

COLOUR THEORY

UNDERSTANDING COLOUR IN DESIGN

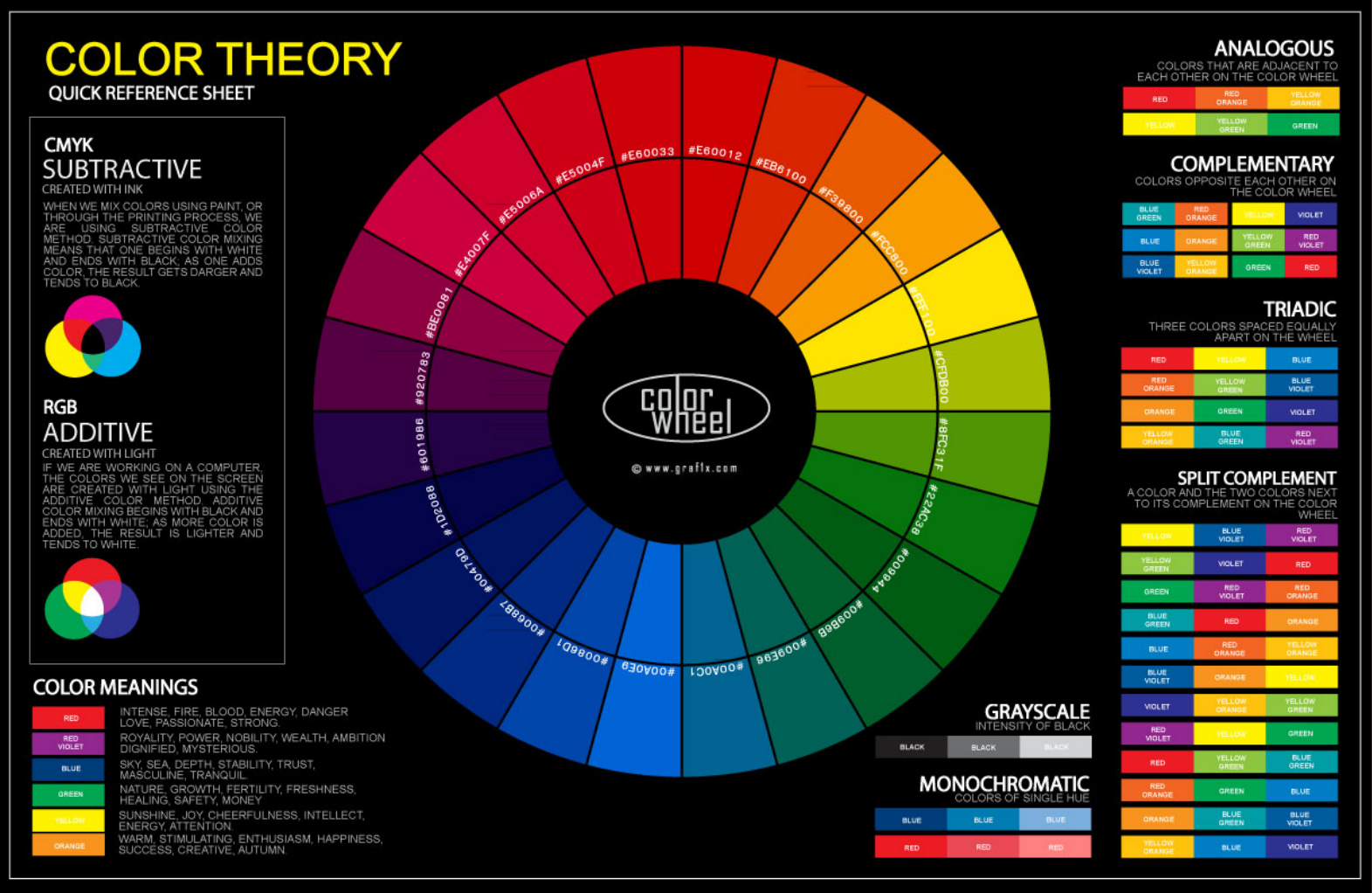


COLOUR WHEEL

Colour is found everywhere. It tells us how it affects our perception and emotion of the environment around us. By understanding colour theory, creators can make well thought out decisions about their art. The colour wheel is a valuable tool for selecting and combining different colours effectively. It allows creators to understand the relationships, and create visually appealing compositions that convey specific moods, emotions, and messages of colours. It is an important resource that can guide artists into creating their art.



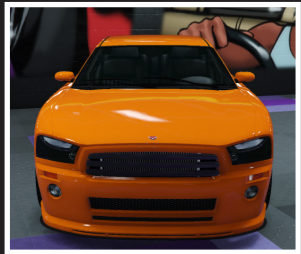
Cars painted and ready for the man himself Chris Brown





PRIMARY

They cannot be recreated as they are the base of all other colours. A fundamental colour.



SECONDARY

A mixture of two equal parts of a primary colour.



TERTIARY

Combined with a primary and secondary colour, you get the results of a tertiary colour.

HUE

Called as the “pure colour” or the colour itself, it refers to the attribute of a colour that distinguishes it from other colours. The hue value determines the colour’s position on the color spectrum, such as red, green, blue, yellow, etc.



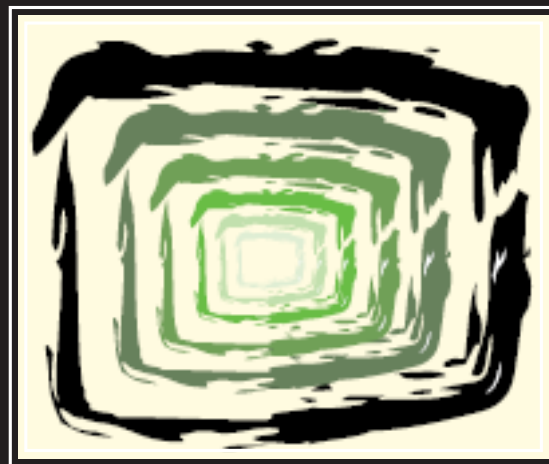
SATURATION

Represents the intensity or purity of a hue. It determines how much gray is mixed. Higher saturation means a color is more vibrant, while a low saturation results in a more muted look.



VALUE

Also known as brightness or lightness, refers to the relative brightness or darkness of a color. It shows how much light is emitted or reflected by a color.



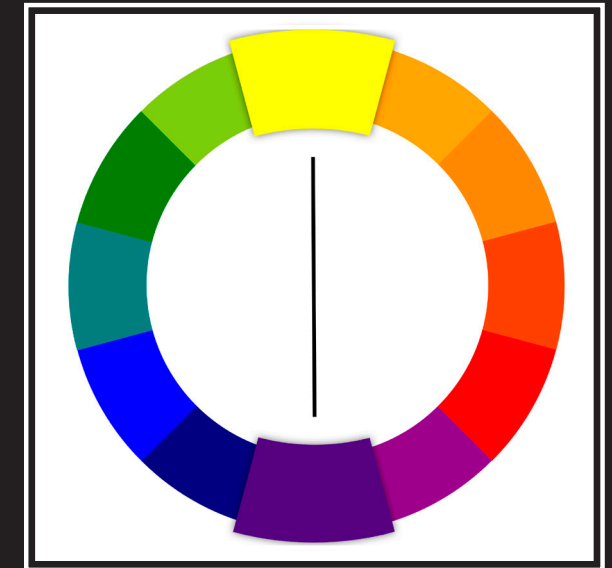
COLOUR HARMONY

Involves the careful selection and arrangement of colours to create a cohesive and harmonious visual look. By understanding the principles of color relationships, designers can create compositions that speaks specific moods and emotions. Colour harmony ensures that colors work together to enhance the overall aesthetic, establish visual hierarchy, and guide the viewer's attention. It is a key aspect of graphic design that allows designers to create impactful and visually engaging designs that effectively communicate their intended message.



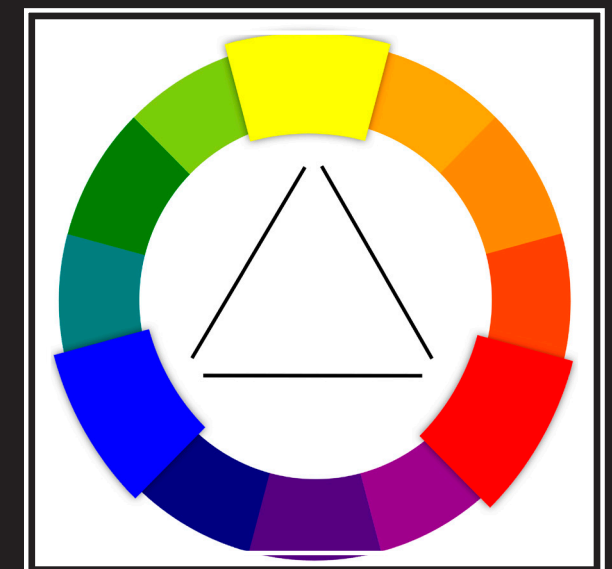
COMPLEMENTARY

A base colour and two secondary colour to match. The secondary acts as accents and highlights to the main colour.



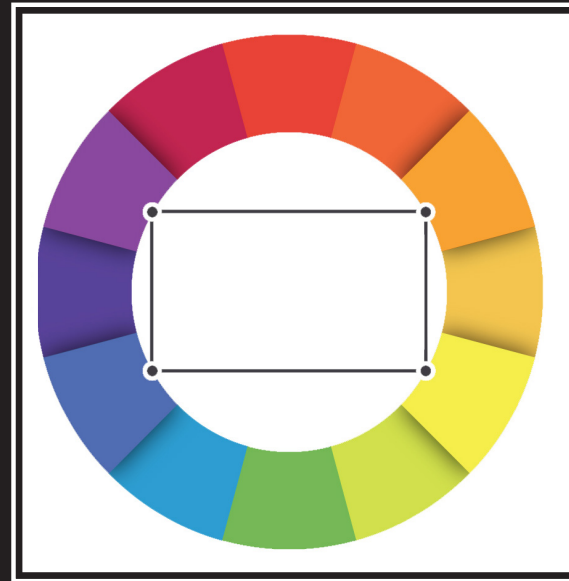
TRIADIC

3 colours that are evenly spaced around the colour wheel. Shows a vibrant and balanced combo.



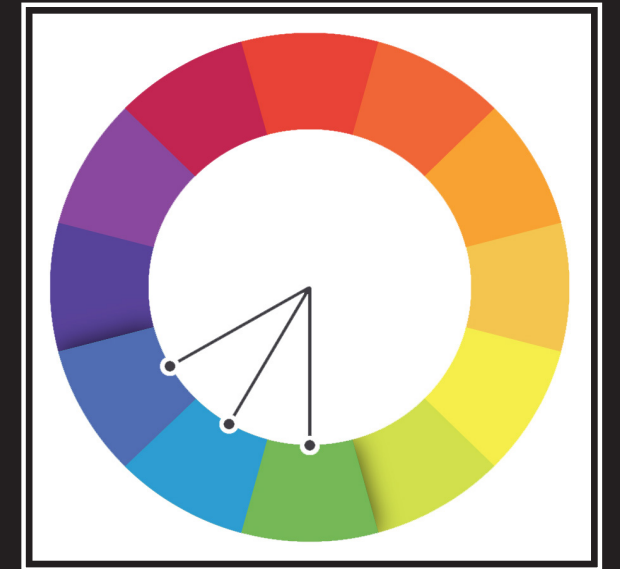
TETRADIC

2 pairs of complementary colours. Can show a wide range of combinations to really see harmony in colours.



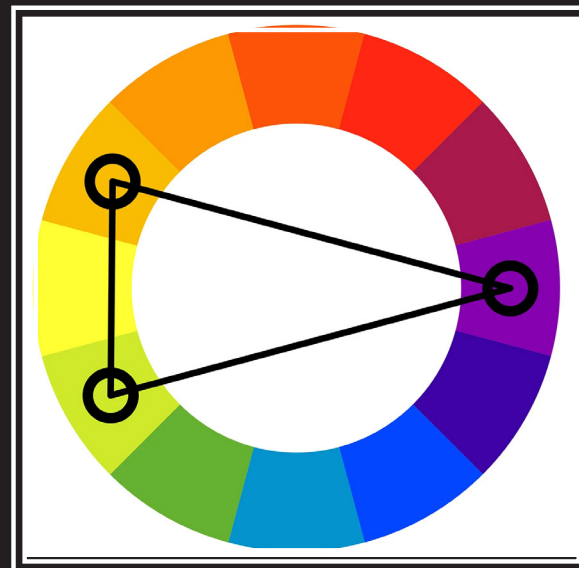
ANALOGOUS

Colours that are adjacent to each other. Usually shares similarities and visually have a united look.



SPLIT COMPLEMENTARY

A base colour and two secondary colour to match. The secondary acts as accents and highlights to the main colour.



MONOCHROME

Using variations of values and saturations of the same colour. Can be effectively used in different mediums such as fashion and interior design.

