UGWD 1905 UNIT => I

1

Element of Design

① Visual Precepotion => visual prelepotion is the ability to perceive our surroundings through the light that enters our eyes. The visual prelepotion of colors, patterns and structures has been of particular interest in relation to graphical user interfaces (GUIS) because these are prereceived exclusively through vision.

Art => Art is a highly diverse range of human activities which create visual, auditory or performed artifacts – artworks – that express the author's imaginative or technical skill, and these are intended to be appreciated for their beauty or emotional power.

② Critical thinking is the ability to thinking clearly and rationally, understanding the logical connection between ideas. Critical thinking is the congnitive activities you use to process information, solve problems, make decisions and create new ideas. You use your thinking skills when you try to make sense of experiences, organize information, make connections, ask questions, make plans or delide what to do.

① 2D animation ⇒ 2D implies that the object is two dimensional. 2D animation comprises of character or object only in height and width. 2D animation is all about the frames. Object are created by traditional method. It price is less comparison to 3D animation. It is widely used in advertisement, cartoon making etc.

Two-dimensional art refers to any form of visual arts that exsists in two dimensions. 2D artforms can include drawings, paintings, prints and photographs. This group does not include 3D artworks such as sculptures, istallations and 3D paintings.

② Preception ⇒ Preception is the process through which the information from outside environment is selected, received, organized and interpreted to make it meaningful.

According to S.P. Robbins " The process by which individuals organize and interpret their sensory impressions in order to give meaningful to their environments."

There are 5 main elements of Preception which are — touch, sight, sound, smell and taste.

Q Phenomenology ⇒ Phenomenology is the study of "Phenomena"; appearances of things, as they appear in our experience, or the ways we experience things, thus the meanings things have in our experience. Phenomenology studies conscious experience as experienced from the subjective or first person point of view.

Q "The Purpose of phenomenological approach is to illuminate the specific, to identify phenomena through how they are perceived by the actors in a situation".

Q Design ⇒ A design is a plan or specification for the construction of an object or system or for the implementation of an activity or process or the result of that plan or specification in the form of a prototype, product or process. The verb to design expresses the process of developing a design.

Design

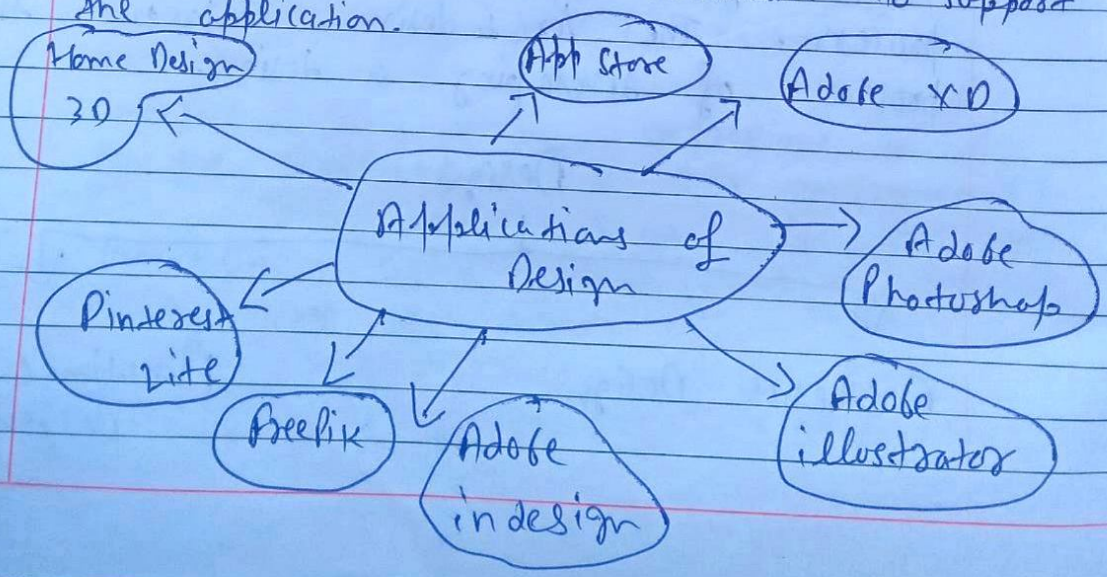
Aesthetics Design

Functional Design

Q Aesthetics Design => Aesthetics is a core design principle that defines a design's pleasing qualities. In visual terms, aesthetics includes factors such as balance, color, movement, pattern, scale, shape and visual weight.

Q Functional Design => Functional design means the process of formulating a unique design problem by mapping a set of customer needs to a set of customer needs to a set of functional requirements. In the context of product development, functional design is one of the most challenging but rewarding design activities.

Q The Application designer gathers requirements from business systems analysts and end users. The designer also determines which IT resources will be available to support the application.



Q The element of design are the fundamental aspects of any visual design which include shape, color, space, form, line, value and texture. Graphic designers use the elements of design to create an image that can convey a certain mood, draw the eye in a certain direction, or invoke a number of feelings.

1 Line ⇒ A path created by a moving point, mark or object. It is a dot that takes a walk. A line can...

———————— Straight

~~~~~~~~~~ Waved

. . . . . Dotted

/\/\/\/\/\/\/\/\/\/\ Zig ZAg

- - - - - - - - - - Dashed

ᴗᴗᴗᴗᴗᴗᴗᴗᴗᴗᴗᴗ Scallop

||||||||||||||||||||| Hashed

ᔕᔕᔕᔕᔕᔕᔕᔕᔕᔕᔕᔕ Jigsaw

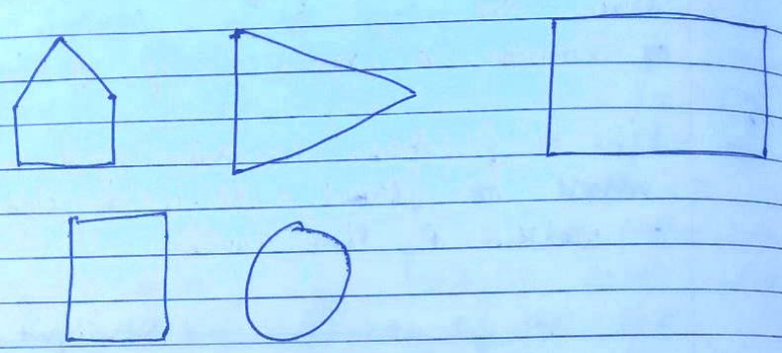
ℓℓℓℓℓℓℓℓℓℓℓℓℓℓ Lopped

ᔕᔕᔕᔕᔕᔕᔕᔕᔕᔕᔕᔕ Lightning
~~~~~~~~~~

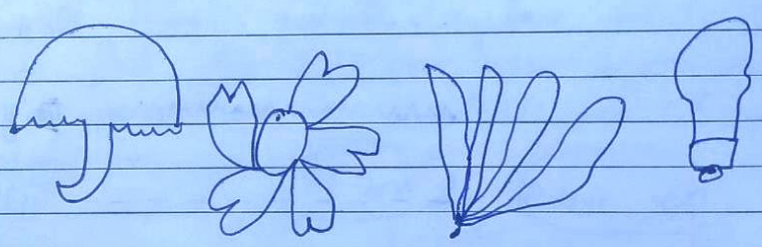
2

Shape ⇒ Shape is a flat area surrounded by edges or an outline. Examples of shapes could be geometric, organic/natural, regular or irregular.

Geometric Shapes



organic / natural Shape



3

Color ⇒ The element of art derived from reflected or absorbed light. Color adds interest and mood to a work of art. It is also referred to as "Hue".

→ yellow orange
yellow
yellow Green
Green
Blue Green
Blue
Blue- Violet
violet
Red- violet
Red
Red- orange
orange

Primary Colors in Painting

- yellow - Red - Blue

Primary Colors in light

- Red - Green - Blue

Secondary Colors

- orange - Green - Violet

Tertiary Colors

yellow green | yellow- orange | Blue- Green
Blue- Violet | Red- Violet | Red- orange

4

Texture ⇒ How something feels of looking like it would feel if you could touch it.

There are two kinds of texture.

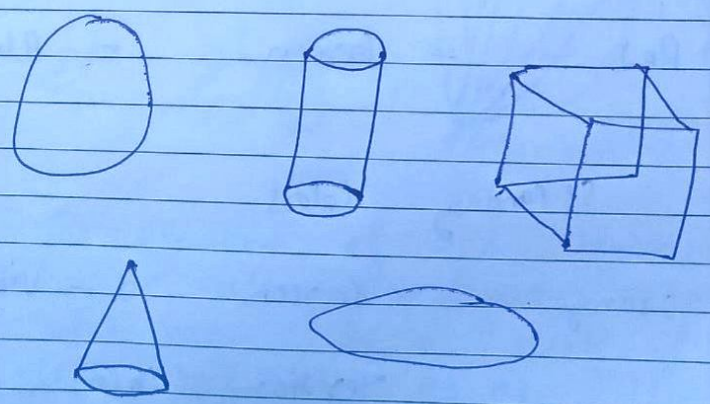
- Actual / Tactile texture ⇒ refers to the physical rendering or the real surface qualities we can notice by touching an object.

- visual texture ⇒ refers to an implied sense of texture that the artist creates through the use of various artistic elements such as line, shading or color.

5

Form ⇒ form is three-dimensional and encloses space. Like a shape, a form has length and width, but it also has depth.

forms are either geometric or free-form.

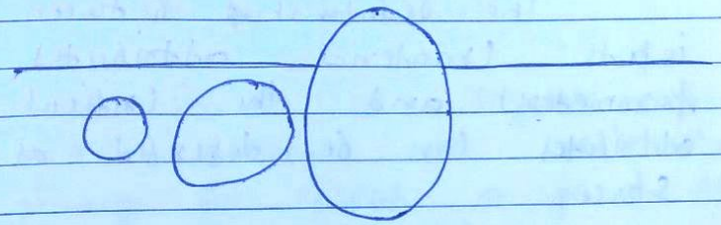


6

Value => The Value in art is a quality or a value of light and dark of a certain shade or tone.

7

Space => In terms of art, space is the area ground, above, and within an object.



Space

Negative Space | Positive Space

1. Positive Space => refers to the subject or areas of interest an artwork, such as the objects in a still life painting, or the trees in a landscape painting.

2. Negative Space => is the background or the area that surrounds the subject of the work.

Q Design space ⇒ The multidimensional combination and interaction of input variables (e.g. material attributes) and process parameters that have been demonstrated to provide assurance of quality. Working within the design space is not considered as a change.

" The relationship between the process inputs (material attributes and process parameters) and the critical quality attributes can be described as the design space.

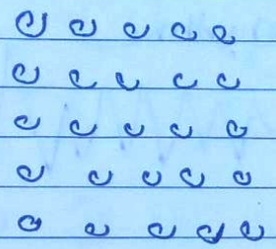
Concept of Design

① There are twelve basic principles of design: constrast, balance, emphasis, proportion, hierarchy, repetition, rhythem, pattern, white space, movement, variety and unity. These principles works together to create visually appealing and functional designs that make sense to users.

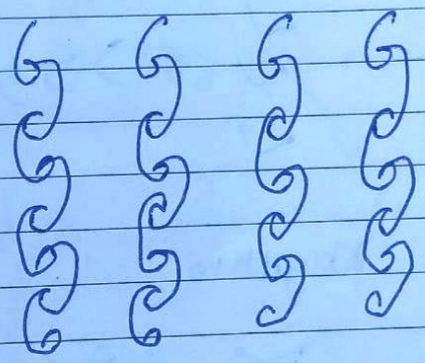
Date
Page

① Repetition ⇒ The principal of repetition means revising the single element again and again in your design.

e.g



② Pattern ⇒ Pattern is a regular arrangement of repeated object we create pattern by repeating one object or more than one object again and again.



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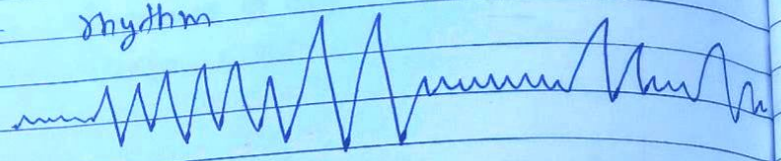
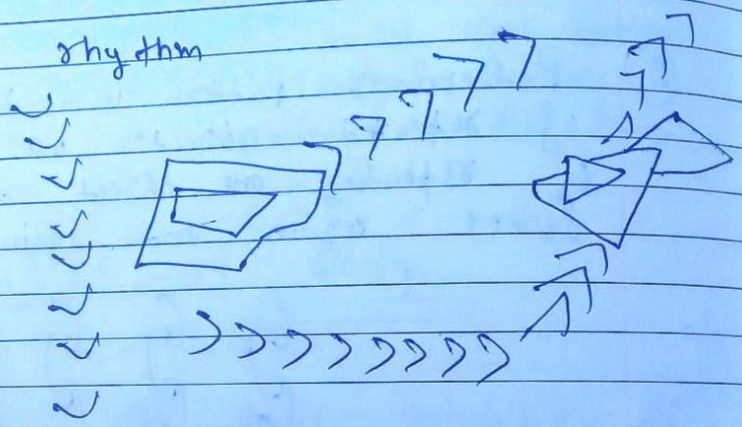
③ Rhythm ⇒ Rhythm is a irregular arrangement of repeated object we create rhythm by repeating one or more then one object with irregular rhythm intervals we create different type of rhythm.

1. Regular rhythm
2. Alternate rhythm
3. Progressive rhythm
4. Random rhythm
5. Flowing rhythm

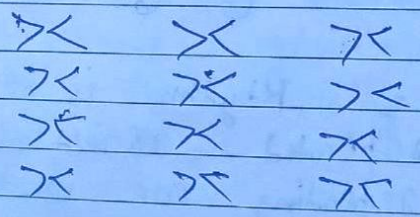
— Regular rhythm



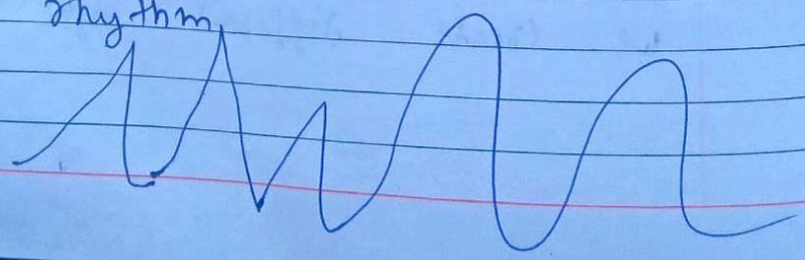
— Random rhythm



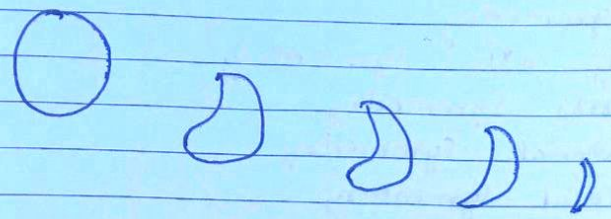
— Alternate rhythm



— Flowing rhythm

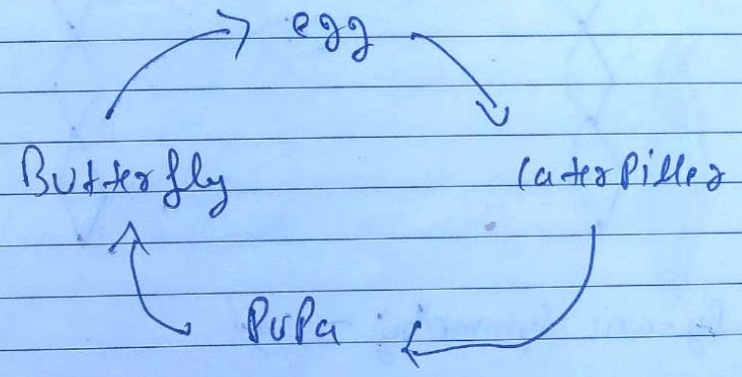


- Progressive rhythm -



(4) Movement => (1) We can create illusion of movement in our design by using the different technique.

-(2) We can control the eye movement of viewer and guide the ways were eyes automatically move throughout the design.



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(5) Balance => The balance is we distribute thing in the equal and proper amount.

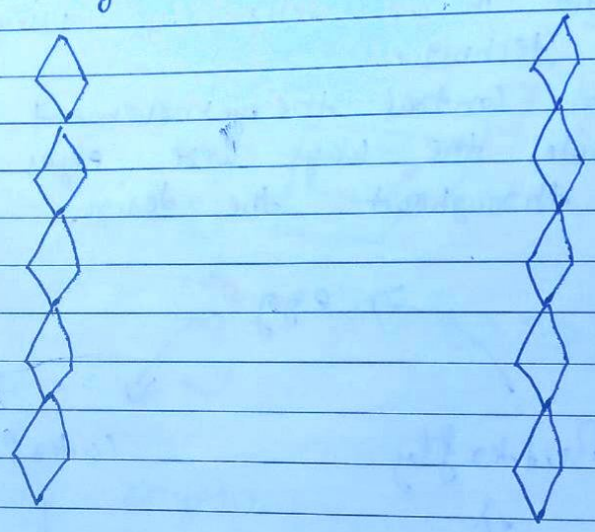
Balance

- Symmetrical Balance
- A Symmetrical Balance

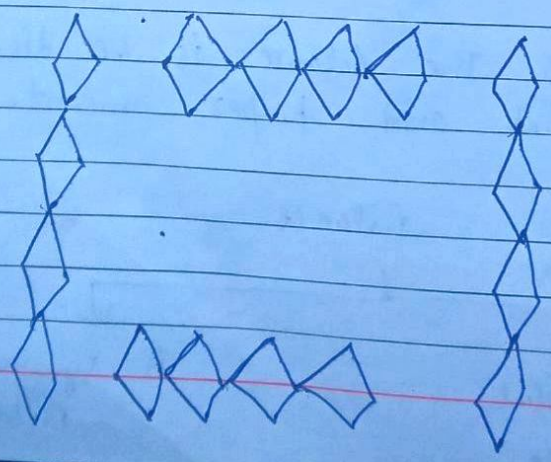
Symmetrical Balance

- Symmetry
- By- axis Symmetrly
- Mirror Symmetry
- Diagonal Symmetry
- Radial Symmetry

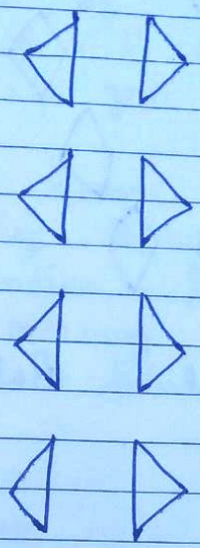
Symmetry -



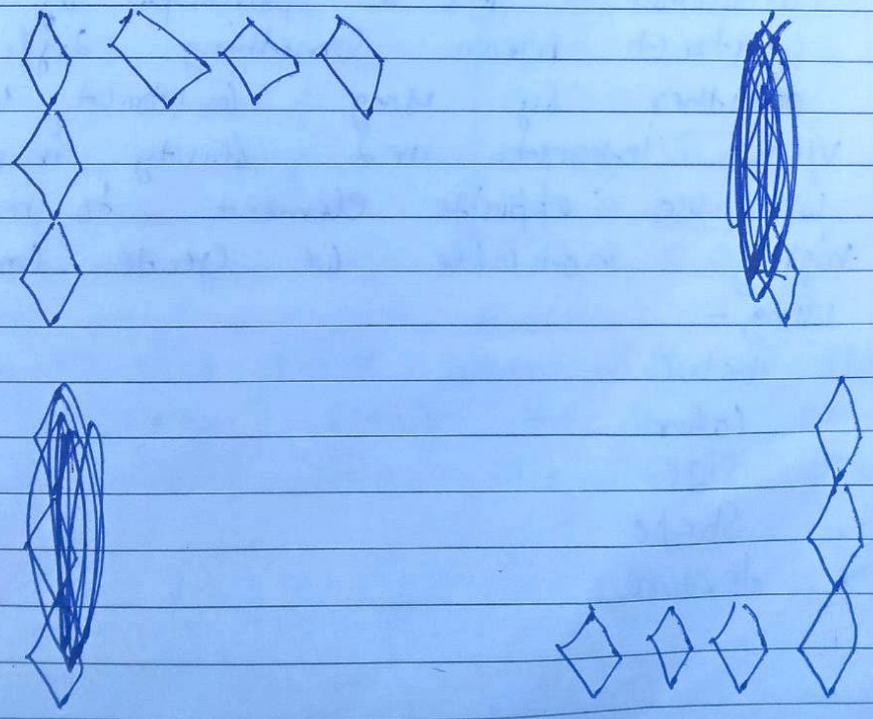
By-axis Symmetry -



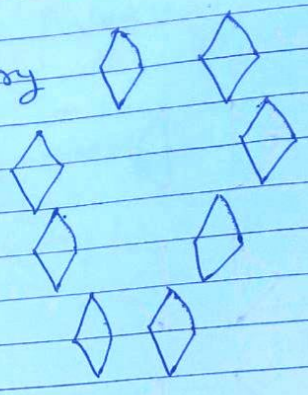
- Mirror Symmetry



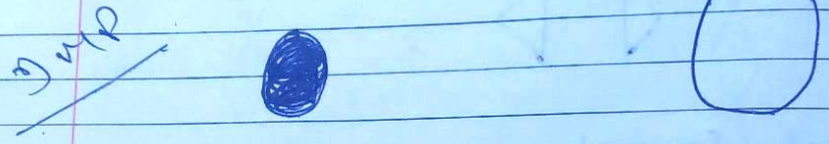
- Diagonal Symmetry



- Radial Symmetry



A - Symmetrical Balance



(6) Constrast ⇒ As a principal of design constrast mean something differenie from another by using constrast we create visual interest and beauty in our design we use opposite element to make constrast highly noticable we create constrast by using -

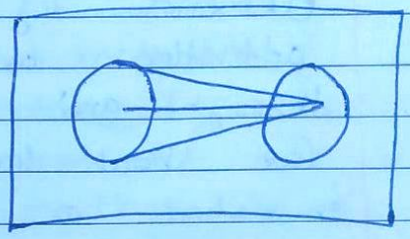
- Value
- Color
- Size
- Shape
- texture

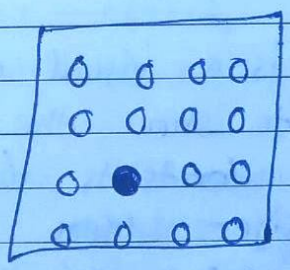
JMP

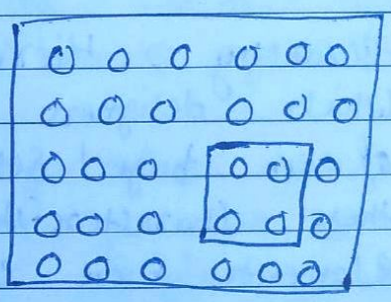
(7) Emphasis ⇒ When we talk about emphasis as a principal of design its draw the viewer attention to a specific parts and element of design we get this aim by using focal point.

Focal point is the areas of interest its not only capture but also hold the viewer attention focal point is very important and eye catching area of our design we create focal point by using

Constrast
isolation
Convergence
framing
add extra detail







JMP

(8) Unity ⇒ Unit exists when different elements of a design create the sense of wholeness more then the sum of its parts.

(9) Proportion => refers to the relationship between one part of the design and another part or to the whole design. It is a comparison of sizes, shapes and quantities. for eg. the relationship between the vertical and horizontal measurements of a wall hanging may be pleasing because the unequal lengths produce an interest constrast.

(10) Variety => Variety is the use of several elements of design to hold the viewer's attention and to guide the viewer eye through and around a work of art. Variety can show constrast. Variety can be found in nature or made.

(11) Hierarchy => Hierarchy is a visual design principal which designers use to show the importance of each page / screen's contents by manipulating these characteristics: size - users notice larger elements more easily. color - Bright colors typically attract more attention than muted ones.

(12) White space => White space is one of the 12 basic design principals and refers to any black or empty space surrounding all the other elements in a design composition. It is the space between text, images, buttons and other objects that a user can see on a page or a screen.

Visual elements => A visual elements is any characteristics that we can see, including line, shape, direction, size, texture, color and value. The design principals for using these elements include balance, gradation, repetition, constrast, harmony, dominance and unity.

Next => Page No. 5

Color measurements are a method of expressing the colors sensed by humans as values. Color measurements are related to illumination, spectral characteristics of the object, and the spectral sensitivity characteristics of the human eye.

- Primary Colors => Primary colors are those you can't create by combining two or more other colors together. They're a lot like prime numbers. Which can't be created by multiplying two other numbers together.

  There are three primary colors –

- Red
- Yellow
- Blue

Think of primary colors as your parent colors, anchoring your design in a general color scheme. Any one or combination of these colors can give you band guardrails when you move to explore other shades, tones and tints.

- Secondary color ⇒ are the colors that are formed by combining any two of the three primary colors. Check out the color theory model above - see how each secondary color is supported by two of the three primary colors !

  Here are the general rules of secondary color creation :-

- Red + yellow = orange
- Blue + Red = Purple
- Yellow + Blue = Green

  Keep in mind that the color mixtures above only work if you use the purest of each primary color.

- Tertiary color ⇒ Tertiary colors are created when you mix a primary color with a secondary color.

  From here, color gets a little more complicated, and if you want to

learn how that experts choose color in their design, you've got to first understand all the other components of colors.

The most important component of tertiary colors is that not every primary color can match with a secondary color to create a tertiary color.

- Red + Purple => Red-purple (magenta)
- Red + orange => Red-orange (vermillion)
- Blue + Purple => Blue-purple (Violet)
- Blue + Green => Blue-Green (teal)
- Yellow + orang => Yellow-orange (amber)
- Yellow + Green => Yellow-Green (Chartreuse)

Q. Color character is kind of what it sounds like - A color that represents who are you. Certain colors are associated with certain traits, inclinations and emotions and based on how you answer a few simple questions, your personal color character can be revealed through a personality quiz.

Following representation are universal in the case of emotion:-

Red: Passion, Love, Anger

~~Anger : Orange~~

Green: New, Beginnings, Nature, Abundance

Yellow: Happiness, Hope, Deceit

orange => Energy, Happiness, Vitatity.

Unit => 2

Composition in Contrast : In composition, contrast is a rhetorical strategy and method of organization in which a writer identifies the differences between two peoples, places, ideas or things. on the sentence level, on type of contrast is anithesis.

→ Contrast, as it pertains to imagery, is the difference between the brightest brights, the whitest whites, the darkest darks, and the blackest blacks. If there are more visible details in an image, then it's considered low contrast. If there are less visible details, then its high contrast.

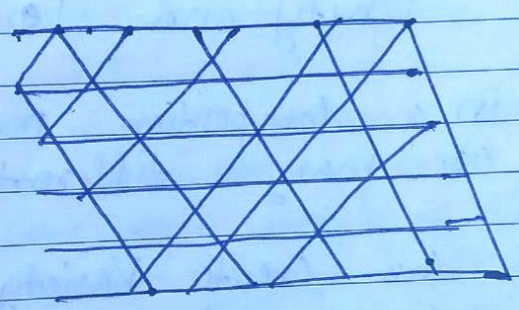
→ Positive composition refers to the subject or areas of interest is an artwork, such as a person's face or figure in a portrait, the objects in a still life painting, or the trees in a landscape painting.

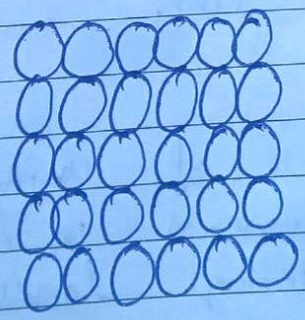
Negative space is the background or the area that surrounds the subject of the work.

→ Tessellation ⇒ Tessellation is created when a shape is repeated over and over again covering a plane without any gaps or overlaps. Another word for a Tessellation is a tiling.

These shapes do not all need to be the same, but the pattern should repeat. Tiles used in Tessellation can be used for measuring distances. once students know what the length is of the sides of the different tiles, they could use the information to measures distances. The tiles could be used to talk about perimeter.

e.g. ⟹





Q Transformation ⇒ Transformation design is a human-centered, inter disciplinary process that seeks to create desirable and sustainable changes in behaviour and form of individuals, systems and organizations. It is a multi-stage iterative process of applying design principles to large and complex systems.

Q Alteration ⇒ An alteration is a modification made to a document by physical, chemical or mechanical means including, but not limited to, obliterations, additions, overwritings or erasures.

Unity and Variety

- Variety in a composition means that there are many different visual elements.

  We can create variety by changing the direction, width, length, curve or texture of a line.

- Unity

  The principle of unity arranges the different elements in a composition so that everything looks complete and tied together.

- we can create unity in 5 ways

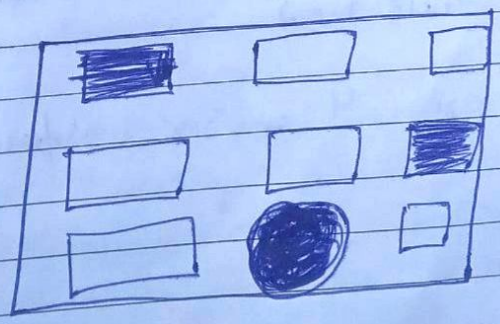
1. Proximity (Placing element close together)
2. Continuation (A shape or background that connects different elements together)
3. Repetition (similir elements or items that are used several times)
4. Alignment
5. color

elements that are lined up in a straight row

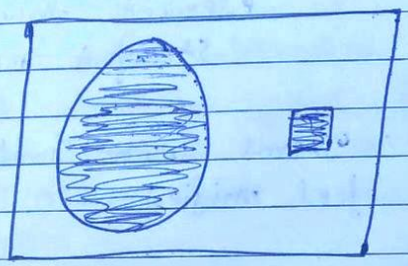
items with similar colors will help a page feel unified.

Elaboration ⇒ Elaboration is the use of greater detail to achieve a desired effect.

Dominance ⇒ The dominant element in a design is the one with the greatest visual weight (or the one that everything else points to). It's the element that attracts the eye first, more than anything else on the page.



-> Compare any two elements in a design. Either the elements will be equal in every way or one will exert some level of dominance over the other. The more dominant element will attract the eye and get noticed first. The more dominant element will seem to exert force on what" around it.



Color and Composition => Color is one of the most important elements of a composition, be it painting, photography, film or 3D rendering. Color plays a critical role in our everyday life. Color can ~~say~~ sway thinking, change actions, and cause reactions. Color can attract any individuals attention or change their mood.

There are 4 major aspects of any color-

- Hue
- Saturation
- Value
- Temperature

Q Hue is an important property of color that describes the actual color in the color wheel.

Q Saturation defines how intense or pure the color is in the color wheel. The presence of saturated hue / color in the composition gives a vivid and pure look to an image, thereby making the image more dynamic.
However, excessive usage of high saturated colors in any composition may be confusing as each saturated color would complete with other for dominance.

Q The value of color determines how light or dark the color is in its shade. The aspect of color is used extensively to depict the spatial form of an object.
Value is used to guide a viewer's eye and create emphasis in a composition or design. A color's lightness or darkness may vary based on the color values present around it and its background.

Q The temperature of a color is concerned, certain colors are generally associated with warmth and other with colds colors like red, orange and yellow are warm colors while blue, green and violet are cold.

The higher the presence of red in a color, the more would be its appeal as a warm color. on the other hand, addition of blue will make color appear as a cooler one. Warm colors tend to appear in the foreground of an image while colors receded into the background.

Q Harmony ⇒ Harmony is the visually satisfying effect of combining similar or related elements. Harmony is a painting or design helps bring out unity. All harmony add no contrast. however, can be monotonous. A balance must be struck between areas of harmony and areas of contrast.

UNIT ⇒ 3

Q Centre of interest ⇒ A centre of interest is the part of the picture which attracts the mind. A focal point is that area of a picture that attracts the eye. The centre of interest acts as an "attention getter". It commands the viewer's curiosity or mental concentration, and it's the part of the picture that we find naturally fascinating and want to know more about. Examples of centers of interest are eyes and faces the human figure, animal, letters, numbers

and symbols, and man-made objects. When we see an image for the first time, our attention is naturally drawn to these items.

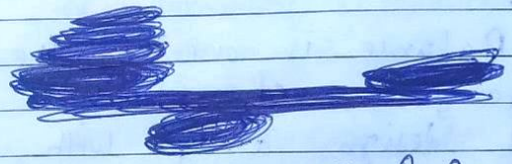
Balance ⇒ Balance is defined as the equal distribution of visual weight in a composition. All the elements (line, shape, color etc). in that composition looks stable or have a feeling of balance.

Balance is one of the principles of organization of structural elements of art and design along with unity, proportion, emphasis and rhythm. When observed in general terms balance refers to the equilibrium of different elements.

→ Asymmetrical balance occurs when you have different visual images on either side of a design, and yet the image still seems balanced. To be considered asymmetrical, a design needs to have unequal visual weight on either side, but those unequal visual needs to balance each other.

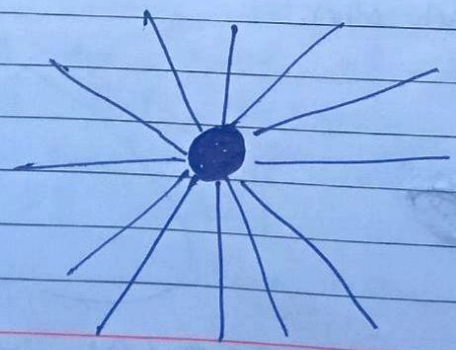
ASYMMETRICAL BALANCE

Q Informal balance ⇒ Informal balance occurs when dissimilar elements balance each other out on each side of the frame. The size of each element can be ~~irrevant~~. irrelevant, but more often than not it's better to have a larger element justaposed with a similar element or elements to make a good compition.



INFORMAL BALANCE

Q Radial Balance ⇒ Radial Balance is a symmetry in several Directions. Visual elements are arranged around a central point in the composition, like the spokes on a bicycle wheel. Often, radially balance designs are circular. Other shapes lend themselves to radial balance as well - squares, hexagons, octagons, stars etc.



Text => A text is any object that can be "read", wheather this object is a work of literature, a street sign, an arrangement of buildings on a city block, or styles of clothing. In simple words we can say that, a text is "a collection of words or letters that are understable by the reader."

~~Types of Text~~

~~Exp.~~

Typography is the art of arranging letters and text in a way that makes the copy legible, clear and visually appealing to the reader. It involves font style, appearance and structure, which aims to elicit certain emotions and convey specific messages. In short, typography is what brings the next to life.

Typography is a visual component of the written word. A text is a

sequence of words.

Typography is everywhere we look. It's in the books we read, on the website we visit, even in everyday life - on street signs, bumber stikers and product packaging.

Simply put, typography in the style or appearance of text. It can also refer to the art of working with text - something you probably do all the time if you create documents or other projects for work, school or yourself.

Some common types of fonts that we use in Typography are:-

1. Serif fonts => Because of their classic look, they're good choice for more traditional projects. They're also common in print publications, like magazines and newspapers.

2. Sans serif fonts => Sans serif fonts don't have that extra stroke - hence the name, which is french for without serif.

UNIT ⇒ 4

COLOR WHEEL :-

Q Primary Color ⇒ Primary colors are of three types. Yellow, blue and red. The three colors cannot be created by mixing other colors. Primary colors can be combined to make secondary colors. Theoretically, if you mix yellow, blue and red a color of black shall be obtained.

Q Secondary Color ⇒ These are colors combinations created by the equal mixture of two primary colors. On the color wheel, secondary colors are located between primary colors. According to the traditional color wheel, red and yellow make orange, red and blue make purple, and blue and yellow make green. If using an RGB color wheel, there's another set of secondary colors called additives: blue and green produce cyan, blue and red make magenta, and blue and yellow make green.

Q Tertiary Color ⇒ Tertiary color are the mixture of two secondary colors. We know secondary colors are: organge, green and

purple. Somewhere along the line, the intermediate and tertiary colors have become the same, but they are not.

From here, color gets a little more complicated, and if you want to learn that experts choose color in their design, you've got to first understand all the other components of colors. The most important component of tertiary color is that not every primary color can match with a secondary color to create a tertiary color.

e.g. Red + Purple ⇒ Magenta
Red + orange ⇒ vermillion
Blue + ~~violet~~ Purple ⇒ Violet
Blue + Green ⇒ Teal
Yellow + orange ⇒ Amber
Yellow + Green ⇒ Chartreuse

Q TINT ⇒ In color theory, a tint is a mixture of a color with white, which increases lightness, while a shade is a mixture with black, which increases darkness. Both processes alter the resulting color mixture's relative saturation. A tone is produced either by mixing a color with grey, or by both tinting and shading.

A tint is ~~something~~ Sometimes also called Pastel. But to be precise, color theory defines a True tint as any Hue or mixture of pure colors with only white added.

A tint lightens the color, but it does not make it brighter. Even though the color may appear brighter, in actual fact is not. In other words, it remains exactly the Same color, only a paler version. Furthermore, even a Small amount of white added to a color, transforms it into a tint.

To Create a true tint, simply add white to any individual color on the color wheel or any of those pure colors mixed together.

When you mix white with any color, be careful and mix extremely gradually. For example, Bright red can very quickly turn into an ugly Pink which you don't like.

Q Shades ⇒ Color theory defines, a true Shade as any Pure hue or mixture of pure colors with only black added. In other words, it contains no white or Gray.

A Shade darkens the color. It remains the Same Hue only a darken

version. As has been noted above, even a small amount of white or gray added to a color, transforms it into a tone.

Therefore, a shade can range from slightly darker than your original color, all the way to nearly Black with barely any of the color mixed in. Adding Black will create a more intense color. So for example, if you're painting your home, if you want to create a welcoming and relaxing atmosphere, you may want to avoid shades of colors. e.g. Maroon is a shade of Red and Navy is a shade of Blue.

Shades can range from medium to very dark colors, depending on the amount of dark pigment, black, added to the original color. Black should always be added with caution because it can easily become overpowering. Increasing the contrast will also produce a deeper shade of a color.

(8) Hue => The hue is what we call in color theory a pure pigment. This means that it's a pure color without the addition of any tint or shade. Like tint and shade, the hue is one of the major properties of color theory.

Hue is also a more complicated ~~subject~~ concept. It's always viewed in the context of red, green, blue or yellow. Put another way, hue is the degree to which visual stimulus can be regarded as either similar or dissimilar to stimulus that's colored red, green, blue or yellow.

Neutral colors (white, grey and black) are never called hues. That's because a hue is always a reference to the preeminent color family of any specific color that's being viewed.

Hue is also the starting point of the color that our eyes see. There are six primary and secondary color, of which hue is one. This means that the hue is the underlying base color of any mixture you'le ever see.

The primary colors are:-

1. Yellow
2. Red
3. Blue

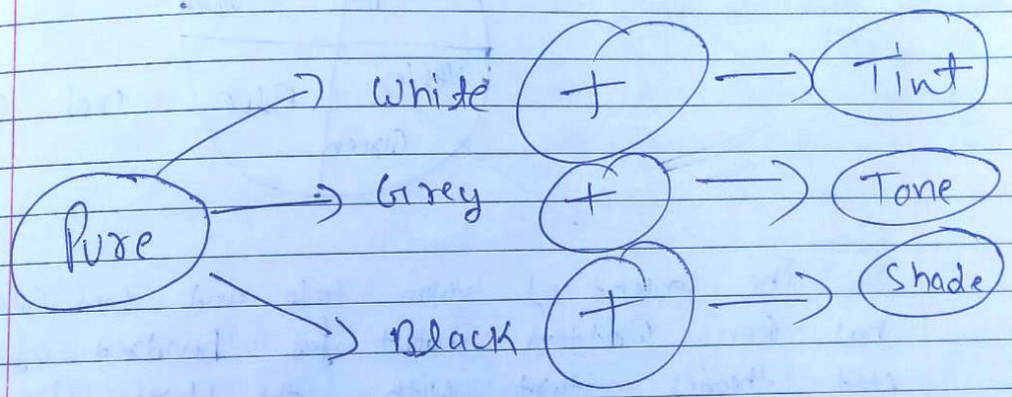
The Secondary Color are :-

1. Orange
2. Purple
3. Green

Any Color on the Colour Wheel is a hue. The hue is one of the major aspects of Color theory and is always viewed in the context of six primary Color: red, orange, yellow, green, blue and violet. Even when Colors are blended from secondary or tertiary Colors, there is always only one hue. It is the underlying base Color of a mixture.

2. Tone => Tones are made by adding gray to a hue. A pure gray that consists only of black and white. A paler gray with more white will result in a lighter Color Tone, and a darker grey with more black added with produce a darker tone. Mixing a Color with grey will tone down (pun intended) the intensity and brilliance of the original Color hue. In art and design, toned Colors are generally preceived as subtle and sophisticated; if the amount of added gray is too excessive, the Color can appear dull and lifeless.

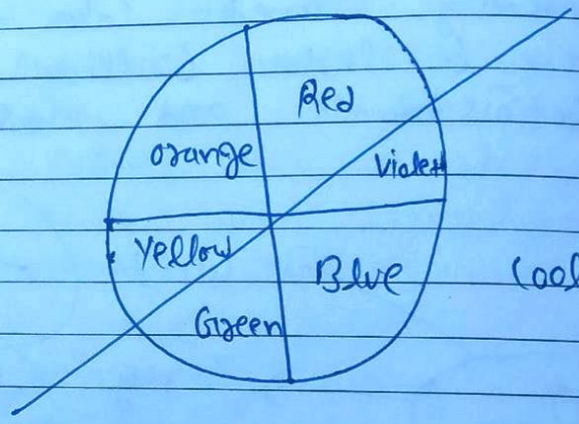
Tone is a hue or mixture of pure colors to which only pure gray is added. Adding grey to a color will make the intensity much duller. Beware of mixing too much grey into a hue as it can become over-dulled and virtually impossible to restore the brilliance. The tone of a color will reduce its intensity. Toned color are often considered to be less brilliant, but also more sophisticated and usually pleasing.



Warm and Cool Colors

The color wheel consists two groups of colors: Warm and Cool. Warm colors are bright and vivid. Cool colors are calm and smoothing. In art, warm colors are often used to make something stand out and draw attention, while cool colors are often used as a background.

Warm Colors



Cool Colors

The concept of warm ~~cato~~ and cool colors has been written about for hundred of years. Most theories start with the classic six point color wheel (three primary color and three secondary colors). A deviding line splits the wheel into warm and cool. The line location varies based upon the reasoning of the theorist. Regardless, the general idea is the warm colors are Red, orange and yellow; and the cool colors are green, Blue and Magenta.

~~WARM / Cool Paint Color~~

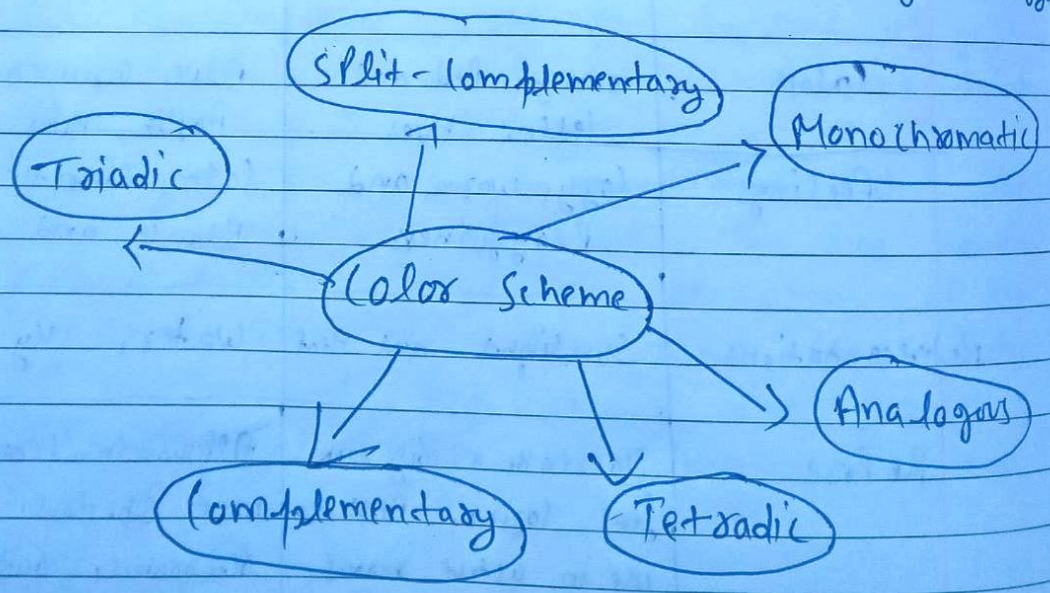
Every color is the spectrum can be classified as either cool or warm colors, while means they have a visual temperature. However, they can elicit a physical temperature, that makes us feel warm or cool. Color can also affect our emotions, which can evoke soothing or stimulating effects. Colors can trigger certain memories or influence moods. For example, think of memories of a vacation by the sea, what colors come to mind? Colors can also relieve stress after a hard day's work, or help you fall into a peaceful night's sleep. Many people do not understand the meaning of the effect of cool or warm colors in the home, so they just stick to using white or beige, which are neutral colors.

	WARM	Cool
Colors	orange, Red and Yellow Hues	Blue, Green and Purple Hues
Feelings	Cozy, warm and Playfulness	Calm, Smoothing, Blance and Refreshed.
Representations	Sunlight and Heat	Water, sky & snow
Purpose	To make a big room feel cozier, Best to use in active rooms, e.g living room, dinning room, Entryway.	Allows small rooms to feel more spacious. Best for bedrooms, bathrooms and home office.

Q Color Scheme ⇒ A color scheme is a choice of colors used in various artistic and design contexts. for example, the "Archromatic" use of a white background with black text is an example of basic and commonly default color scheme in web design. Color schemes are used to create style and appeal.

A color scheme is used to describe the overall selection of colors in an artwork. Color schemes utilize colors at certain locations on the color wheel.

A color scheme is one of the first elements to communicate the message behind the design on both visual and psychological levels. In fact, the color scheme is one of the most important elements; this is because, when used correctly, color can reflect the niche and even the overall business marketing strategy.



(1) Analagous color scheme ⇒ Analagous color schemes are color combinations made up of those that are next to one another one the color wheel. Because of these Physical closeness on the color wheel, they often look similar to one another and therefore make a good looking color scheme.

Analagous color means the color grouping has similarities. These color scheme types have close relationships to one another. Examples of Analagous color schemes → Yellow, yellow-green, green. Violet, red-violet, and Red. The term analagous refers to having analogy, or corresponding to something in particular.

<u>Analagous color list</u>

- Yellow - Yellow-green, yellow, yellow-orange.
- Yellow-orange — Yellow, Yellow-orange, orange.
- orange - Yellow-orange, orange, red-orange.
- Red-orange - orange, red-orange, red.
- Red - Red-orange, red, red-violet.
- Red-violet — Red, red-violet, violet.
- violet - Red-violet, violet, blue-violet.

Q Complementary Color Scheme => Complementary colors are called such because they complement each other when appearing side-by-side. Complementary color combinations can be made using any base color. A color's complementary color will always be found on the exact opposite side of the color wheel.

The complementary color palette is one of the most popular and frequently used color schemes employed by directors and production designers working in the cinematic arts.

One of the most popular complementary color combos in Hollywood is the teal & orange color scheme. The color scheme has found extensive use within films and perhaps even more so, within film advertising, with posters frequently relying on teal & orange color scheme.

Complementary Color Scheme :-

1. Red and Green
2. Blue and orange
3. Yellow and Purple
4. Yellow-green and Red-Purple
5. Red-orange and Blue-Green

Q Split Complimentary Scheme ⇒ A split complementary scheme involves the use of three colors, find its complement and then use the two colors on either side of it. Split-complementary is a color scheme using one base color and two secondary colors. Instead of using a complementary color, two colors placed symetrically around it on the color wheel are used.

The split complementary color scheme is versatile, pleasant and easy to achieve. It offers the same advantages of a complementary color scheme in terms of contrast and balance between warm and cool temperatures.

The benefit of the split complementary color scheme is that it has more combination than a simple complementary color scheme. This variety, however, also makes split complementary color schemes less vibrant and eye-catching.

Split-complementary color scheme

- Red, blue-green and yellow-green
- Blue, red-orange and yellow-orange.
- Yellow, blue-purple and red-purple
- Green, Red-purple and Red-orange.
- orange, Blue-green and Blue-purple.

Q Triadic color scheme ⇒ A triadic is a color scheme, a special variant of the split-complementary color scheme, with the equal distance between all colors. All three colors are distributed evenly around the color wheel, ~~while~~ causing there is no clear dominance of one color. For example, red, yellow and blue. Typically one color will act as the dominant color, while the other two work as accents.

The emotional feeling of your color scheme will be driven by the most dominant color in your color palette.

Triadic color scheme

- Red dominant, yellow & blue accent : Super high energy, passion, love or anger (Intense mot ons)
- Yellow dominant, red & blue accent : Medium energy, warm, intimate (Depending on shade)
- Blue dominant, red & yellow accent : Low energy, calming, serene, soft.

Q/Q/Q/

Monochromatic color scheme => Monochromatic colors are all the colors of a single hue. Monochromatic color schemes are derived from a single base hue and extended using its shades, tones and tints. Tints are achieved by adding by adding white and shades and tones are achieved by adding a darker color grey or black. It uses only variations (shades) of a single hue, made by altering the saturation and brightness of the base color.

All grayscale or black & white images are monochrome as they are made of varying shades of only one color - black. However, not all monochrome images are grayscale, as monochromatic images can be made of any color. All black & white films fall into monochromatic category.

There are 4 components to a monochromatic color scheme: hue; tone; shade; and tint. Each has important role to play. Hue is your base - or dominant - color - such as yellow.

Monochromatic color scheme

- Dark blue and Light blue.
- Dark Green, Grass green and Light green.
- Purple and Lavender.

Adding white to ~~Pink~~ Red creates Pink, adding black to red creates maroon.

Q Tetradic color scheme => Tetradic Color scheme is also known as "rectangle" color scheme. It uses four colours arranged into two complementary pairs. This rich combination of colors offers a lot of variety. This scheme works best if one color is dominant. Warm and cool colors should also be balanced in your design.

The tetradic (double complementary) scheme is the richest of all the schemes because it uses four colours organized into two complementary color pairs. Tetrad is a very aggressive color scheme, needing very good planning and very emotional approach to relations of these colors.

Tetradic Color scheme

Q Red, Green, Blue-Purple and Yellow-orange.
Q Yellow, Purple, Blue-Green and Red-orange

SOME IMPORTANT Questions :-

1. Primary, secondary, Tertiary Colors No. 33
2. Phenomenology 3
3. Elements of Preception 2
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2. All type of color scheme 42 - 47
3. Black & White Composition

Black & White images has the inherent ability to make compositions stand out, working on your composition in one of the first few things you need to get started with.

Composition for Black & White images

1. Focus of simple Shapes :- Because Black and White design highlights mimimalism, the subjects with simple shapes, curves and lines

tend to stand out when you take away the distraction of colors.

(2) Find angles that avoid distractions ⇒ when you shooting a place with lots of activity, like the hustle and bustle is a good way to capture the energy of the place.

(3) Looking for leading lines ⇒ This is a fundamental composition technique that works for any kind of photography. But, it's especially useful and powerfull in black & white, again because it places the emphasis on composition.

(4) use contrast between light and dark ⇒ This usually works best when you work with shadows and brightly lit areas on a sunny day. But if he weather is not cooperating, try to look for light or bright subjects against a dark background, and vice versa.

(5) Capture symmetry ⇒ Architecture shot often look great with symmetrical composition. But, it's just one of the subjects where symmetry can produce interesting results.

(4) Positive and Negative Composition 22

(5) Harmony & unity 24 & 28

(6) Visual elements 19

(7) Balance 13 & 21

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Done