coursera

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Creating themes

The combination of colors used in the design of a website is called the color scheme. Colors are one of the most important components of any website today because it sets the tone for the viewer. For the optimal use of colors, web developers make use of color theory and color schemes.

Color schemes

Fundamentally all colors are a combination of the three colors: red, yellow, and blue. These are called the primary colors. Secondary colors like orange, purple and green are a combination of two primary colors. Finally, there are six tertiary colors formed from a combination of the three primaries with secondary colors. By adding more black or more whiteyou can create lighter or darker tints of each color. All of these colors and tints make upa color wheel of 12 colors. This color wheel is the foundation for any color scheme.

Depending on the relative positions of colors on the wheel, there are seven commonly identified color schemes according to color theory that can be used for maximum appeal. These are:

· Monochromatic

· Analogous

· Complementary

· Split complimentary

· Triadic

· Square and

· Rectangle

The different combinations are represented in the image below.

Complementary   Side   Analogous   Triadic
                   Complementary