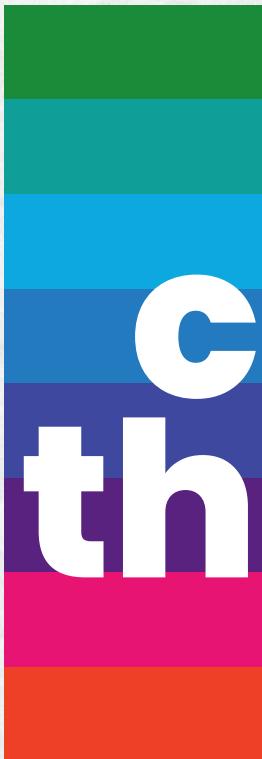
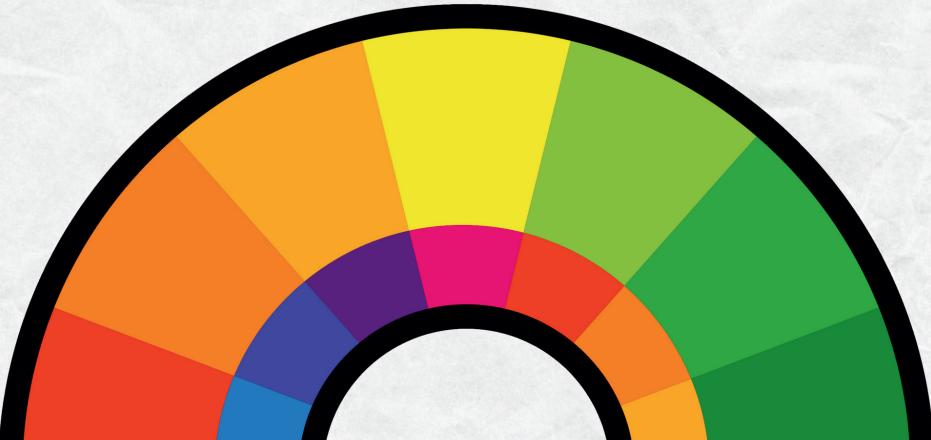


*Develop the science of
design properly.*



color theory



Color is the foundation of visual design



Primary Colors: Red, Blue, Yellow

Secondary Colors: Green, Orange, Purple

Tertiary Colors: A mix of primary and secondary colors (e.g., Red-Orange)



Color harmonies create balance and visual interest.

Complementary Colors: Colors opposite each other on the color wheel (e.g., Red & Green)

Analogous Colors: Colors next to each other on the wheel (e.g., Blue, Blue-Green, Green)

Triadic Colors: Three evenly spaced colors (e.g., Red, Yellow, Blue)



iStock
Credit: Lamina Akulov



Colors evoke emotions and influence perceptions.

Red: Energy, Passion, Urgency

Blue: Calm, Trust, Stability

Yellow: Happiness, Optimism, Warmth

Green: Growth, Harmony, Health

color theory

This is your essential guide to understanding the psychology, principles, and practical applications of color in design. Whether you're a beginner or an experienced creator, this eBook simplifies complex concepts, helping you choose color combinations that enhance mood, convey messages, and elevate visual impact.



Author



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