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#### Color Model

 A color model is simply a way to define color. A model describes how color will appear on the computer screen or on paper.

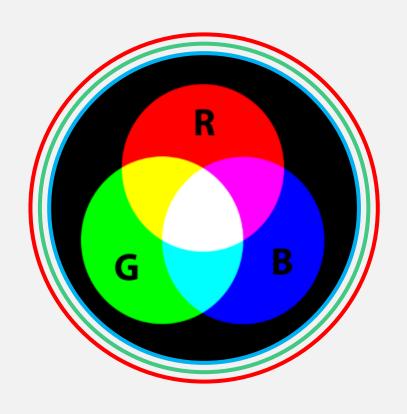
RGB (red, green, blue)

CMYK (Cyan, Magenta, Yellow, Black)

LAB Color

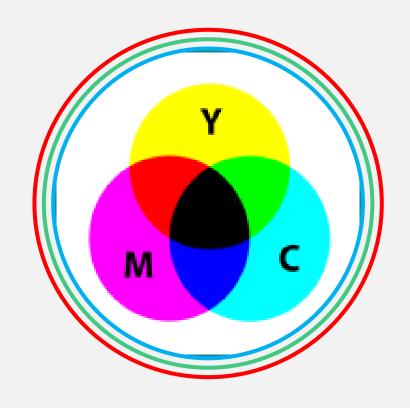
#### = RGB Color Model

- Additive color mixing.
- Color based on percentage of red, green and blue saturation.
- Describes light needs to be emitted to produce a given color.
- Used with screen based designs.



#### CMYK Color Model

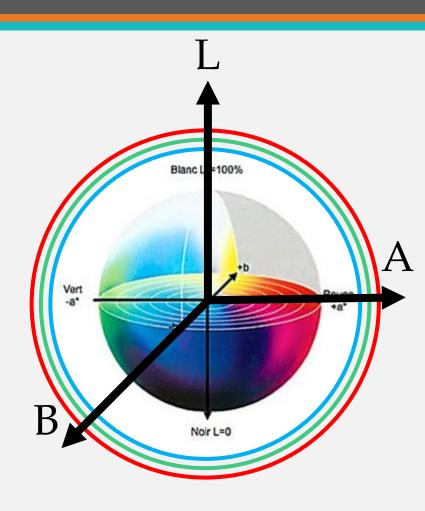
- Subtractive color mixing.
- Colors based on their percentage of Cyan, Magenta, Yellow and Black
- Describes the inks need to be applied so the light reflected from the substrate and through the inks produces a given color.



Used with print based designs.

#### **LAB Color Model**

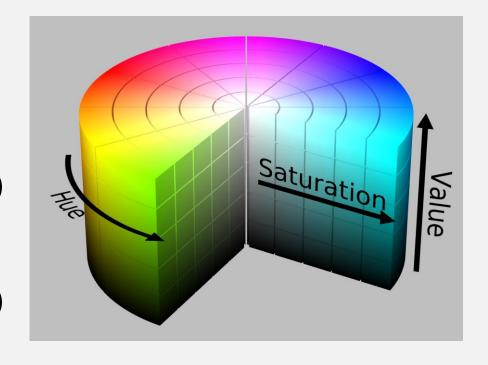
- Color Components
  - Lightness (L)
    - range = 0-100
  - 'A' color component
    - range = -128 to 127
  - 'B' color component
    - range = -128 to 127



#### HSV Color Model

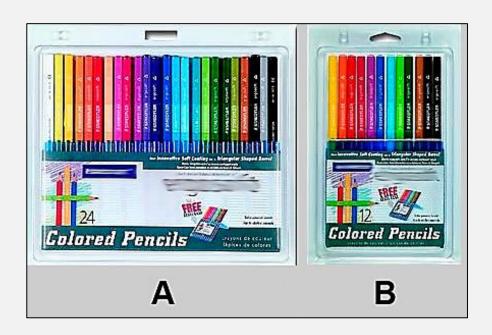
#### Color Components

- 'H', Hue
  - Angle 0-360
- 'S' Saturation
  - range = 0-1 (0% 100%)
- 'V' value
  - range = 0-1 (0% -100%)



#### Color Gamut (Chromaticity Diagram)

- Range of colors in a color space
- Entire range of colors available on a particular device such as a monitor or printer



#### Color Spaces

 Method Chosen to represent brightness, luminance or intensity and colors.

• A color space is a specific organization of colors.

#### Color Spaces

Pro-photo RGB space

Adobe RGB space

sRGB (Standard RGB)

YCbCr (Luma and chroma)

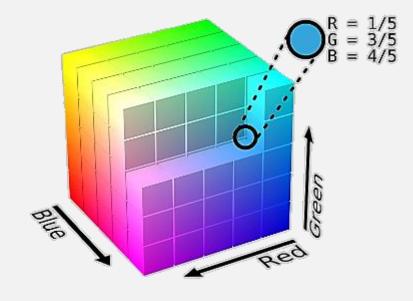
HSI (Hue, Saturation & intensity)

CMYK color space

LAB color space

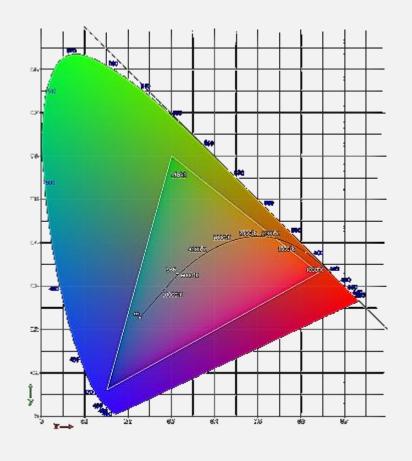
## **s**RGB Color space

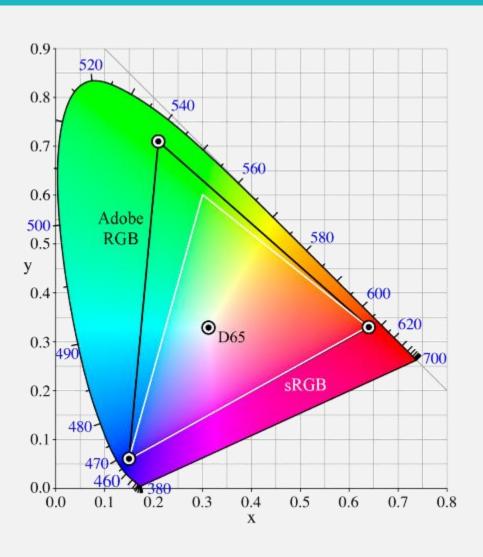
- Additive color mixing.
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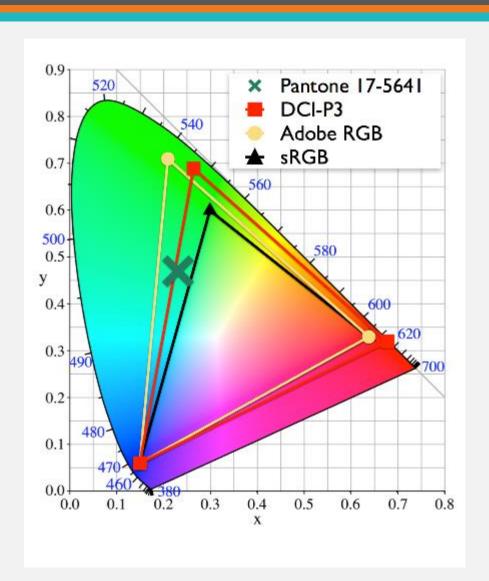


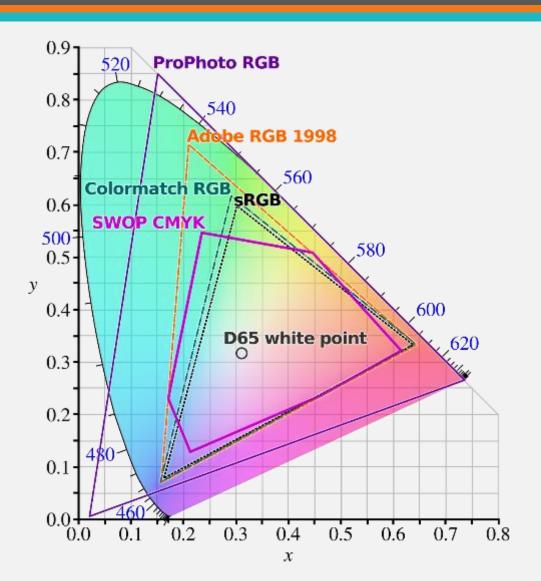
## **s**RGB Color space

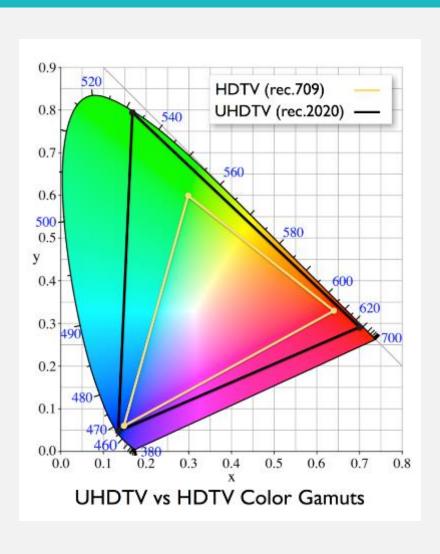
- Additive color mixing.
- Color based on percentage of red, green and blue saturation.
- Describes light needs to be emitted to produce a given color.
- Used with screen based designs.

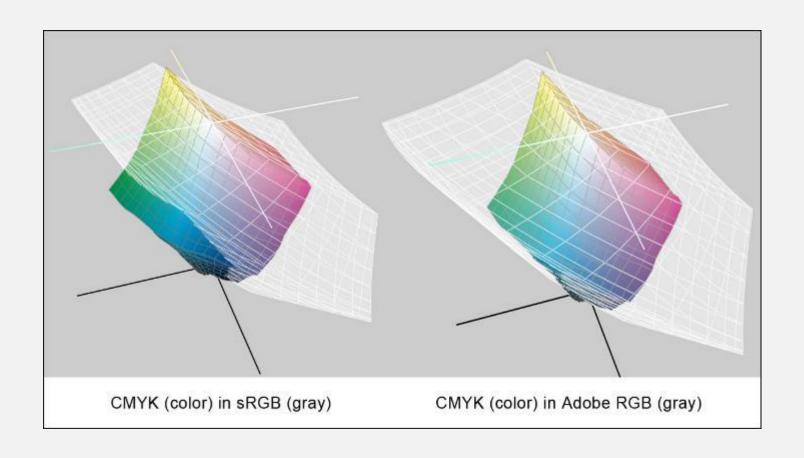


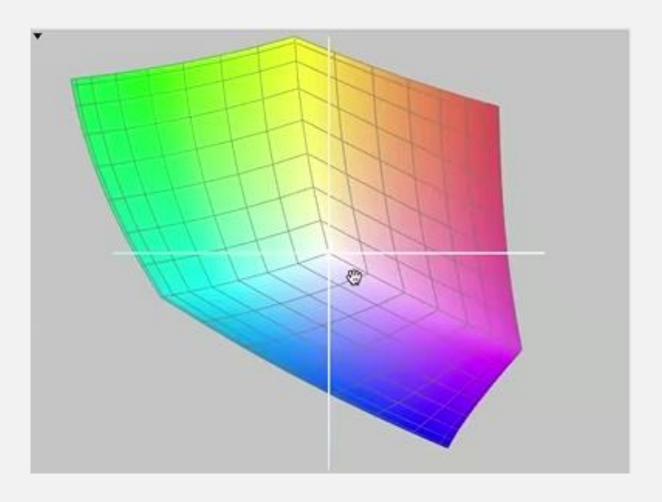






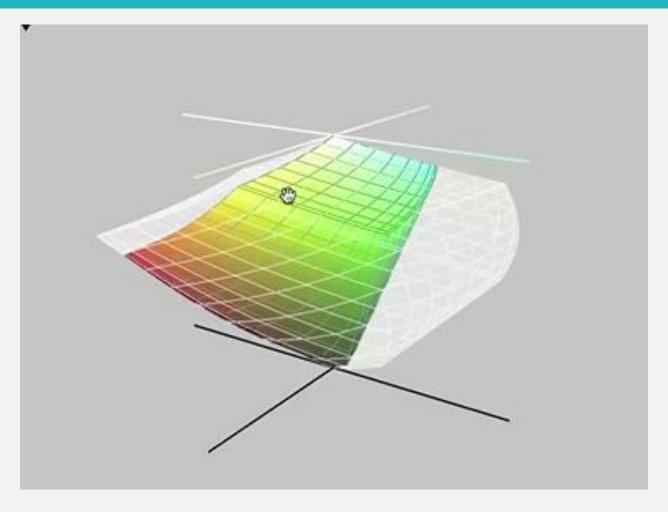






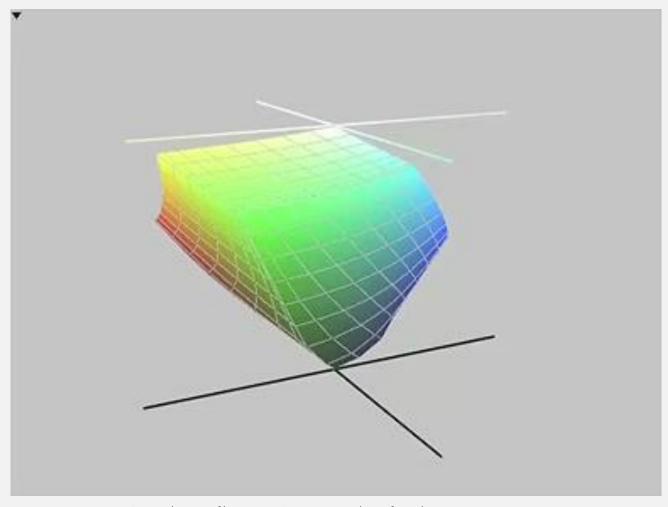
sRGB (color) gamut

## Color Gamut Comparison



sRGB (color) vs Adobe RGB (wiregird) comparison

## Color Gamut Comparison



sRGB (grid) vs CMYK(color) comparison

#### Color Gamut Output Comparison



• HVS (Human Visual System) is less sensitive to color than luminance.

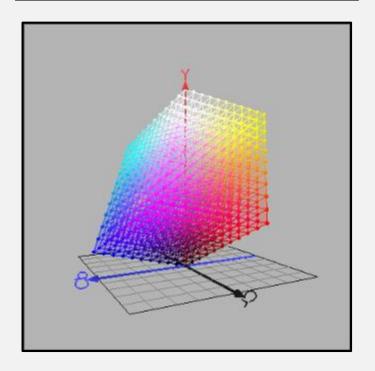
Luminance (Y)

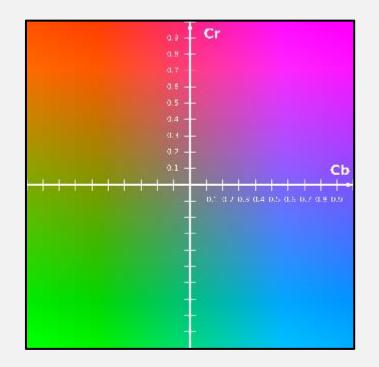
Chrominance (CB, CR)

• HVS (Human Visual System) is less sensitive to color than luminance.

Luminance (Y)

Chrominance (CB, CR)

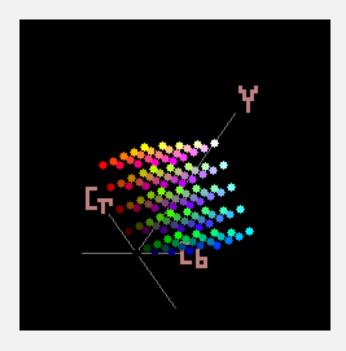




• HVS (Human Visual System) is less sensitive to color than luminance.

Luminance (Y)

Chrominance (CB, CR)



$$\begin{vmatrix} Y \\ C_b \\ C_r \end{vmatrix} = \begin{bmatrix} 0.299 & 0.587 & 0.114 \\ -0.147 & -0.289 & 0.436 \\ 0.615 & -0.515 & -0.100 \end{bmatrix} \cdot \begin{bmatrix} R \\ G \\ B \end{bmatrix}$$

$$\begin{bmatrix} R \\ G \\ B \end{bmatrix} = \begin{bmatrix} 1.000 & 0.000 & 1.140 \\ 1.000 & -0.395 & -0.581 \\ 1.000 & 2.032 & -0.000 \end{bmatrix} \cdot \begin{bmatrix} Y \\ U \\ V \end{bmatrix}$$

$$Y = k_r R + K_g G + K_b B$$

$$C_r = R - Y$$

$$C_b = B - Y$$

$$C_g = G - Y$$

$$Y = 0.299R + 0.587G + 0.114B$$

$$C_b = 0.564(B - Y)$$

$$C_r = 0.713(R - Y)$$

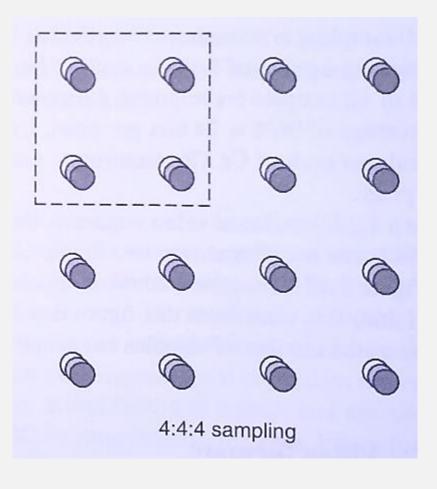
$$R = Y + 1.402C_r$$

$$G = Y - 0.344Cb - 0.714C_R$$

$$B = Y + 1.77Cb$$

## YCBCR (4:4:4) Sampling

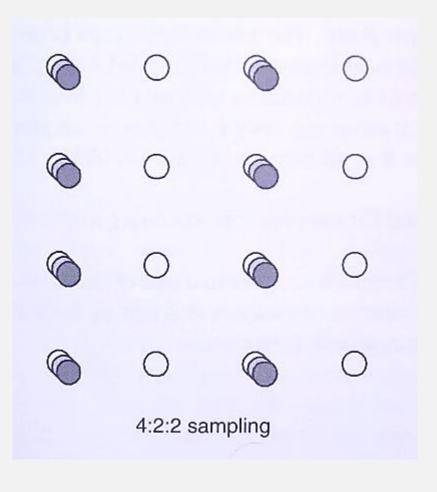
For every Y sample there is one C<sub>b</sub> and C<sub>r</sub> samples





## YCBCR (4:2:2) Sampling

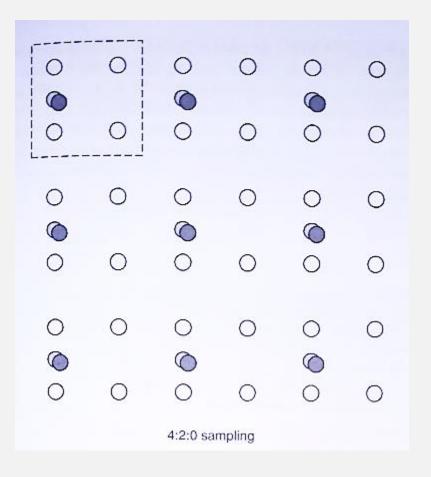
• For every 4 Y samples there are  $2 C_b$  and  $2 C_r$  samples





## YCBCR (4:2:0) Sampling

• For every 4 Y samples there are 1 C<sub>b</sub> and 1 C<sub>r</sub> samples





*Image resolution:*  $720 \times 576$  *pixels* 

Y(luma)resolution =

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 $Y (luma) resolution = 720 \times 576 (each pixel 8 - bit)$ 

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 $Y (luma) resolution = 720 \times 576 (each pixel 8 - bit)$ 

4: 4: 4 Cb, Cr resolution =  $720 \times 576$  (each pixel 8 - bit)

 $Total = 720 \times 576 \times 8 \times 3 = 9953280 \ bits$ 

*Image resolution:*  $720 \times 576$  *pixels* 

$$Y (luma) resolution = 720 \times 576 (each pixel 8 - bit)$$

4: 4: 4 *Cb*, *Cr* resolution = 
$$720 \times 576$$
 (each pixel 8 – bit)  
 $Total = 720 \times 576 \times 8 \times 3 = 9953280$  bits

4: 2: 0 Cb, Cr resolution = 
$$360 \times 288$$
 (each pixel  $8 - bit$ )

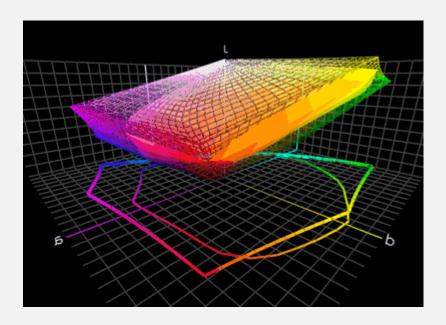
$$Total = (720 \times 576 \times 8 \times 1) + (360 \times 288 \times 8 \times 2)$$
  
= 4976640 bits

There are two kinds of color profiles:

- Image profiles: An image profile tells the hardware and software what color space the image is in.
- Device profiles: Device profiles use this information to reproduce the colors.

#### ICC's Color Profile

**ICC profile** is a standard (pre-defined) set of data that characterizes a color input or output device



A 3D view of two ICC profiles

Cameras

RGB

Display

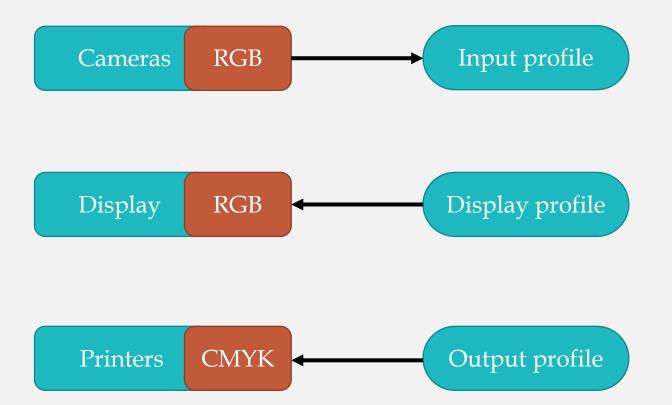
RGB



Printers

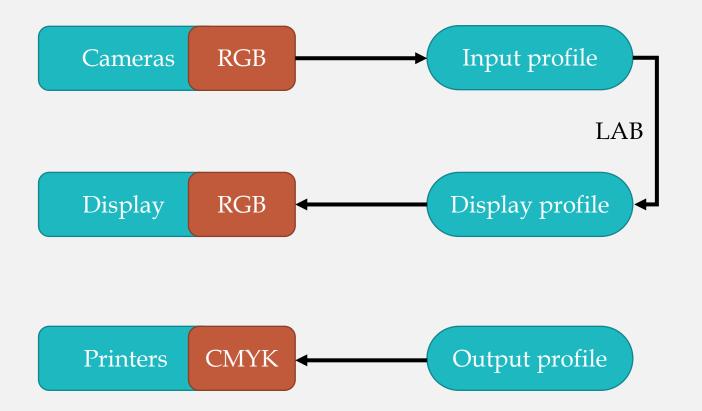
CMYK

Color Engine



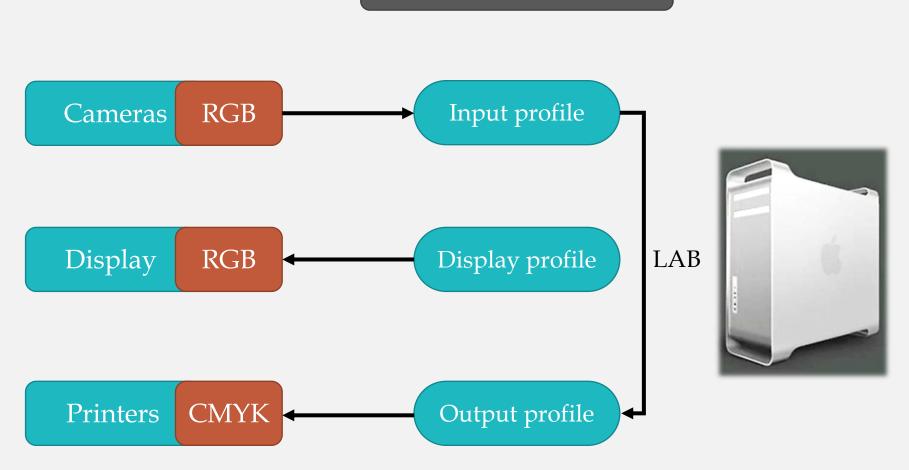


Color Engine





Color Engine



## Questions?

# Thank you