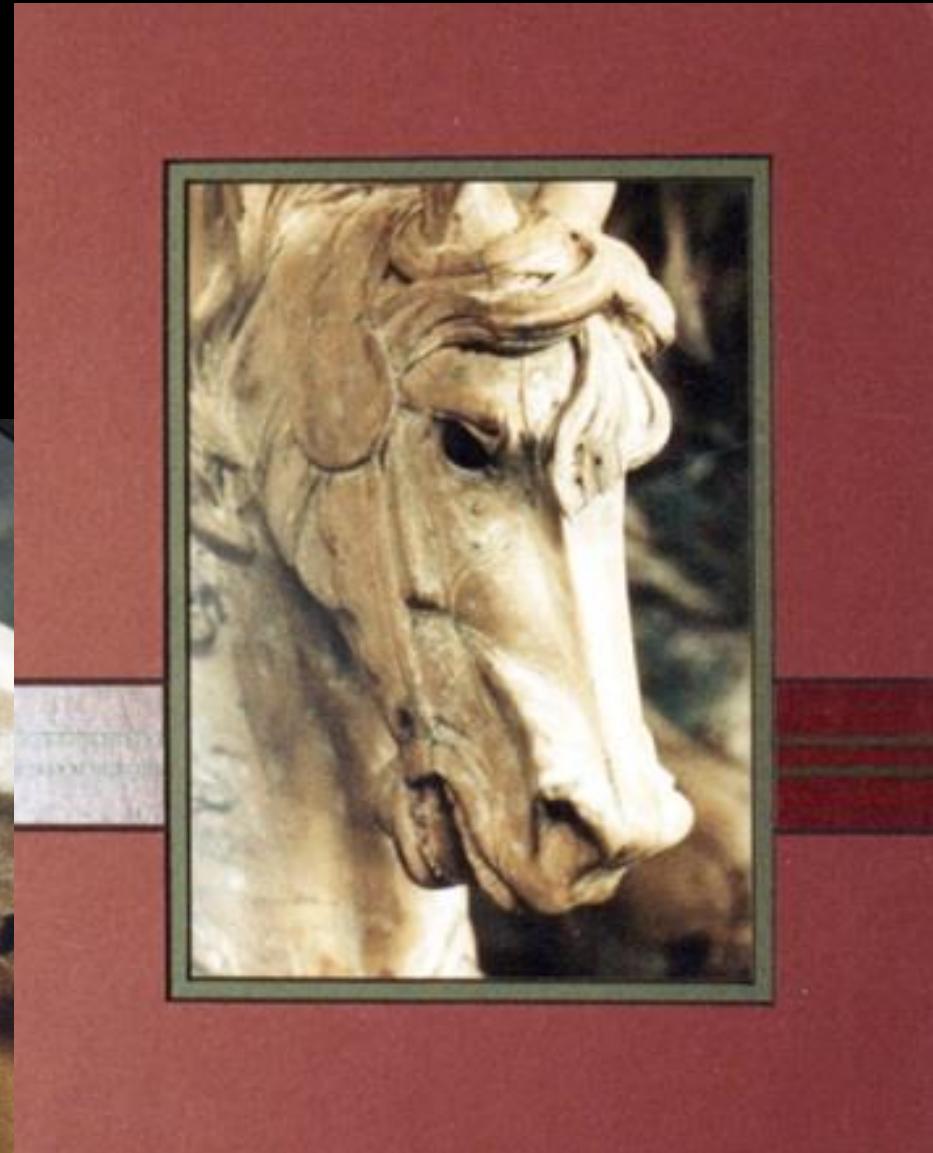
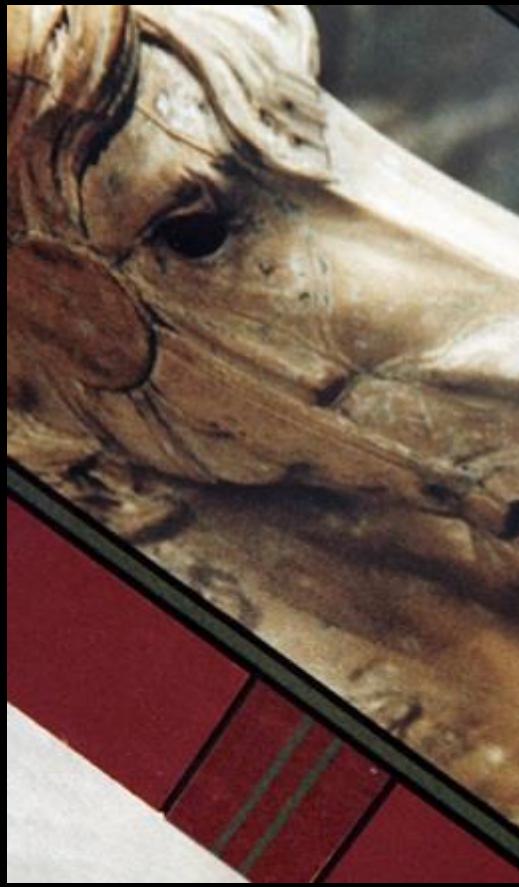


Heat-set vinyl matte laminate cut into strips to create patterns on boards.

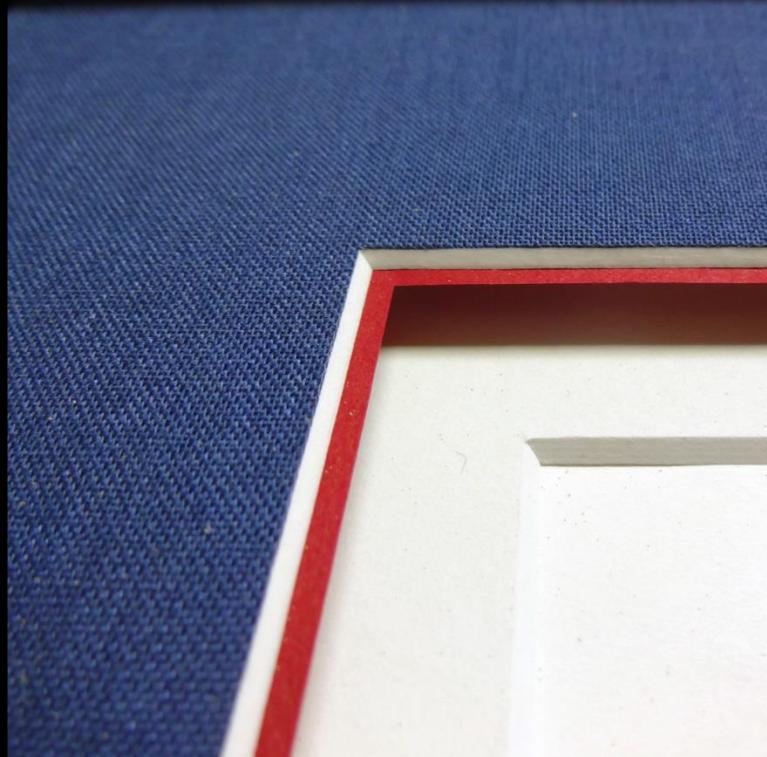
It gives a wet-look to the mat color as a darker shade of the mat color.

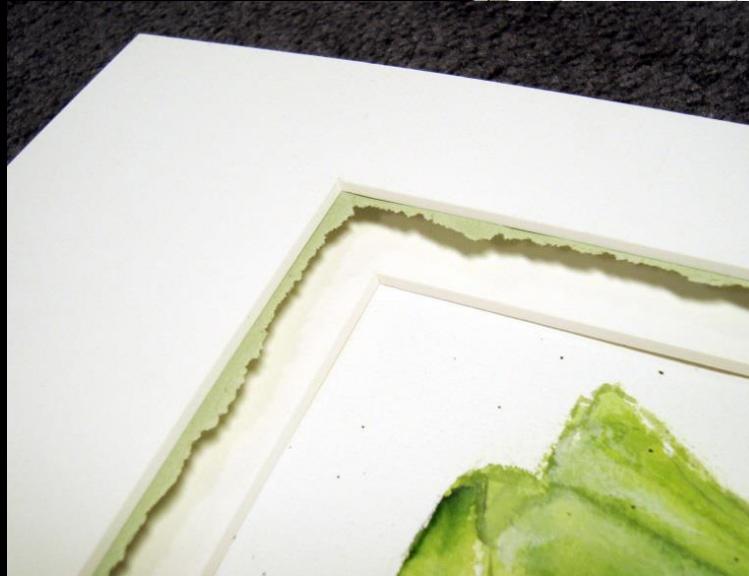
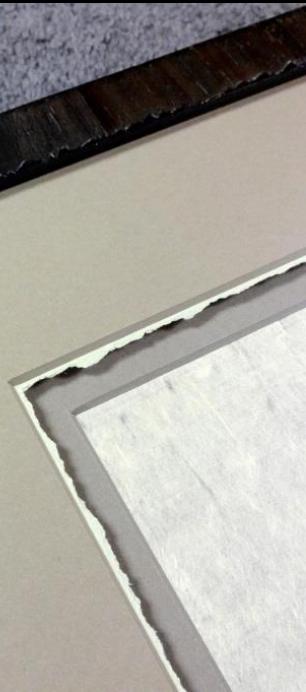
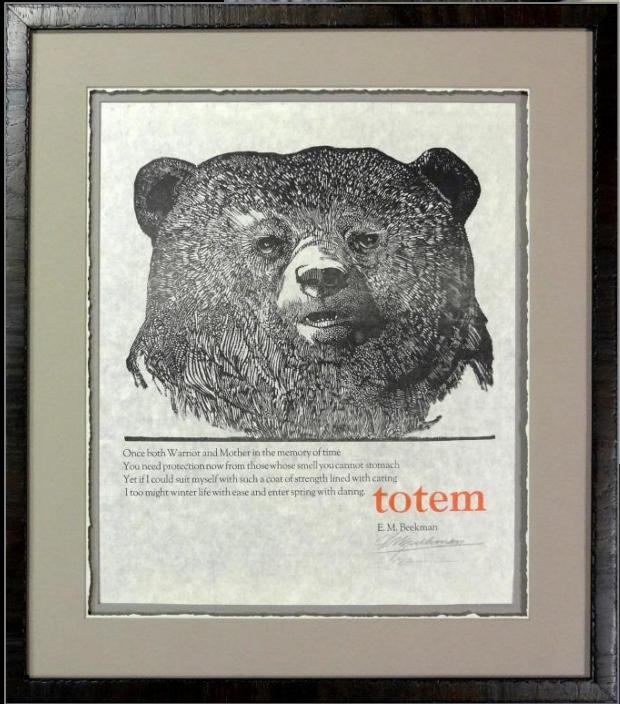


Contempo Inlay

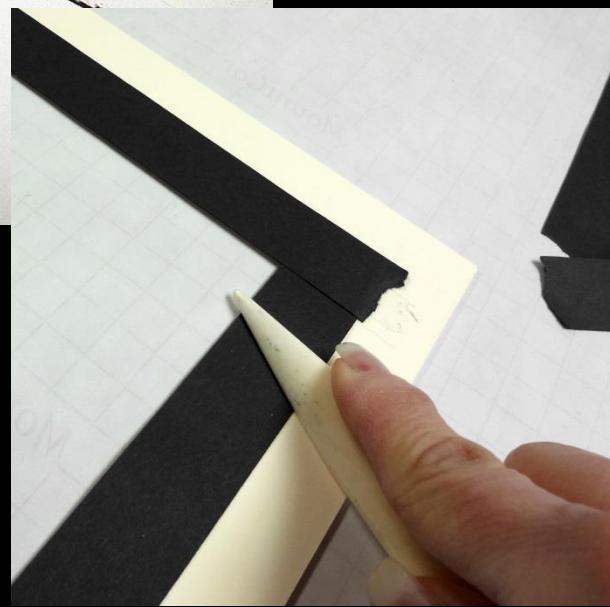


Paper Strips





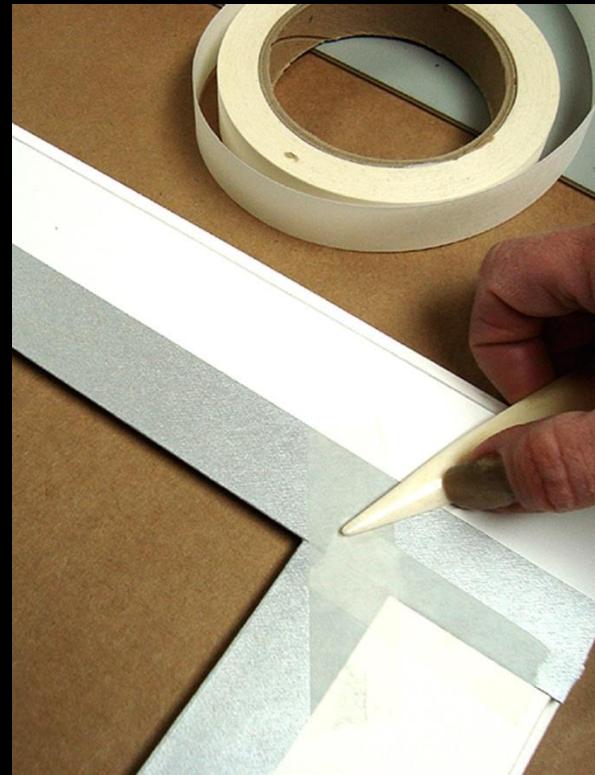
Torn Paper





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.

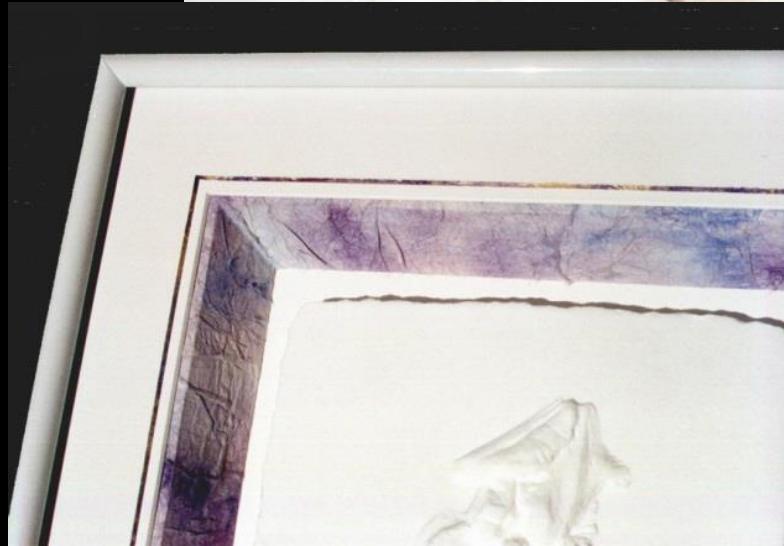
Pinwheel assembled under
or between mats.



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

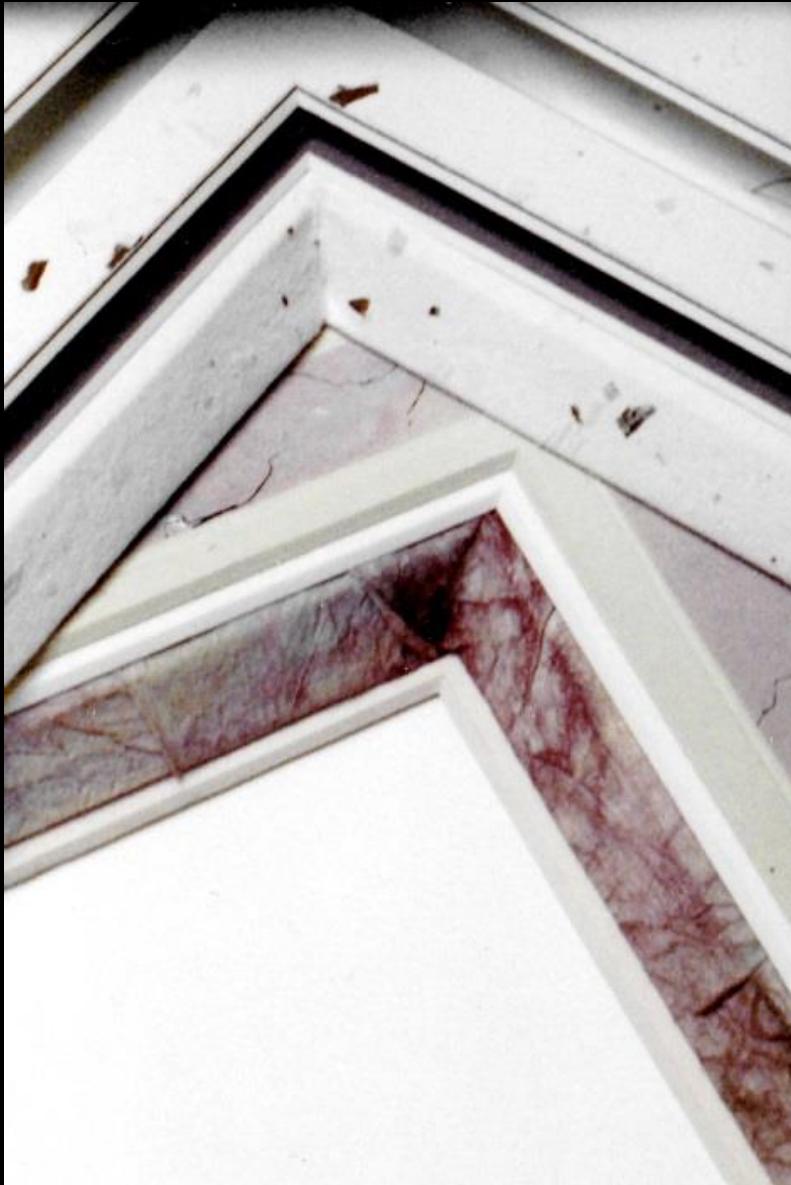


Deep Bevel Wrap



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.

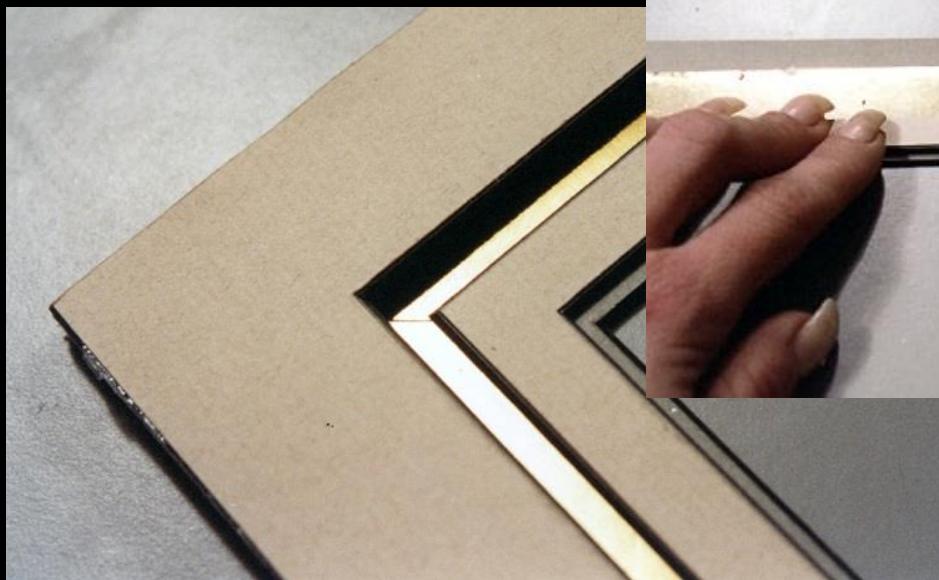
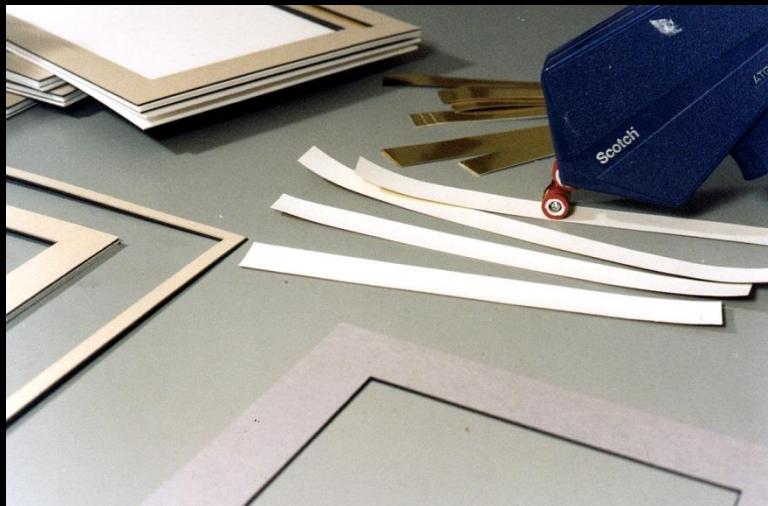
You may never sell that over-the-top look, but you will sell a lesser version.



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

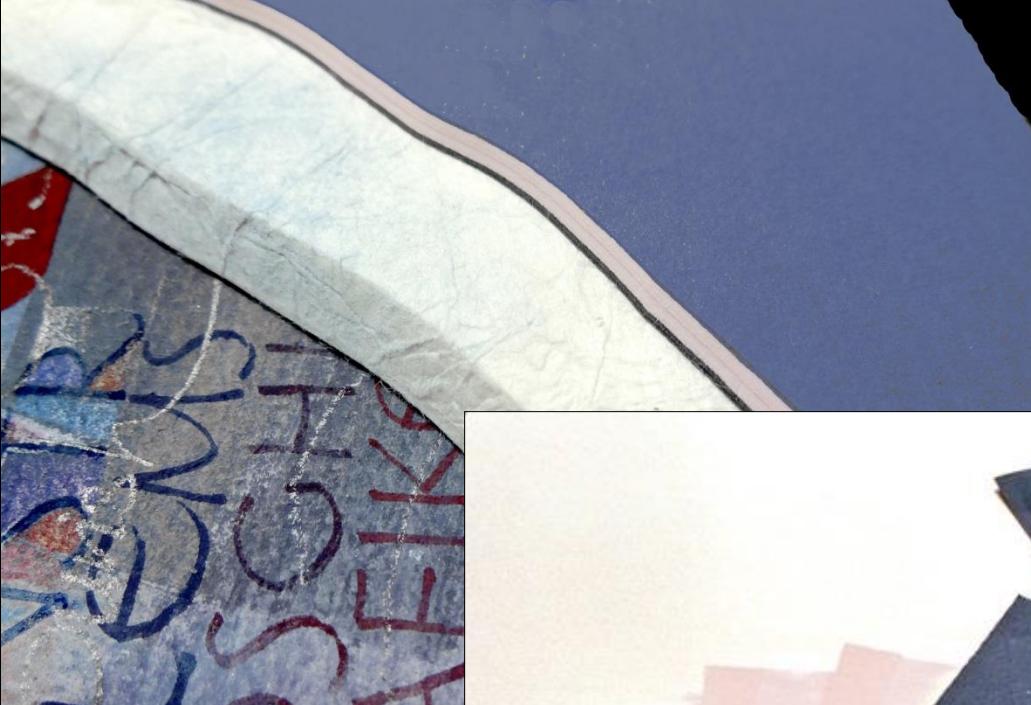
Surface, Under, Pin-Striped, Bevel Banded

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

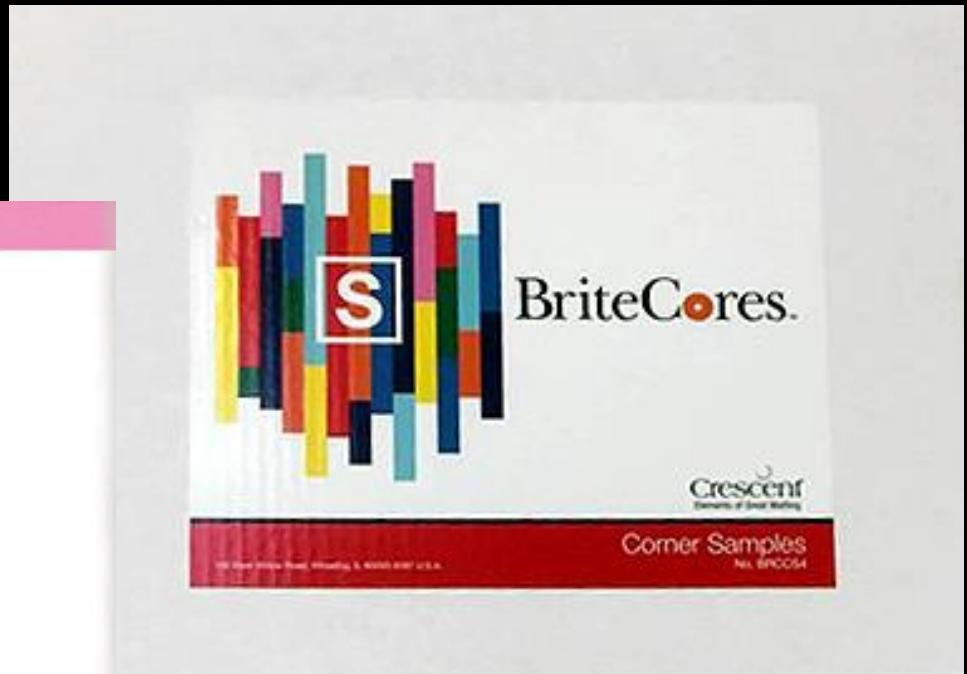


The image shows a promotional flyer for BriteCores. At the top, there's a decorative bar composed of several horizontal stripes in different colors: teal, pink, white, light blue, and light pink. Below this, the word "BriteCores" is written in a large, serif font, with the "o" replaced by a stylized orange circle. Underneath, the text "2014 New Product Introduction" is centered in a large, bold, sans-serif font. A horizontal line separates this from the next section. Below the line, the words "Matboard Corners" are written in a smaller, regular sans-serif font. At the bottom of the page, there's a footer section containing social media icons and contact information. It includes icons for a computer, a telephone, and Facebook, followed by the website address www.crescentpr.com, the phone number (888) 293-0956, and the Facebook URL www.facebook.com/crescentcardboard. The footer also contains the code "BRCL14".

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

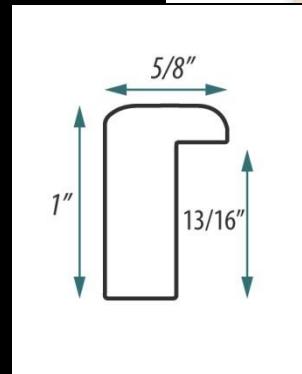
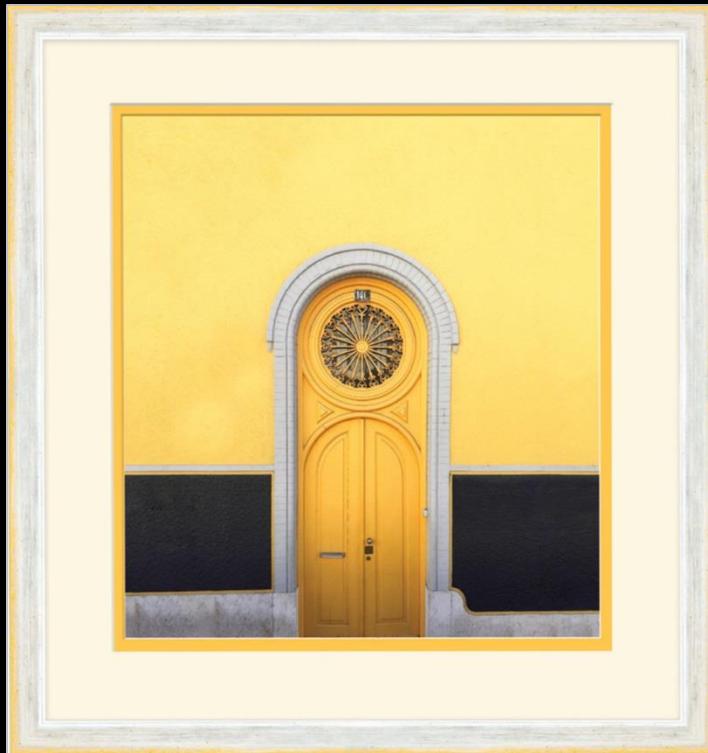
Bella Moulding

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.



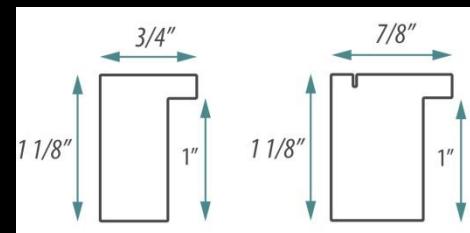
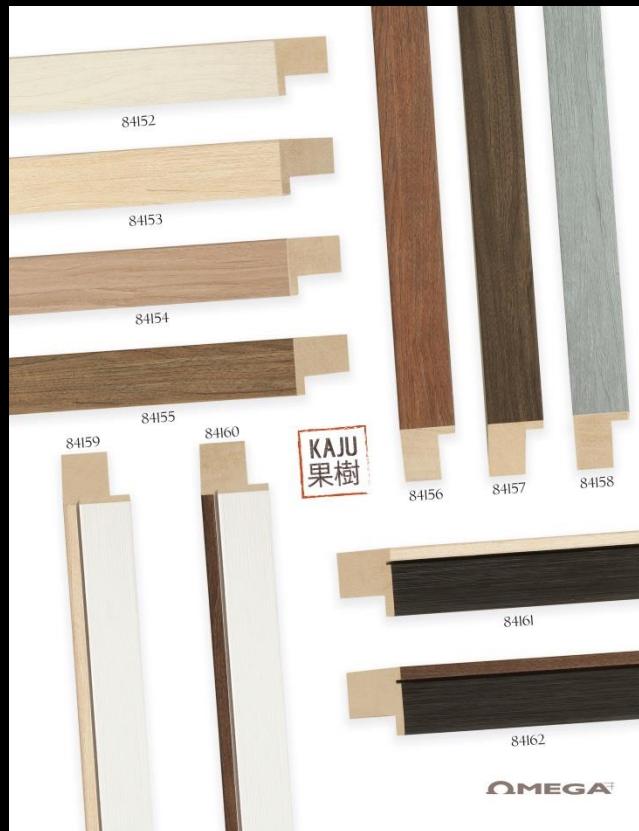
Omega Moulding

Bijoux is ideal for small works that need a touch of color accent with hammered texture, 5/8" x 1"



Omega Moulding

Kaju is an even, smooth textured fruitwood in neutral tones and two profiles.



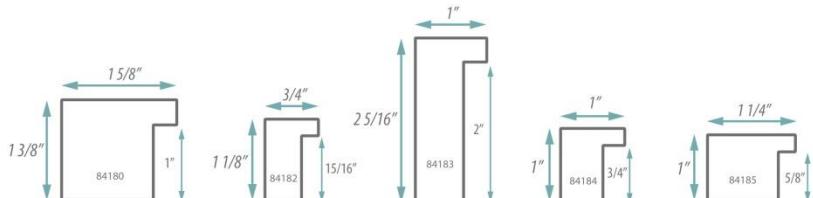
Omega Moulding



GLOW★

Glow is a collection of five profiles showcasing a modernized gold palette. Gold has made a comeback in interior design, rebooted by softer tones and finishes such as satin gold, etched brass and champagne hues. Ornamentation is left behind for simple shapes to allow the warmth and beauty of gold to be the accent on its own. These geometric profiles, paired with the soft brilliance of the finish present many new picture framing solutions for todays market.

Glow features a 2" shadowbox moulding (84183), ideal for three-dimensional projects and Omega FloatMates. Profiles 84180 and 84182 feature rabbet depths that accommodate works on canvas, textiles, and more.



Côte d'Azur offers painted, distressed, rustic neutrals in six colors, single square profile 11/16" x 11/16".

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 2020

Mastering Mounting: Sensitive Items

Tuesday, 9:00-11:30pm

Mastering Mounting: Creative Mounting

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

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

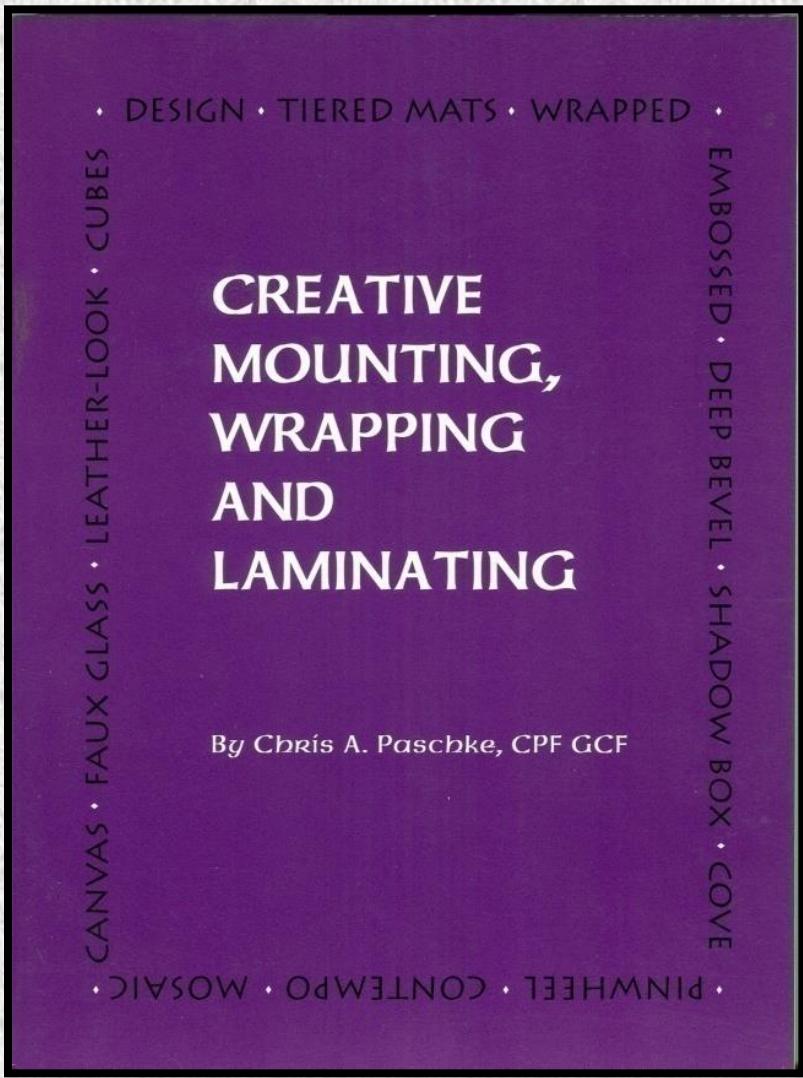
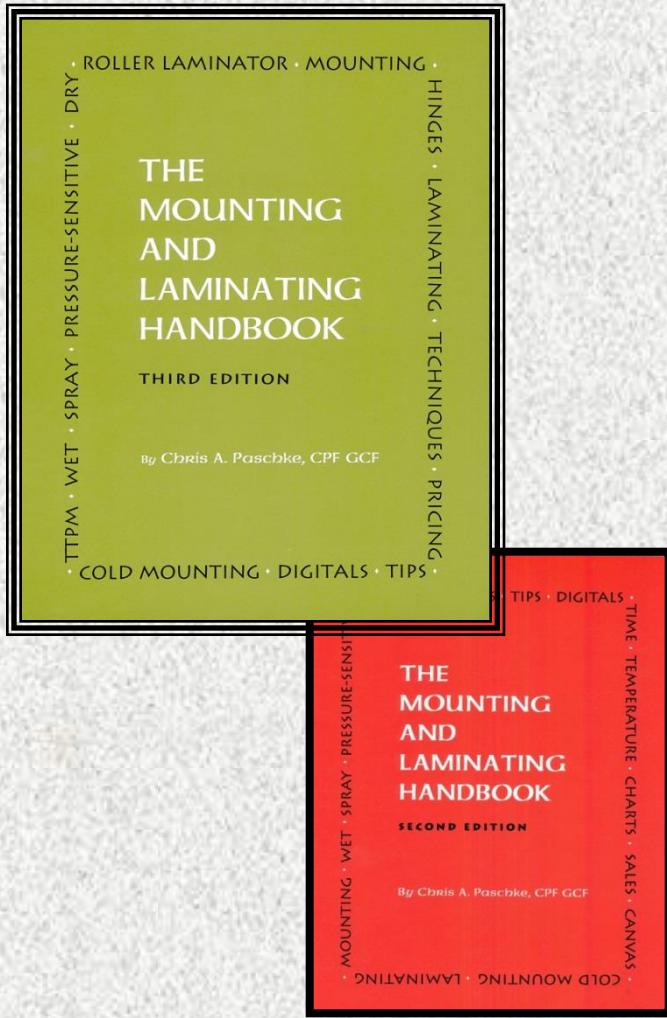
Mastering Mounting: Challenging Items

Wednesday, 9:30-12:00pm

Paschke Online Article Archive and Reference Library

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

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





Chris A Paschke, CPF GCF CMG
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