



Applied Design Tools & Interfaces

Aesthetics - Color Basics

Elements of Design

Color

The quality of an object or substance with respect to light reflected by the object.

Hue

The property of color.

Saturation

Chromatic purity (vividness).

Brightness

The luminance of the hue.



Elements of Design

Color

The following attributes are also used to classify color.

Value

The degree of lightness or darkness.

Tint

Adding white to lessen saturation.

Tone

The addition of gray.

Shade

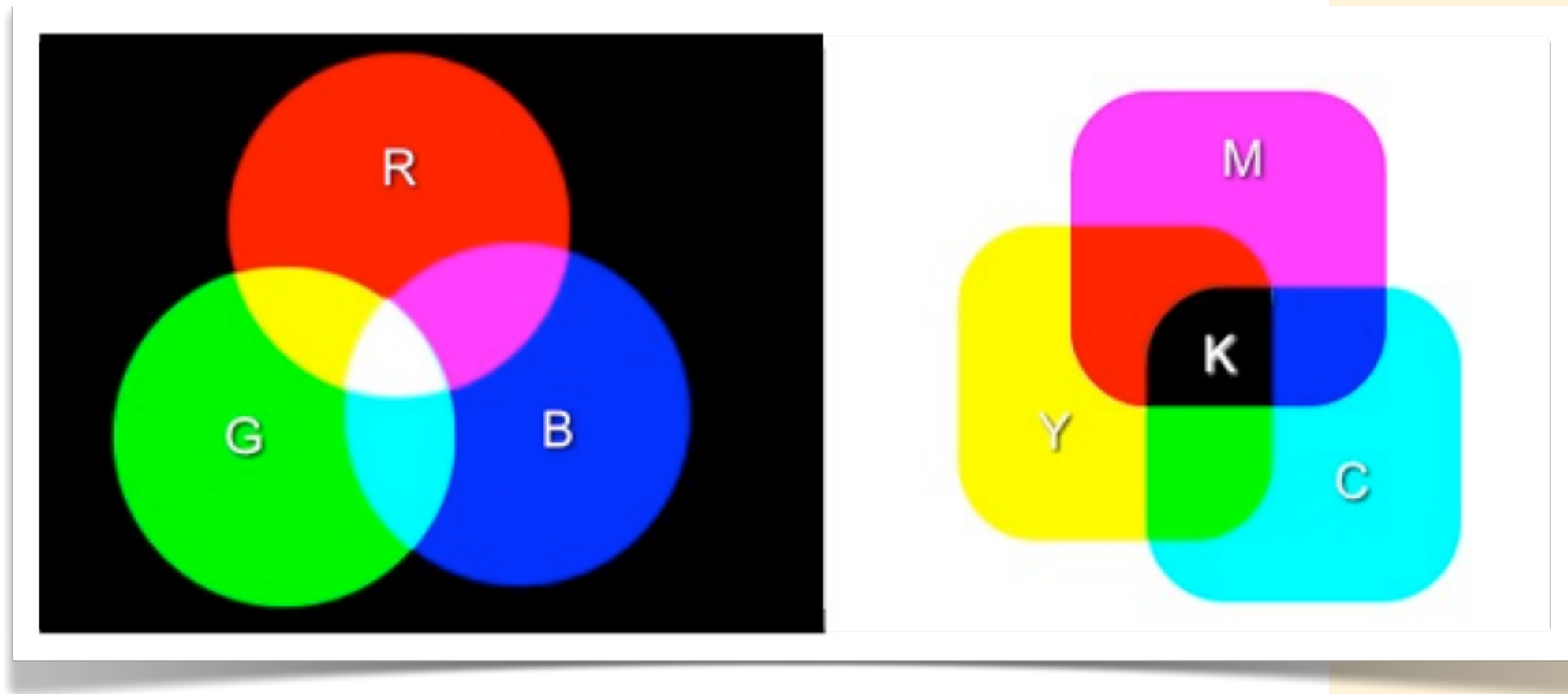
The addition of black to darken.



Elements of Design

Primary Colors

A set of colors that are combined to make a useful range of colors.



Elements of Design

Secondary Colors

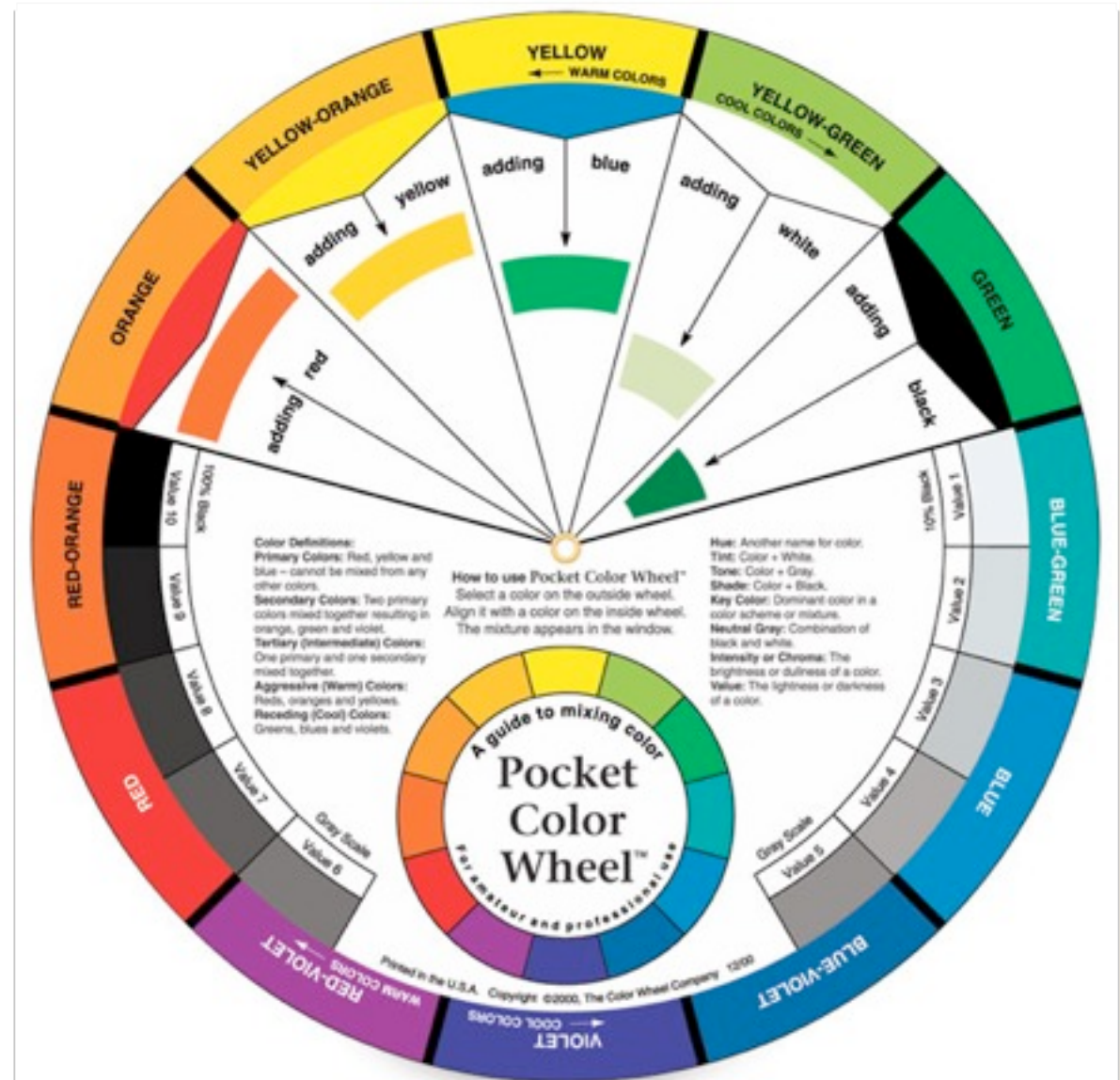
A color made by mixing two primary colors in a given color space.

- ▶ example: red + green = yellow

Tertiary Colors

Defined as a color made by mixing one primary color with one secondary color.

- ▶ example: blue + magenta = violet



Elements of Design

Achromatic & Neutral Colors

Defined as a color that lacks strong chromatic content (Saturation).

Pure achromatic colors include black, white and all grays.

Neutral colors are colors easily modified by adjacent more saturated colors.

