

# COLOR THEORY

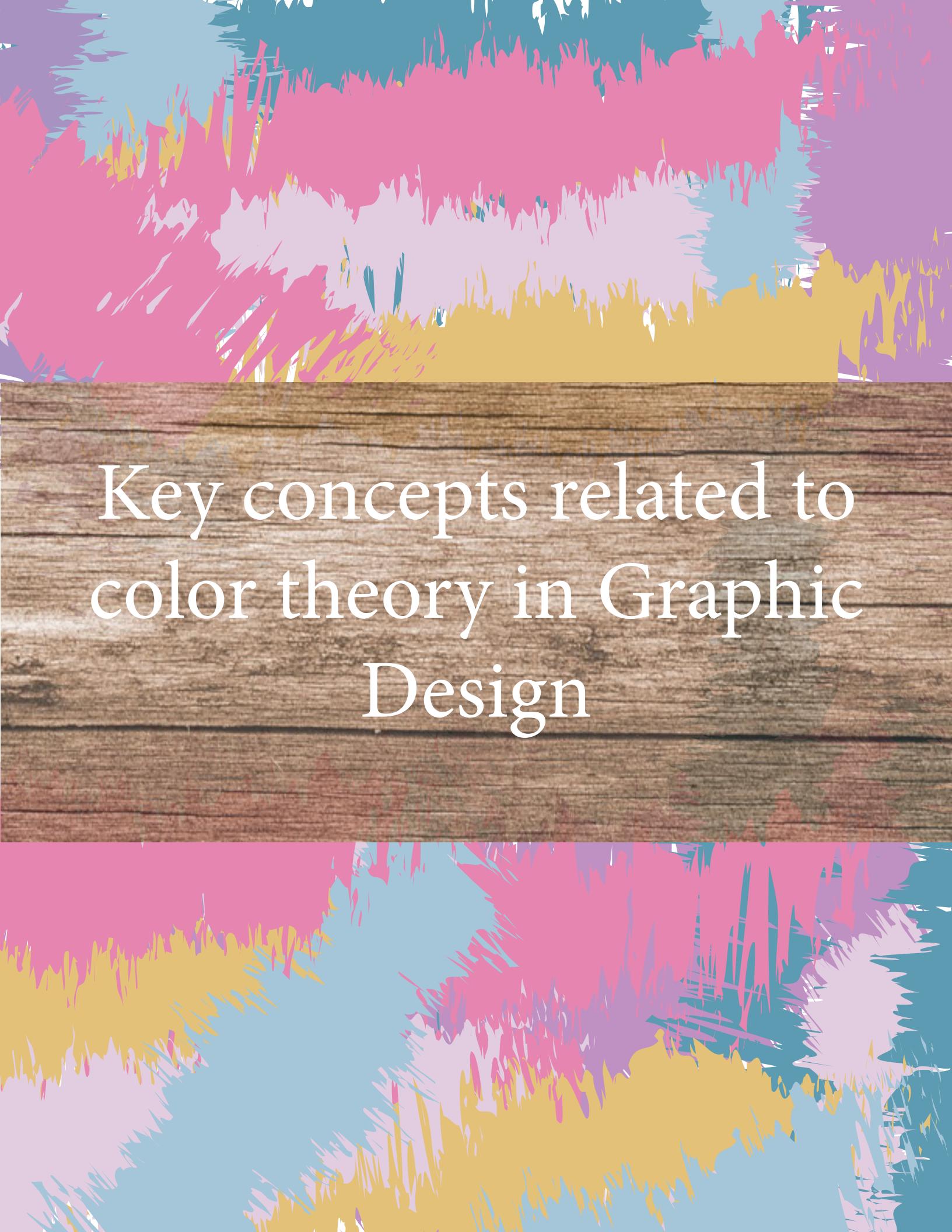




Color theory is a framework that explores how colors interact, harmonize, and influence our perception. It encompasses various principles and concepts that help explain how colors can be combined and used effectively in art, design, and aesthetics.



Color theory in graphic design is a fundamental aspect of visual communication. It involves understanding how colors interact with each other and the effects they have on human perception and emotions.



# Key concepts related to color theory in Graphic Design

- Color Wheel
- Color Harmony
- Color Contrast
- Color Temperature
- Color Symbolism
- Color Psychology
- Color Accessibility

# COLOR WHEEL

Color wheel is a visual representation of the primary, secondary, and tertiary colors arranged in a circular format. It serves as a reference tool for understanding color relationships.



# COLOR HARMONY

Color harmony refers to the pleasing arrangement of colors in a design. Different color combinations evoke different emotions and moods. Common color harmonies include complementary (opposite colors on the color wheel), analogous (adjacent colors), and triadic (three evenly spaced colors).





## CONTRAST

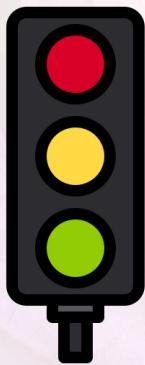
Contrast helps create visual interest and hierarchy in a design. It involves using colors that differ in brightness, saturation, or hue to make elements stand out or create emphasis.

Colors can be perceived as warm or cool. Warm colors (e.g., red, orange, yellow) evoke energy, excitement, and warmth, while cool colors (e.g., blue, green, purple) convey calmness, serenity, and professionalism.



# SYMBOLIC MEANINGS

Different colors carry symbolic meanings and cultural associations. For example, red can signify passion or danger, while green may represent growth or nature. It's important to consider these connotations when choosing colors for specific purposes.





# PSYCHOLOGICAL COLORS

Colors can evoke specific psychological and emotional responses. For instance, blue is often associated with trust, stability, and reliability, while yellow can represent happiness and optimism. Understanding color psychology can help designers create desired emotional connections with their audience.

# COLOR ACCESSIBILITY

Graphic designers should also consider color accessibility to ensure that their designs are inclusive to individuals with visual impairments. Contrast, color combinations, and alternative text play important roles in creating accessible designs.

