



# COLOUR THEORY

# COLOUR

## *DESIGNING WITH COLOURS*

COLOURS PLAY A  
BIG ESSENTIAL  
ROLE OF OUR DAILY LIFE.  
IT HELPS US INDICATE,  
BE CREATIVE AND  
COMMUNICATE WITH OTHERS.  
THE ELEMENTS THAT WE SEE  
AND SURROUND  
EVERYDAY IMPACTS  
OUR PERSPECTIVE  
AND OUR EMOTIONS.





COLOURS HELPS TONE AND DEFINE  
THE CONTEXTS OF DESIGNING. COLOUR  
WHEEL IS A TOOL DESIGNERS USE TO MIX  
VARIETY OF COLOURS.

# WHEEL

# C O L O U R



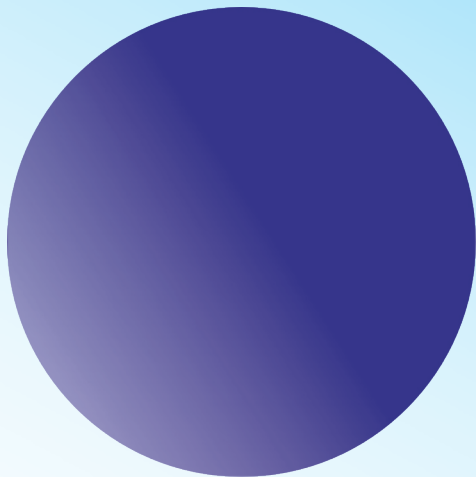
## **PURPLE:**

Majestic  
Rich  
Royal  
Mystery



## **BLUE:**

Cool  
Loyal  
Clear  
Peace

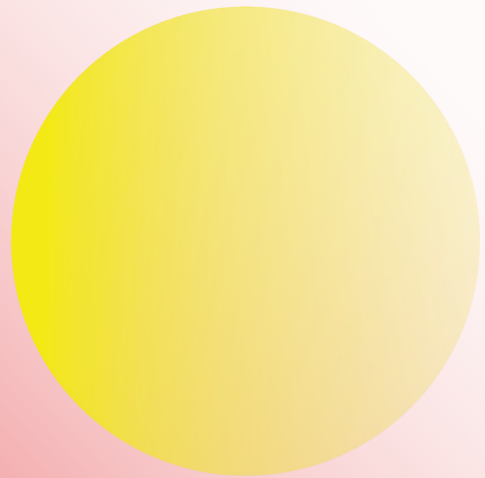


## **DARK BLUE:**

Inviting  
Trust  
unknown  
Security

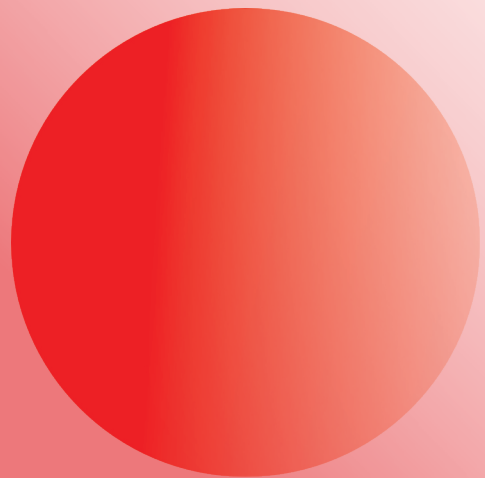
## **YELLOW:**

Happy  
Fun  
Energy  
Positive



## **RED:**

Luxury  
Exciting  
Attention  
Focus



## **ORANGE:**

Creative  
Warm  
Powerful  
Freedom



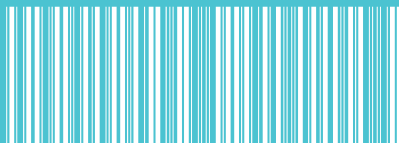
# PSYCHOLOGY

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2022

***VANCOUVER CAREER COLLEGE***

Colour Theory Book



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