PROPER SPELLING

THE SCIENCE OF COLOUR

THE ULTIMATE WEB DESIGNER • BRAD HUSSEY

These colour schemes enhance the message

COLOUR

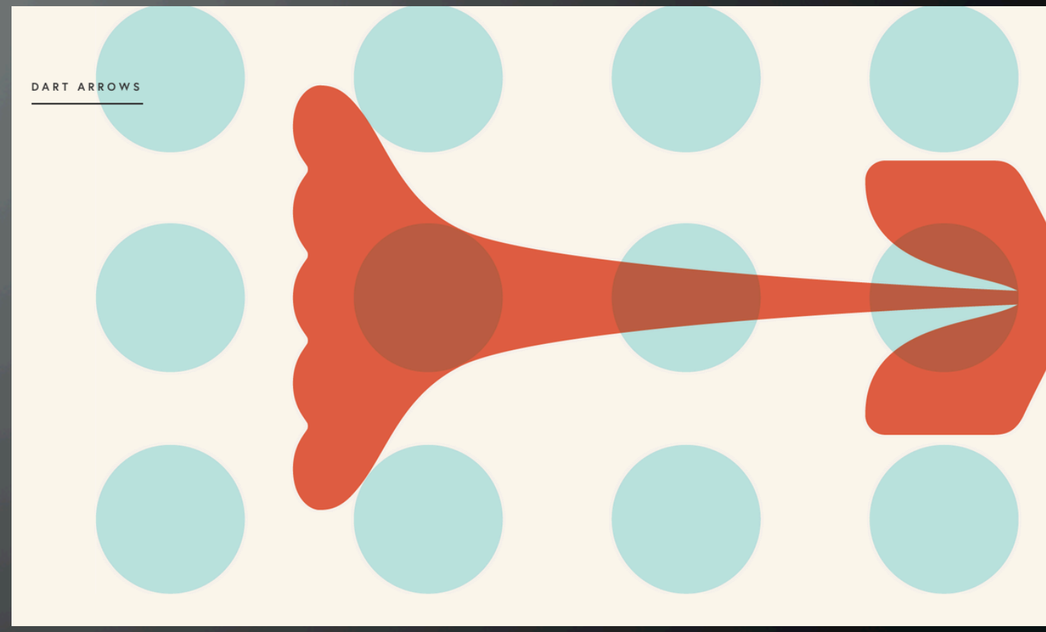
Can convey a mood, or a feeling

The words *frilly* and *freaky* conjure different feelings and colour palettes

COLOUR

Designers use colour to emphasize an object or message

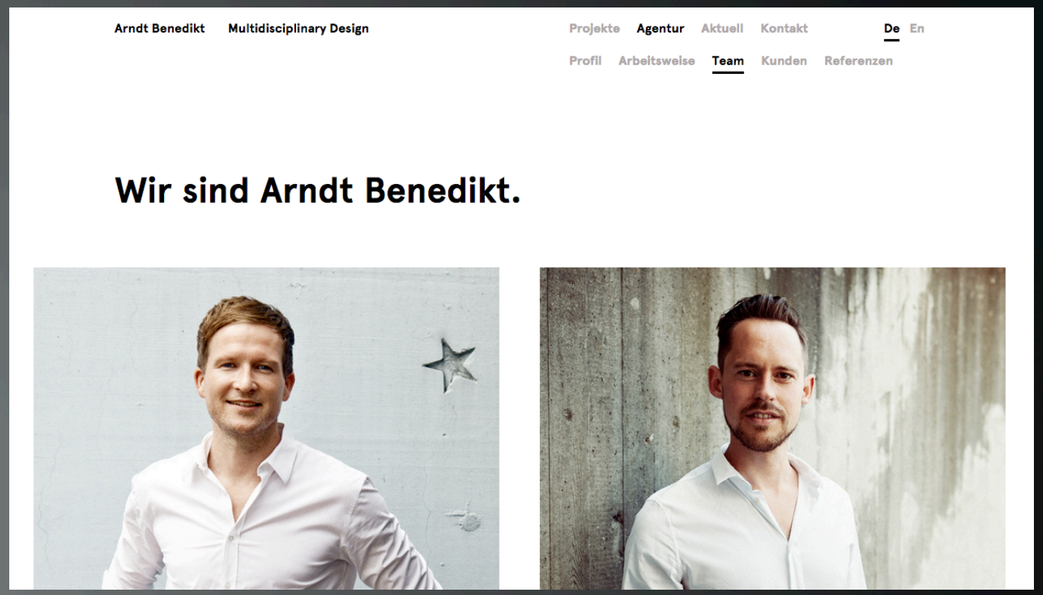
They also use colour to de-emphasize objects



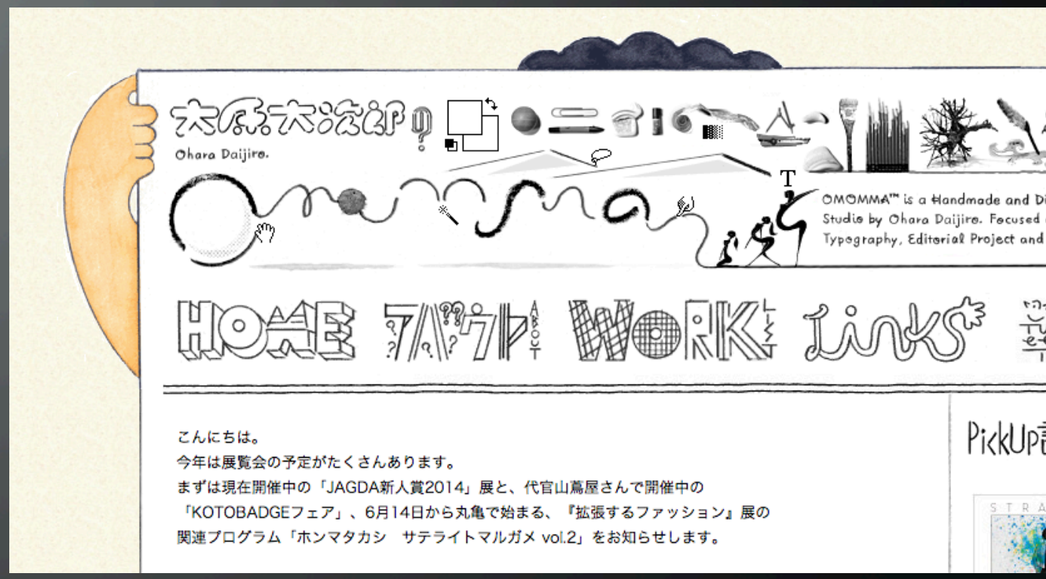
COLOUR

Different cultures perceive the meaning of colour differently

German website



Japanese website



COLOUR WHEEL

Sir Isaac Newton discovered that a prism separates light into a wide spectrum of colours

COLOUR WHEEL

We can see which colours sit near each other

This has allowed us to establish an official vocabulary for colour schemes

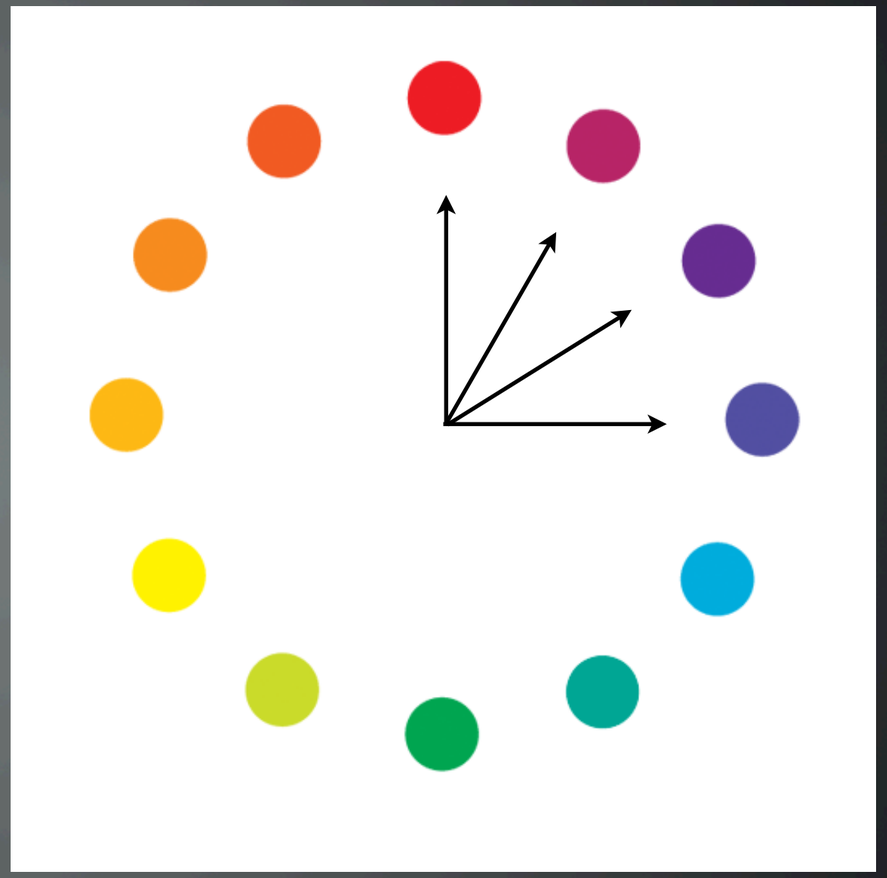
ANALOGOUS

Next to each other on the colour wheel

Similar temperature

Minimal contrast

Dissonant

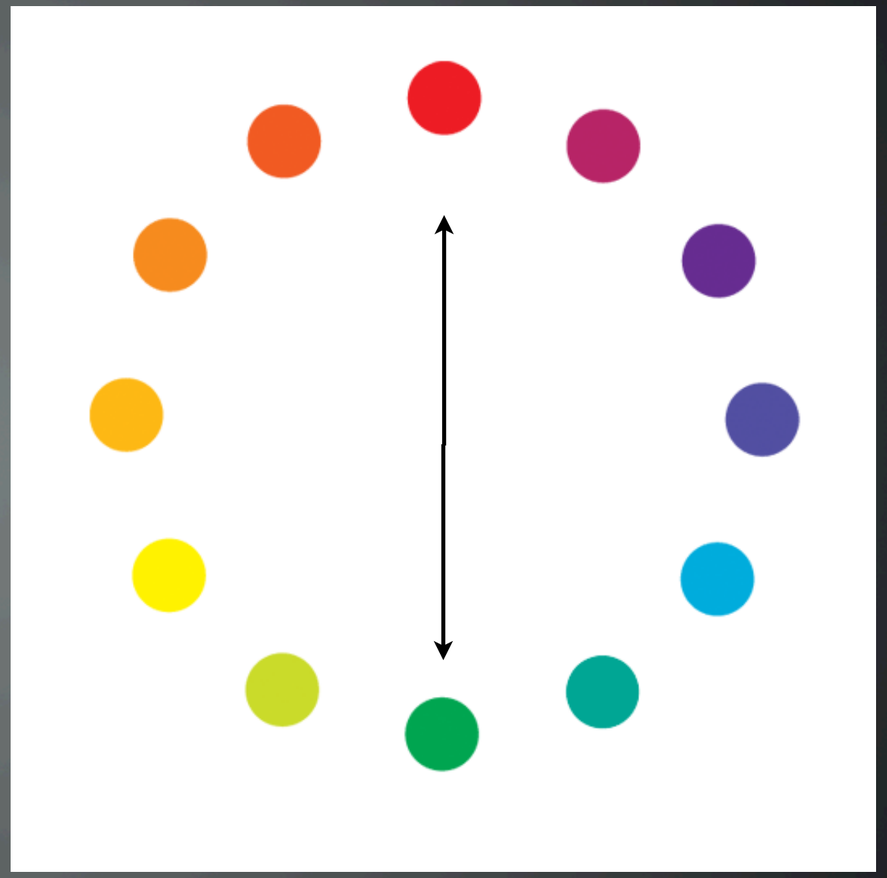


COMPLEMENTARY

Opposites on the wheel

Opposing temperatures

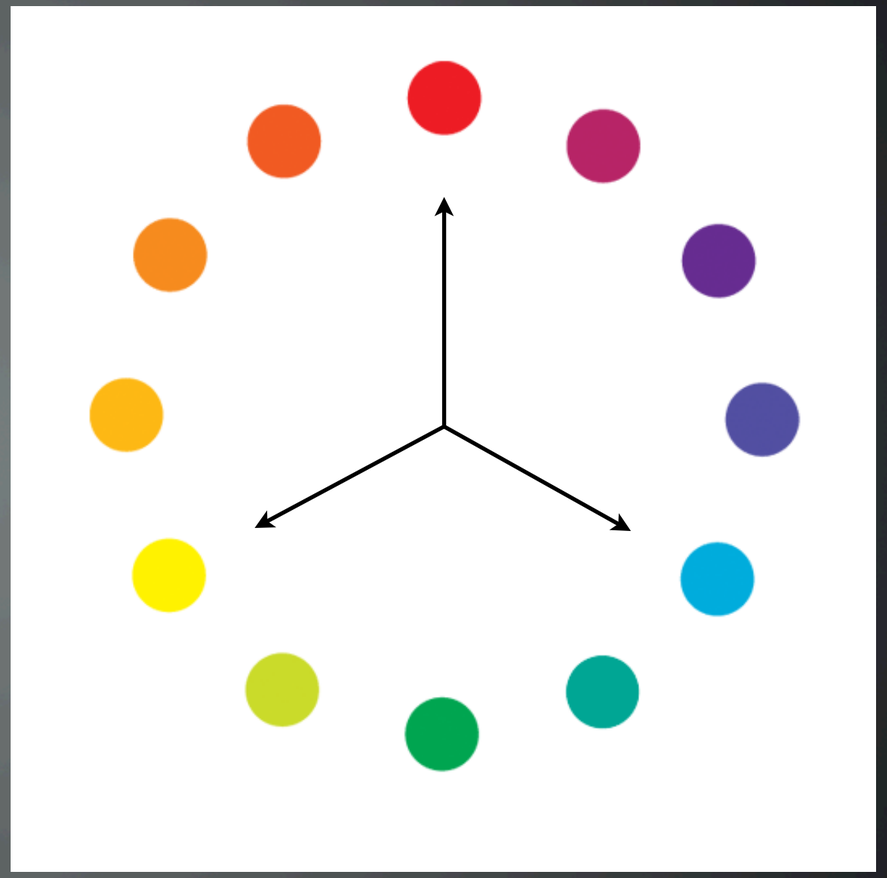
Creates a different mood than an analogous scheme



PRIMARY COLOURS

Red, blue and yellow

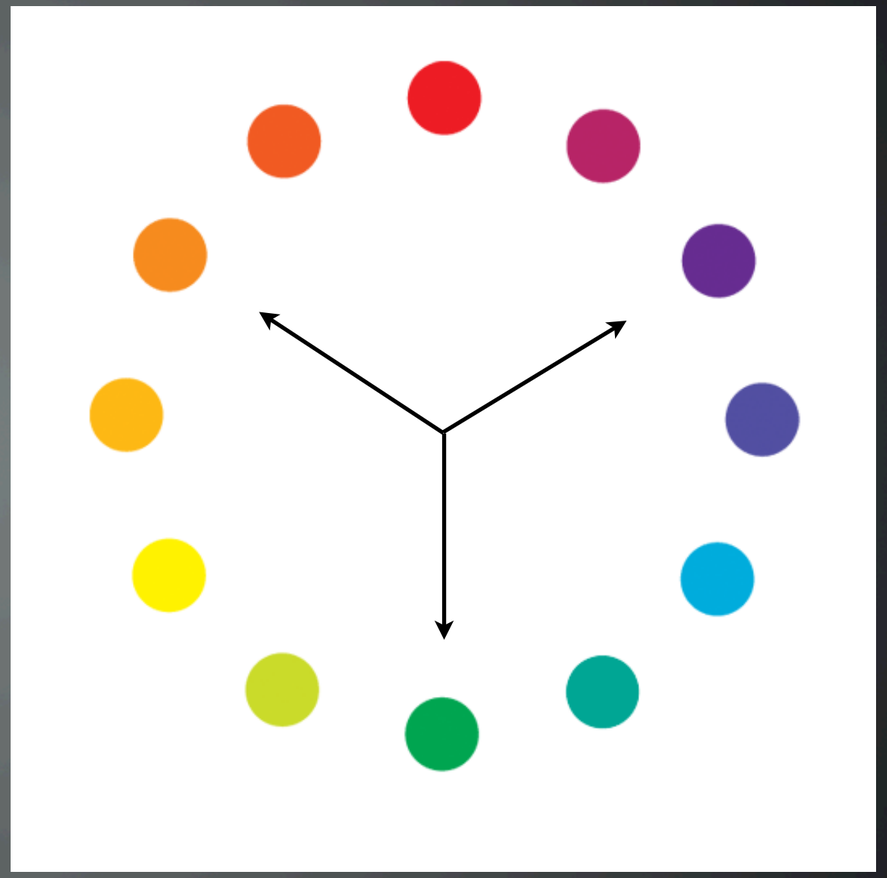
Pure unmixed colours



SECONDARY COLOURS

Orange, purple and green

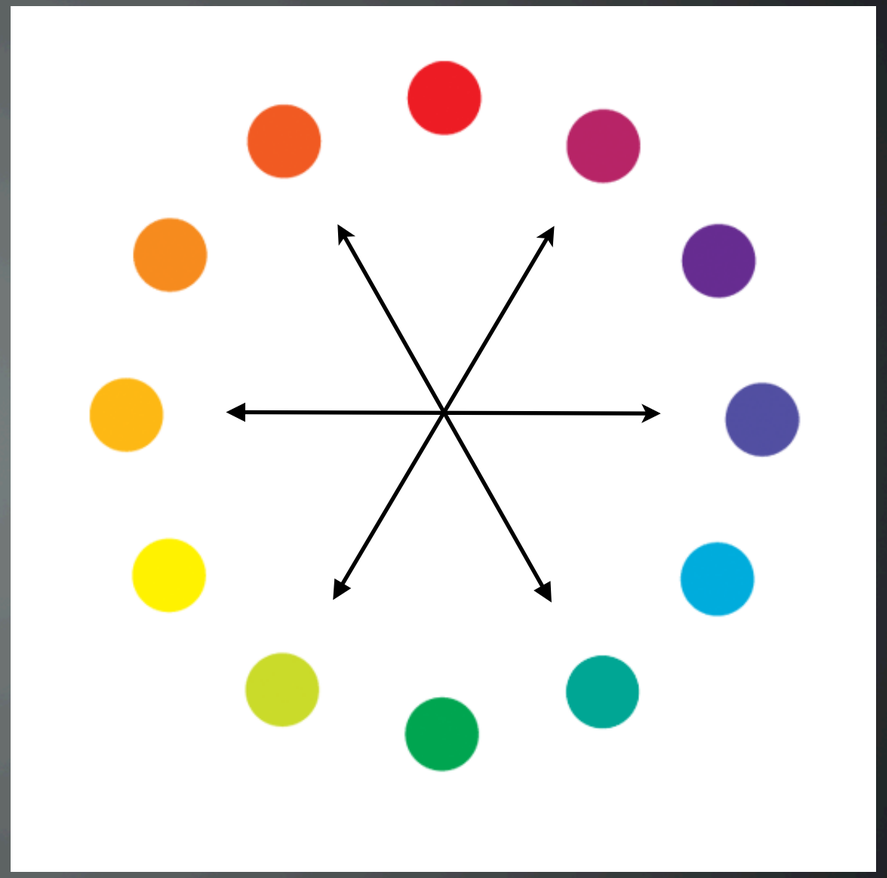
Made of 2 primary colours mixed together



TERTIARY COLOURS

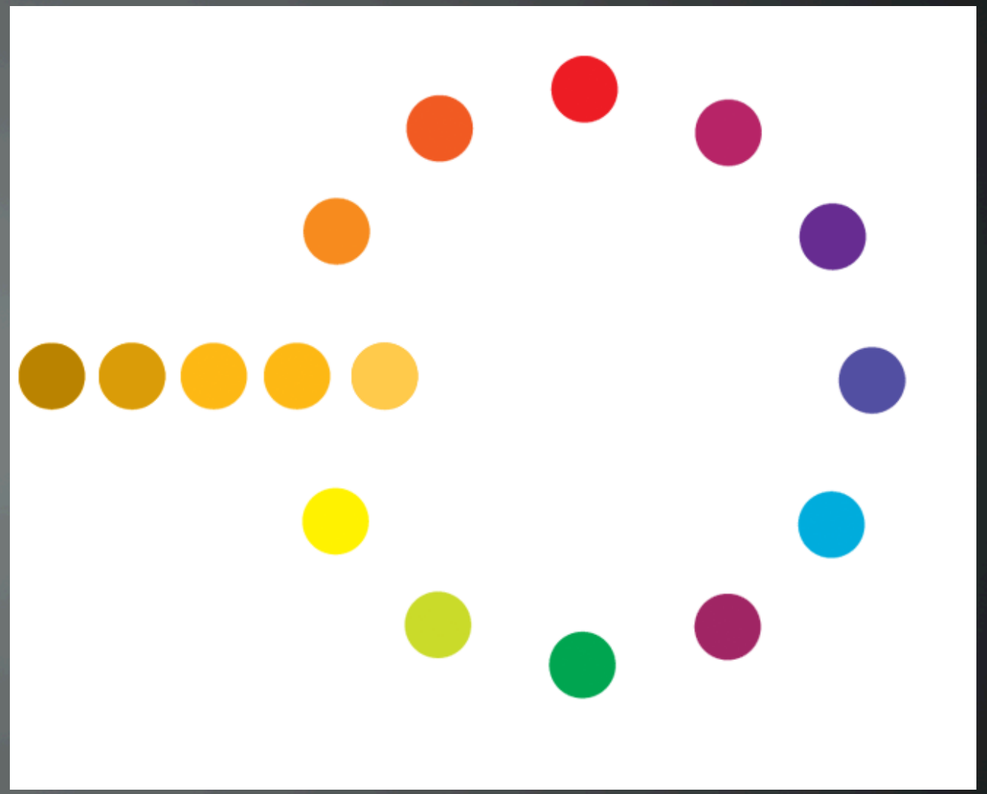
Red-Orange, Red-Violet, Blue-Violet, Blue-Green, Yellow-Green, Yellow-Orange

Made of 1 primary & 1 secondary mixed together

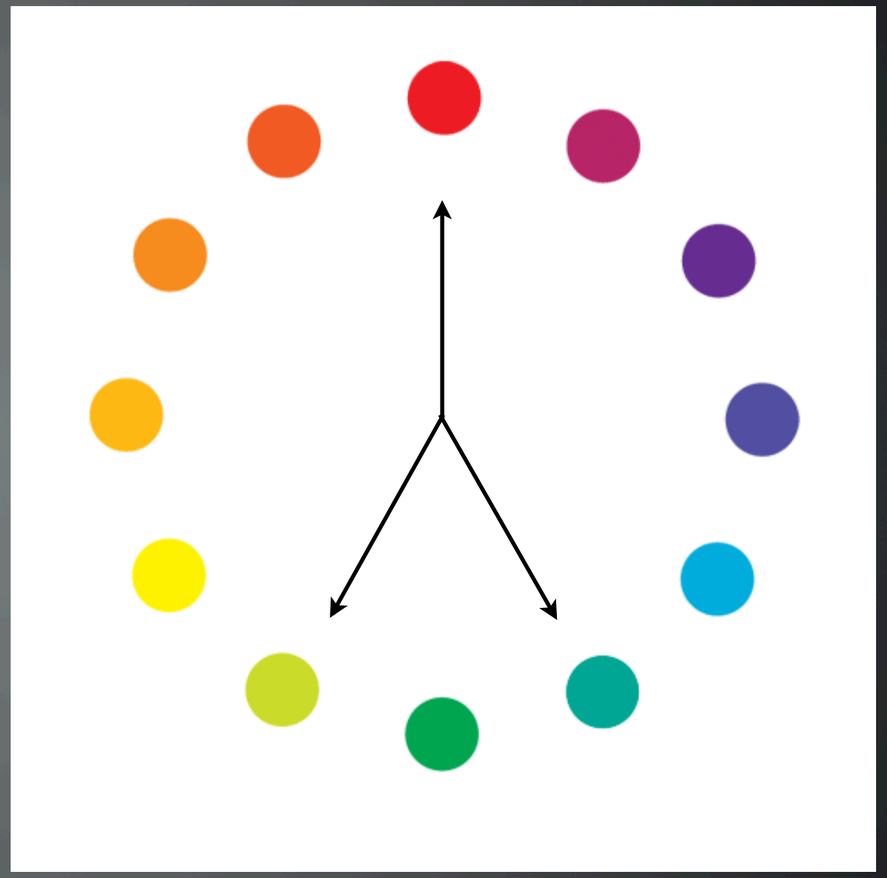


MONOCHROMATIC

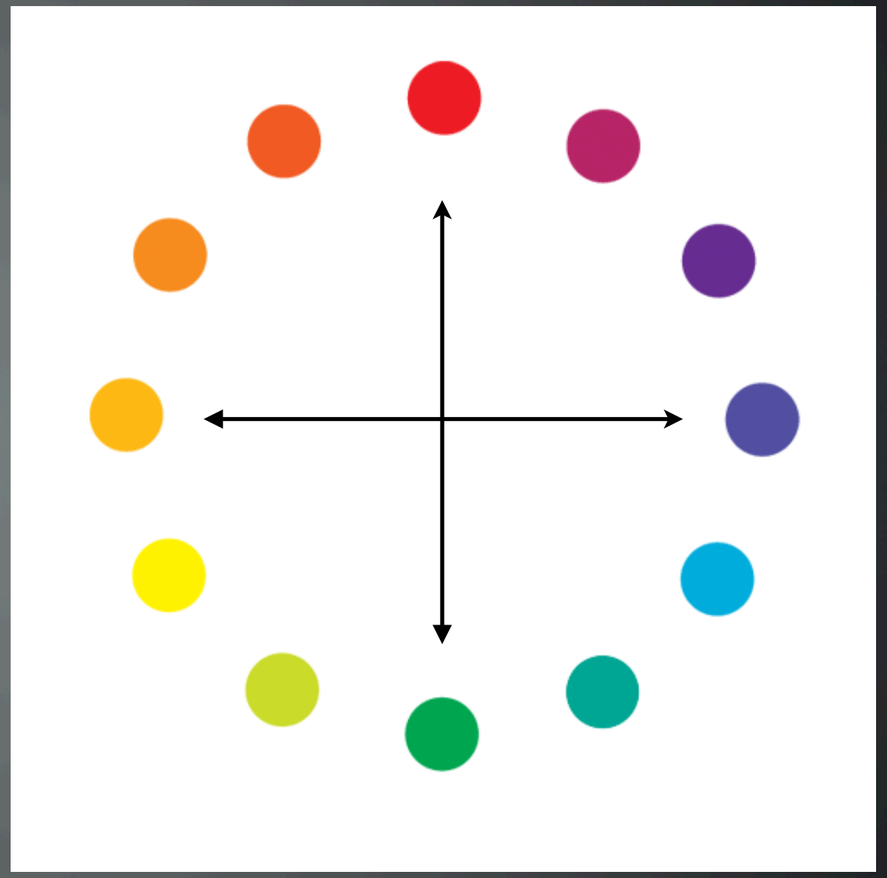
Varying shades and hues of a single colour



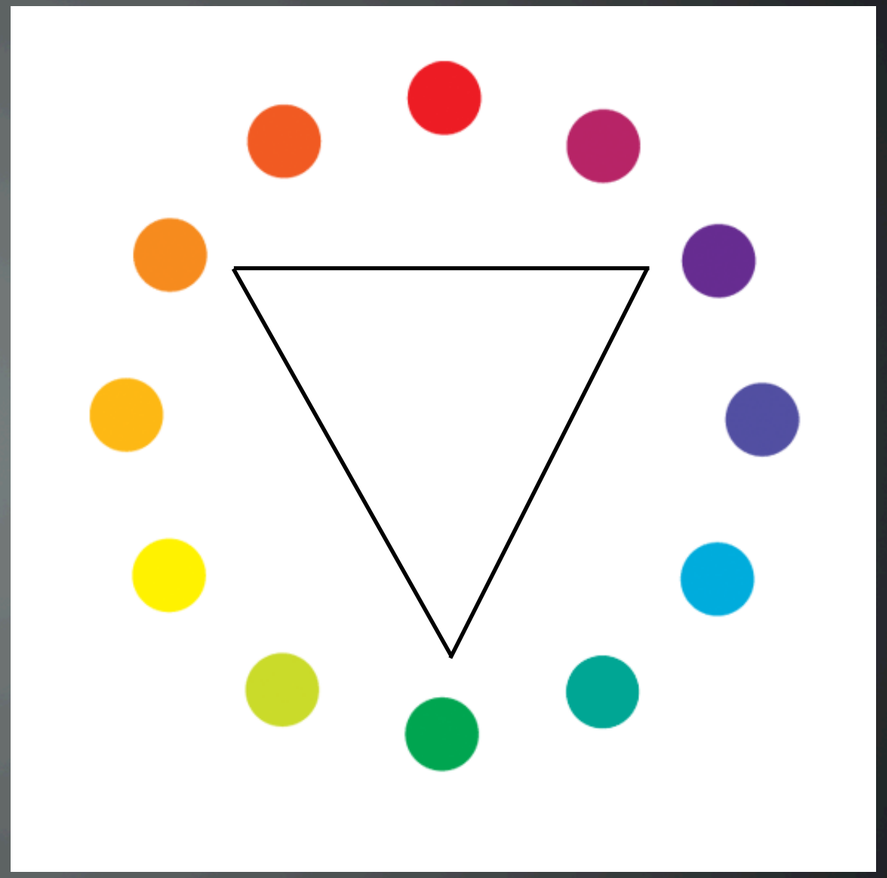
SPLIT COMPLEMENTARY



DOUBLE COMPLEMENTARY



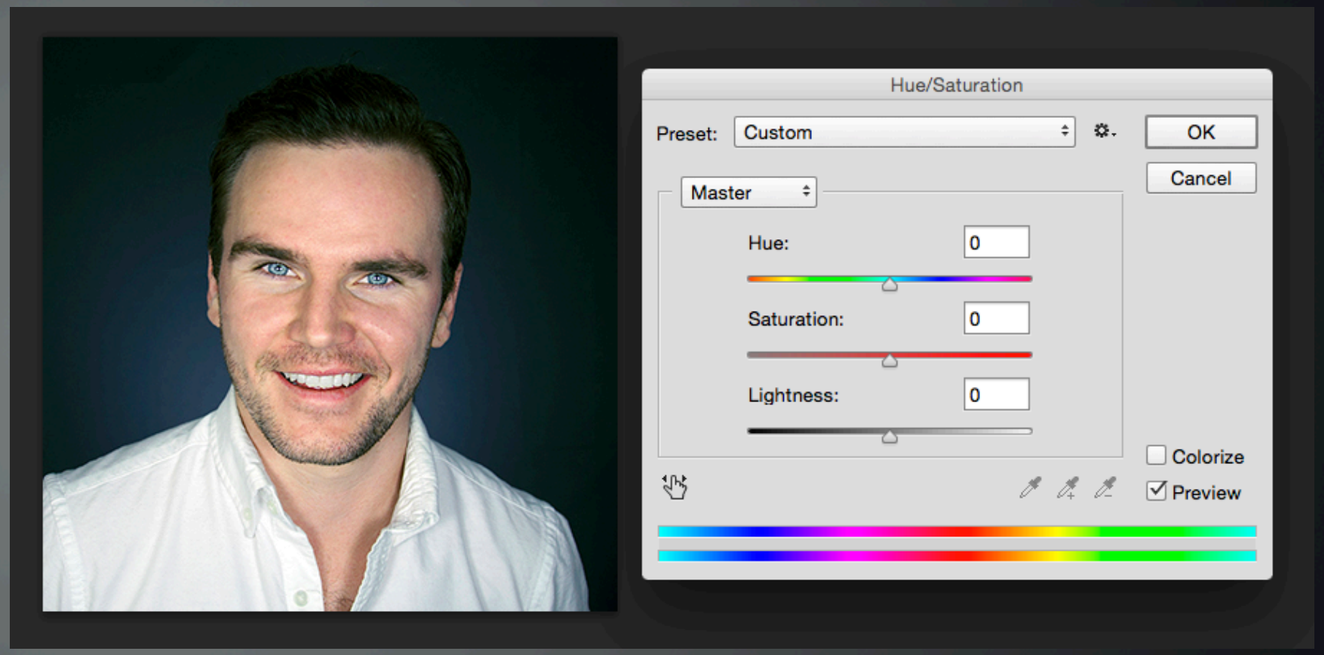
TRIADIC



HUE

One of the main properties of colour

Where a colour sits on the spectrum, or colour wheel



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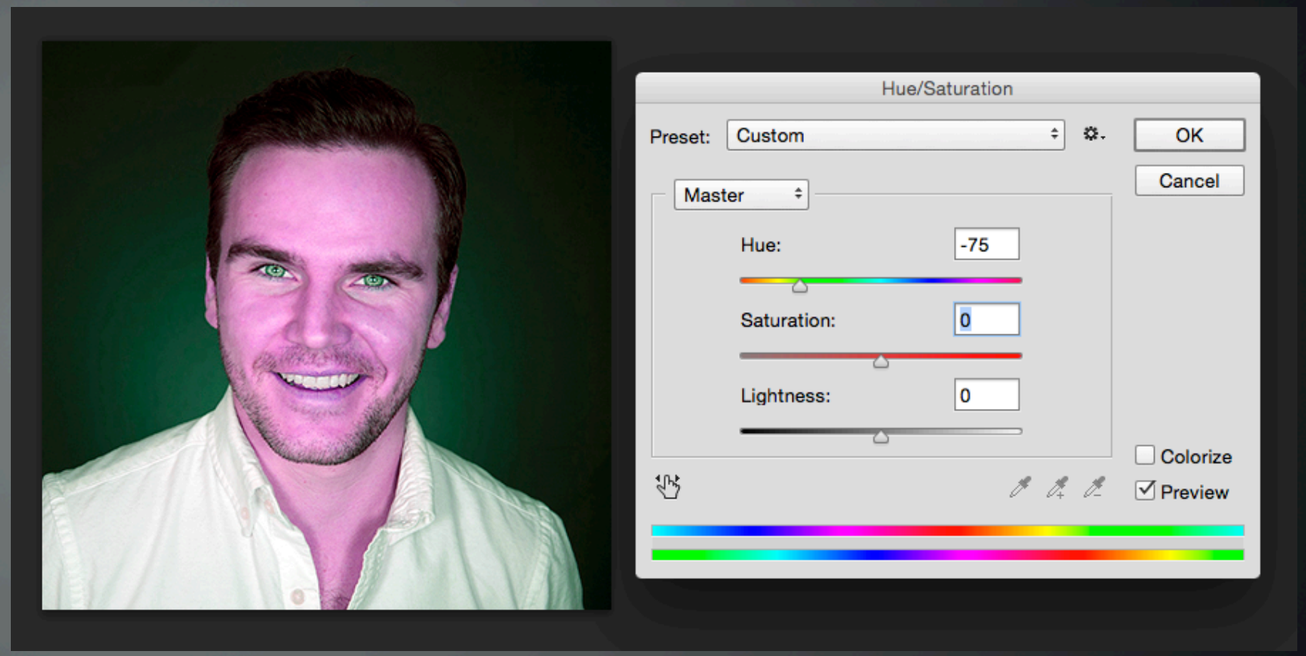

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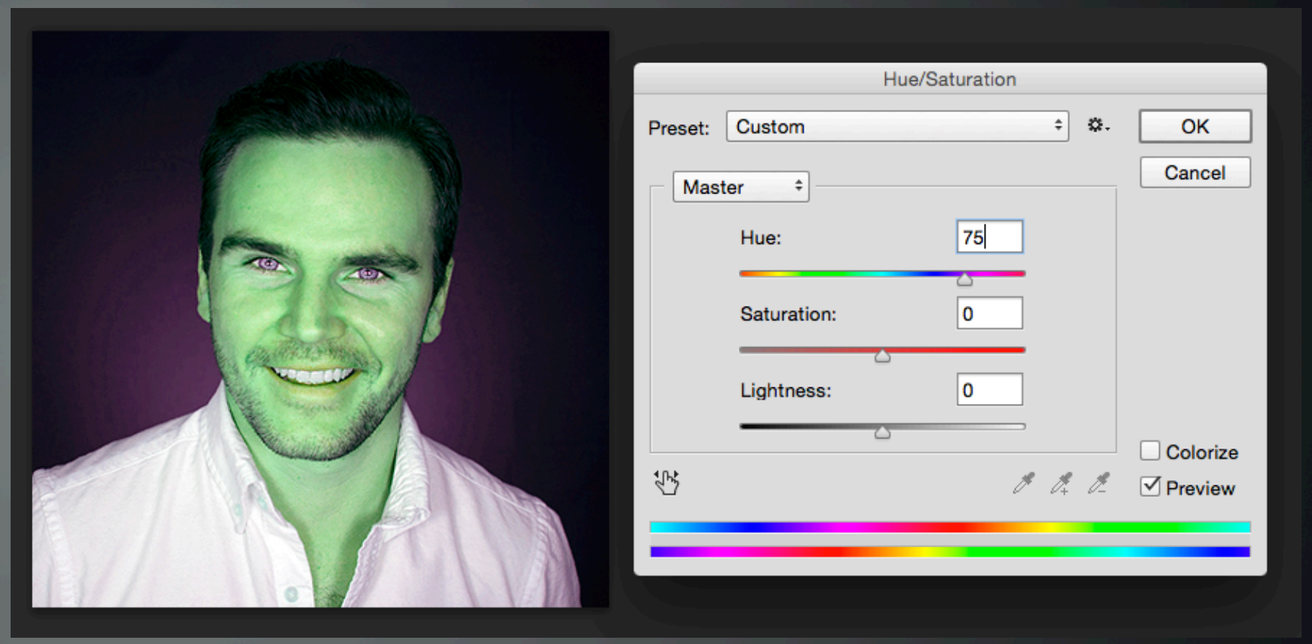
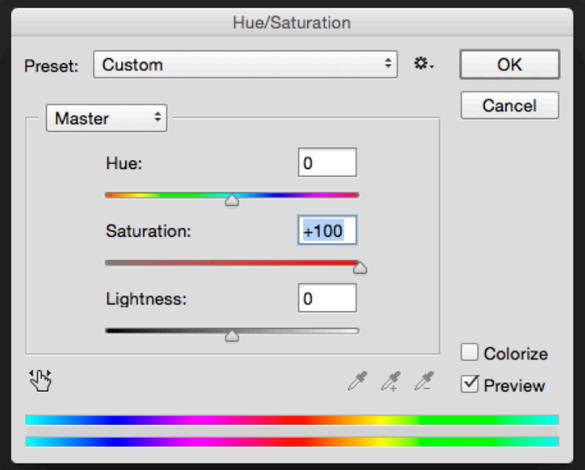
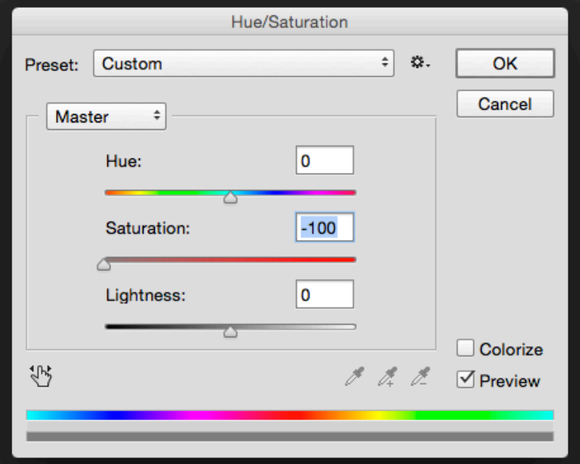


SATURATION

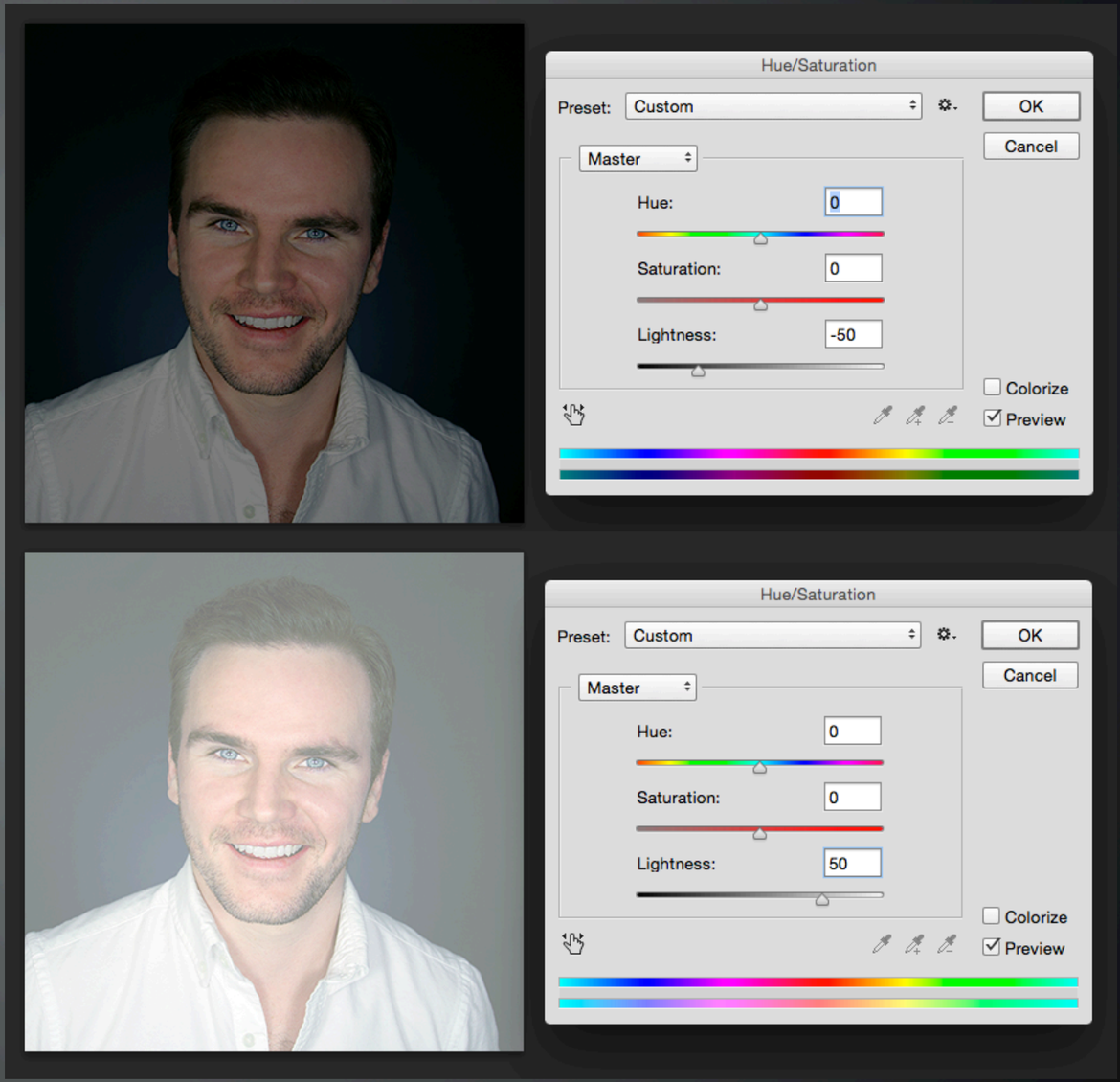
How colourful a photo is, or is not





BRIGHTNESS
aka LIGHTNESS

How much light is added to, or removed from, a photo



COLOUR MODELS

SCREEN

RGB **Red Green Blue**
Hexadecimal **HTML (#1A1F2B)**
HSB **Hue Saturation Brightness**

PRINT

CMYK **Cyan Magenta Yellow Key (black)**
Pantone **Custom Ink (Pantone Inc. is a leading authority on colour)**

GENERAL GUIDELINES FOR CREATING A COLOUR PALETTE

1) Know the purpose & message
2) Review the colour basics
3) Choose a dominant colour
4) Choose an accent colour(s)
5) Experiment with different shades & hues
6) Keep it simple, limit colours
7) Record your colour palette for reference

GREAT WORK! MOVING ON.

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