



色彩
设计

Utilizing Color in Design



COLOUR

CMYK



Cyan, Magenta, Yellow, and Key (black). It is a color model used in color printing and describes the printing process itself. In this model, colors are represented as combinations of these four ink colors.

RGB



Red, Green, and Blue. it is a color model used in electronic displays such as computer monitors, television screens, digital cameras, and scanners. In the RGB model, colors are created by combining different intensities of red, green, and blue light.

GRAY SCALE



it only uses shades of gray, from black to white

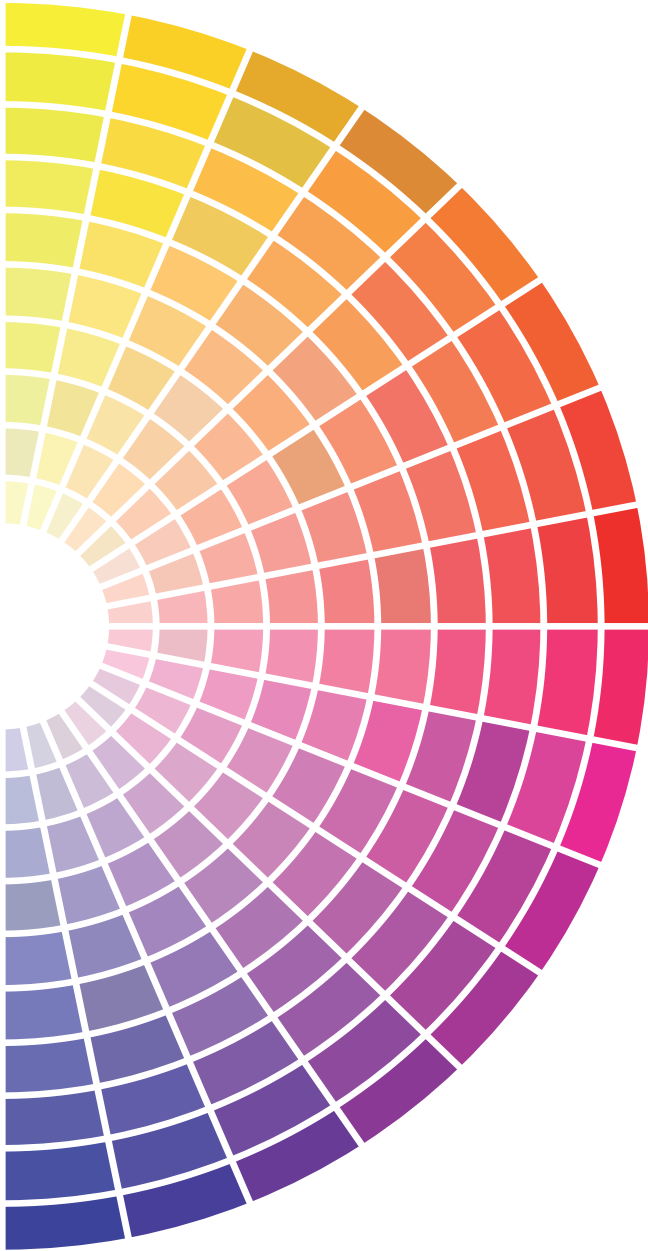
HSB




Hue, Saturation, and Brightness



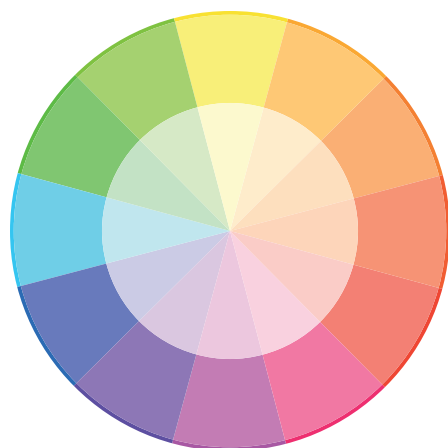
THEORY



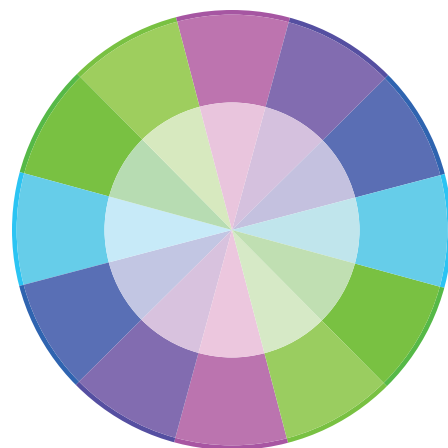
MEANINGS

-  Passion, love, energy, warmth.
-  Royalty, luxury, sophistication, mystery.
-  Calmness, serenity, trust, reliability.
-  Nature, growth, harmony, freshness.
-  Romance, sweetness, innocence.
-  Neutrality and Balance energy, warmth.
-  Elegance, sophistication, formality.
-  Happiness, positivity, energy, warmth.
-  Stability, reliability, earthiness.
-  Energy, enthusiasm, warmth, creativity.

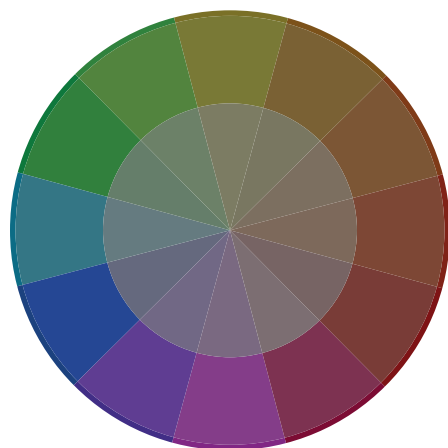
Color properties



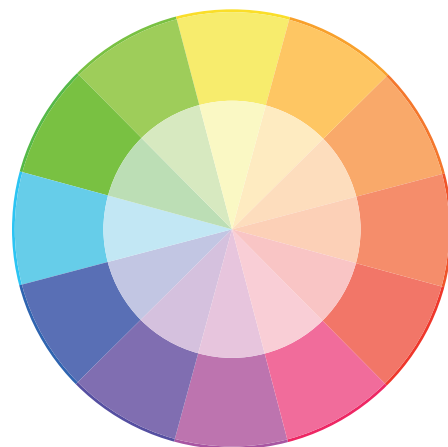
Bright



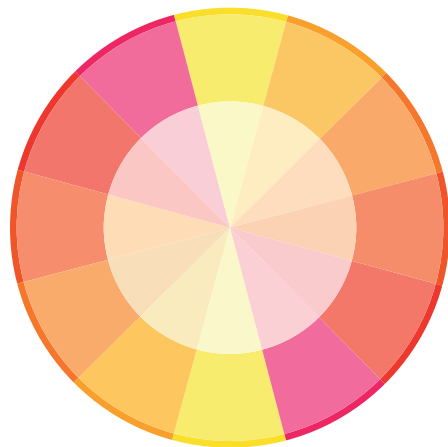
Cool



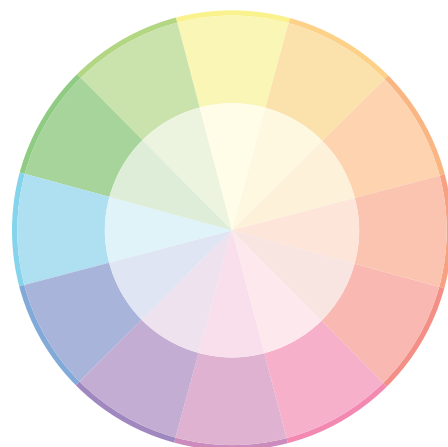
Dark



Saturated

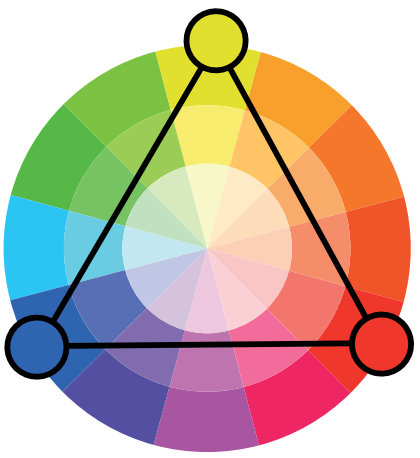


Warm



Desaturated

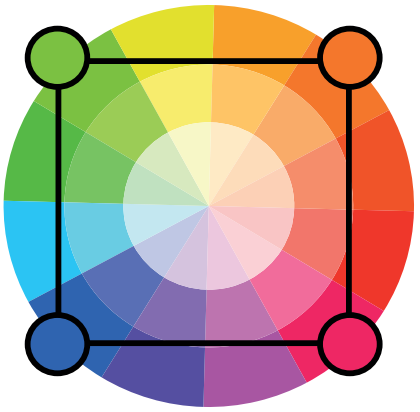
Color relationships



Primary



Tetradic



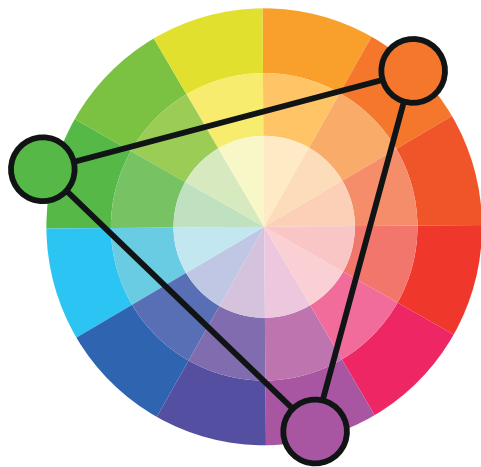
Square



Analagous



Complementary



Triad



LAYOUT



AND



COMPOSITION



DRAWN FROM COLORS

Colors surround us wherever we turn vibrant hues abound. Whether immersed in a book, flipping through a magazine, or exploring the online realm, pay attention to color combinations and schemes that captivate you.

Additionally, capture the beauty of your surroundings, whether it be nature, travel, fashion, or art, through your own lens. Keep experimenting and consistently bear in mind the principles of color theory.

LAYER OUT COVER

