

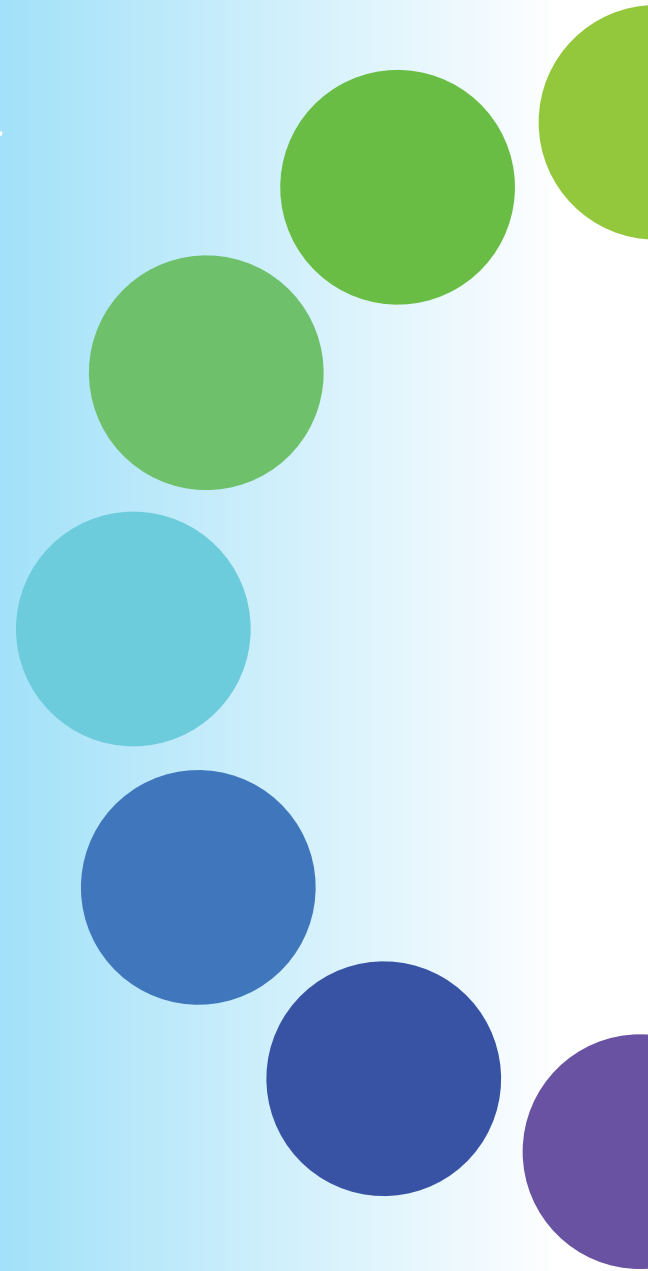
COLOUR THEORY

YEIL SHIN

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



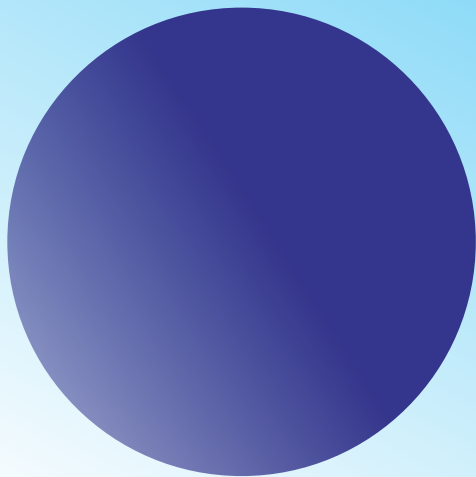
PURPLE:

Majestic
Rich
Royal
Mystery



BLUE:

Cool
Loyal
Clear
Peace



DARK BLUE:

Inviting
Trust
unknown
Security

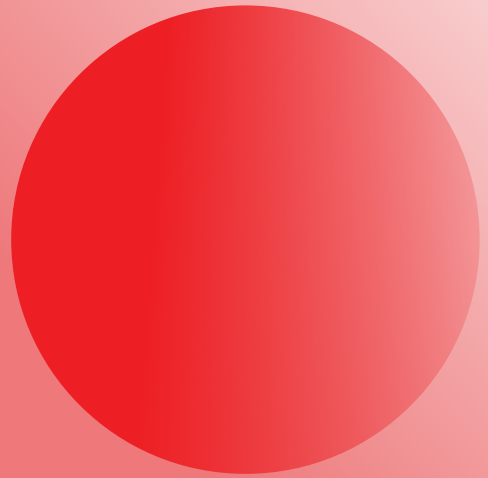
YELLOW:

Happy
Fun
Energy
Positive



RED:

Luxury
Exciting
Attention
Focus



ORANGE:

Creative
Warm
Powerful
Freedom



PSYCHOLOGY

