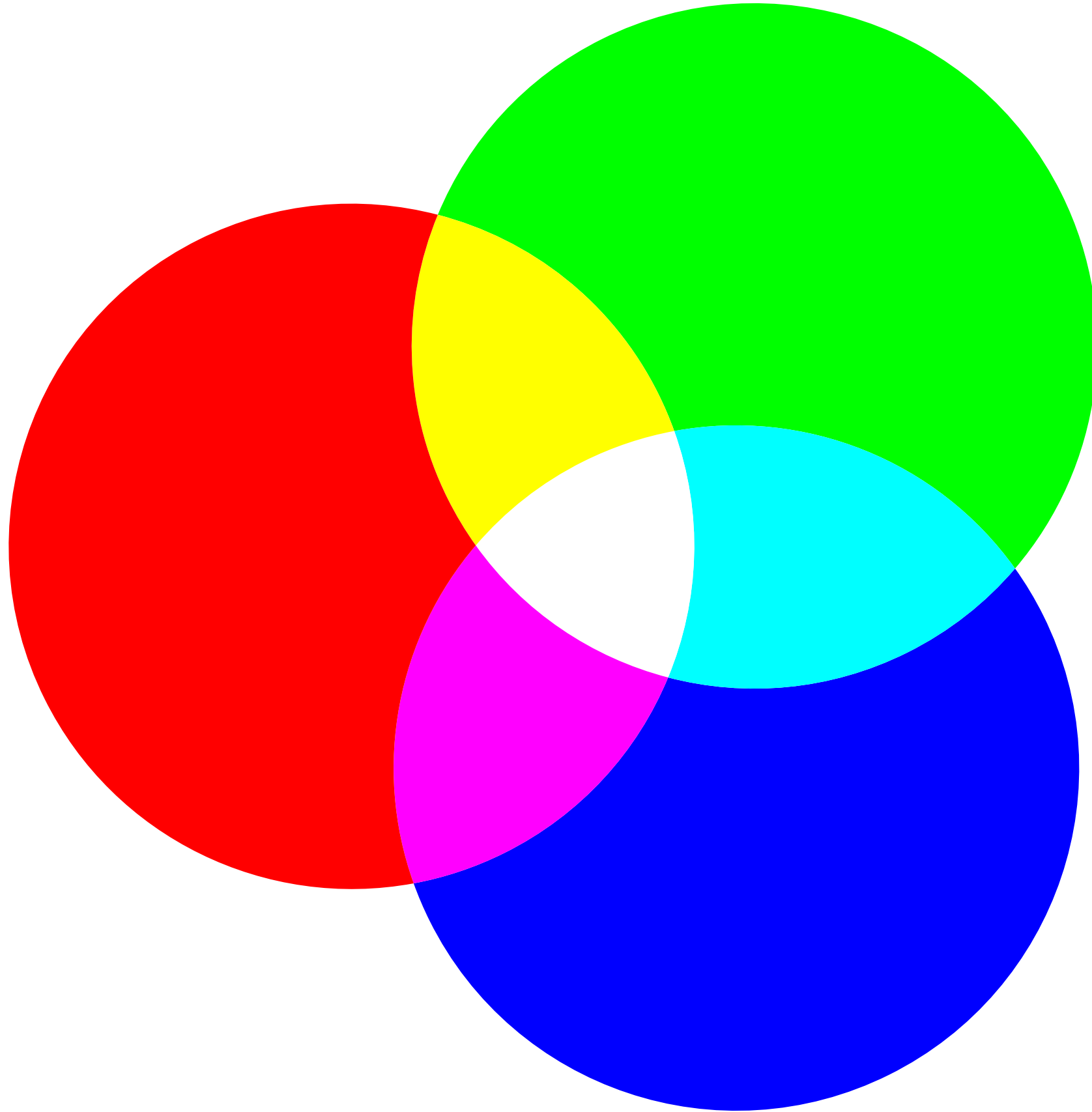# A (br-ief)

Intro

To

Color

MR. WIGGERS

what?

Color is perception.

Visual data is detected by your eyes
and translated by your brain.

That data is the reflection or emission
of light, at different wavelengths.

RGB

The RGB Color Model is known as an **additive** mixing model.

It allows you to create colors by **mixing** primary colors to create secondary, and tertia-ry, colors.

This changes our perception of wavelengths, thus, chang-ing color!

The RGB model is used with **technology**; it is the way that your device screens display color.
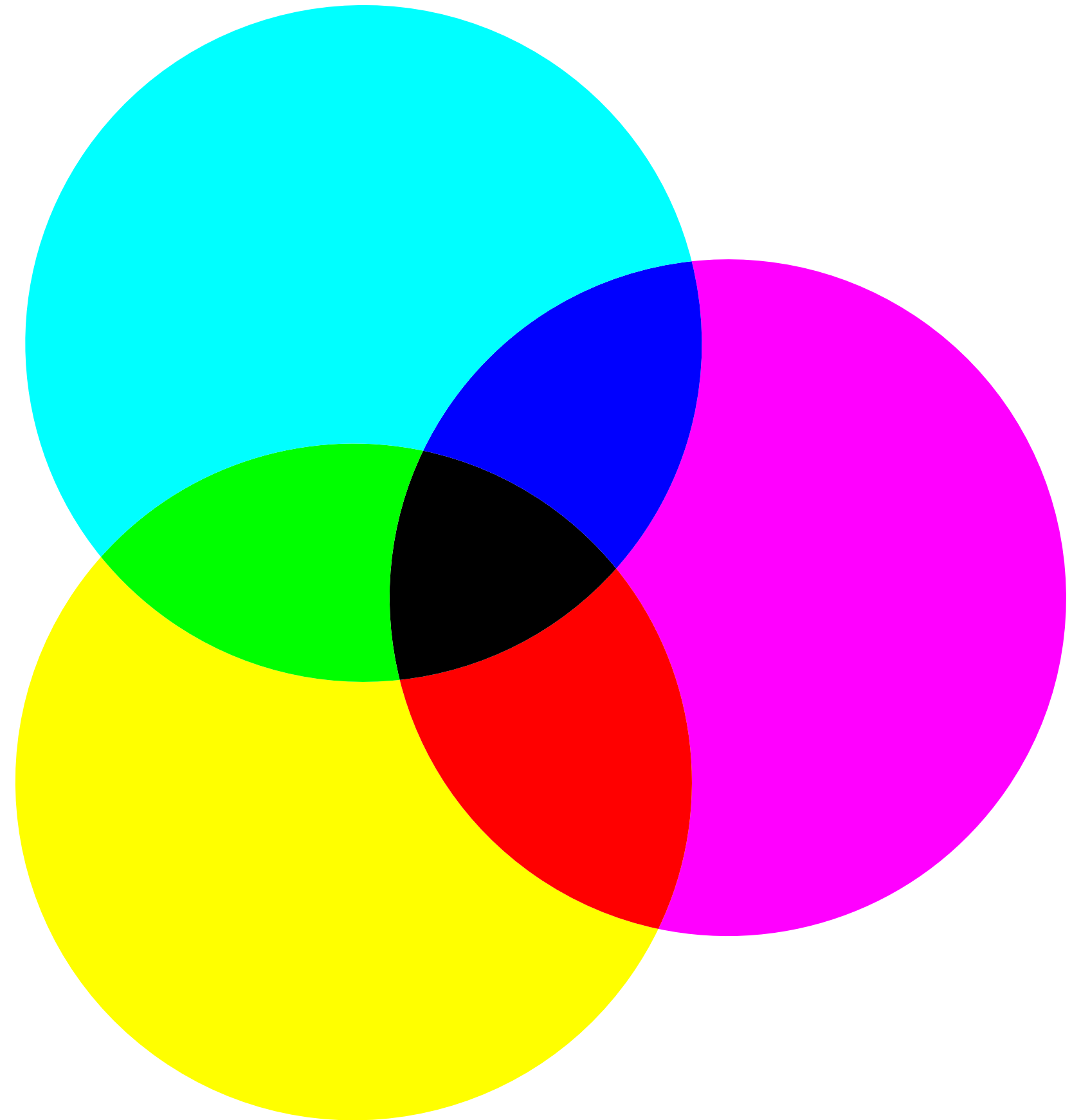
CMYK

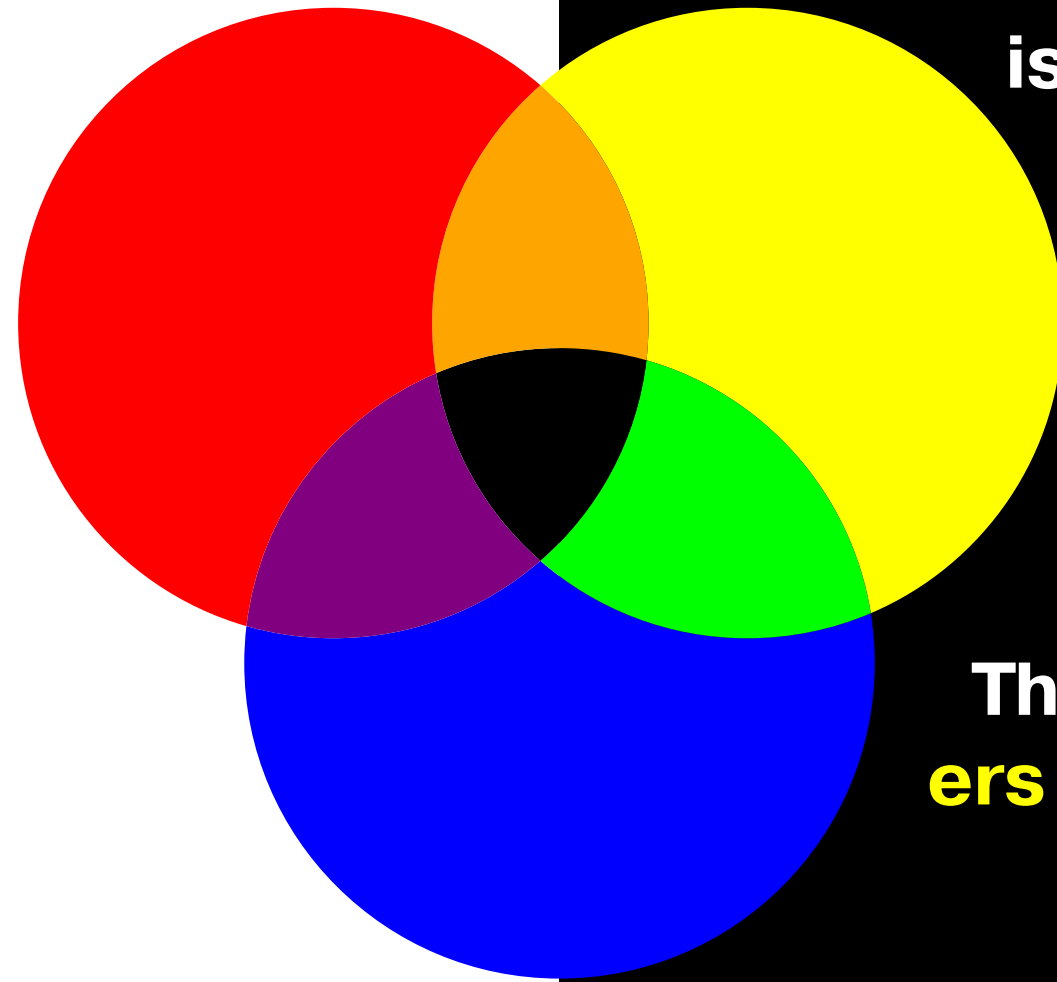The CMYK Color Model is known as a **subtractive** mixing model.

It allows you to create colors by **mixing** the primary colors to create secondary, and tertiary, colors.

This changes the wavelengths being reflected, thus, changing the color!

The CMYK model is used with **print**; it is the way that books, newspapers, and magazines are printed.

Red, Yellow, and Blue

The funny thing about color systems is that you can define **any** color as your primary colors.

Red, Yellow, and Blue, were considered to be the most **effective** colors.

These 3 colors are known as the **painters** color model.

Hex Codes

#ff801C

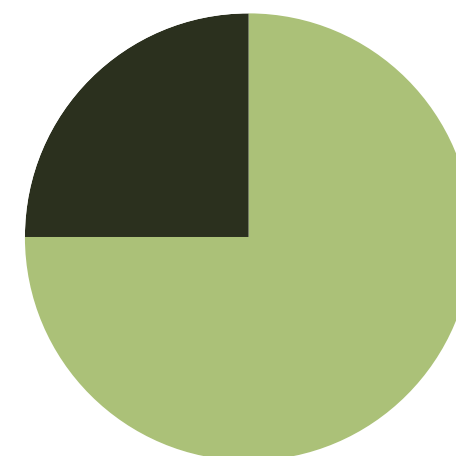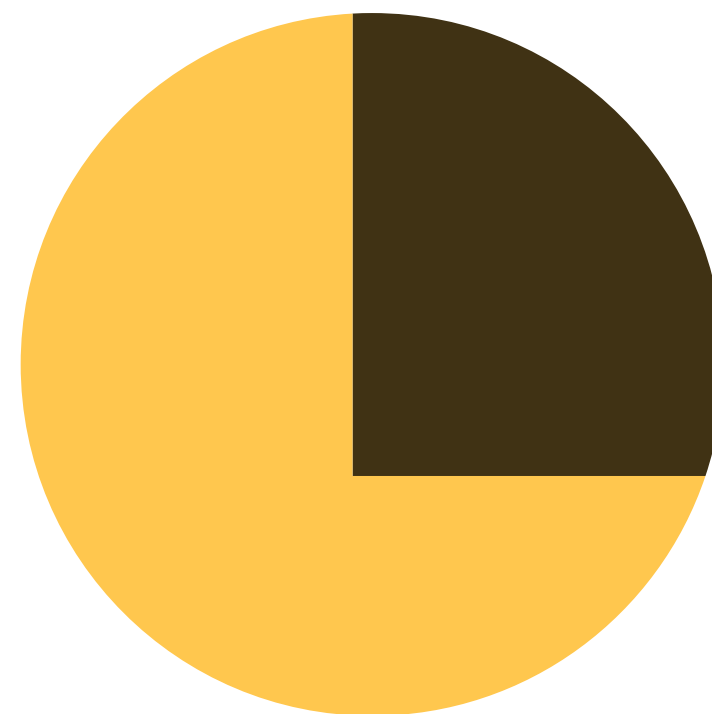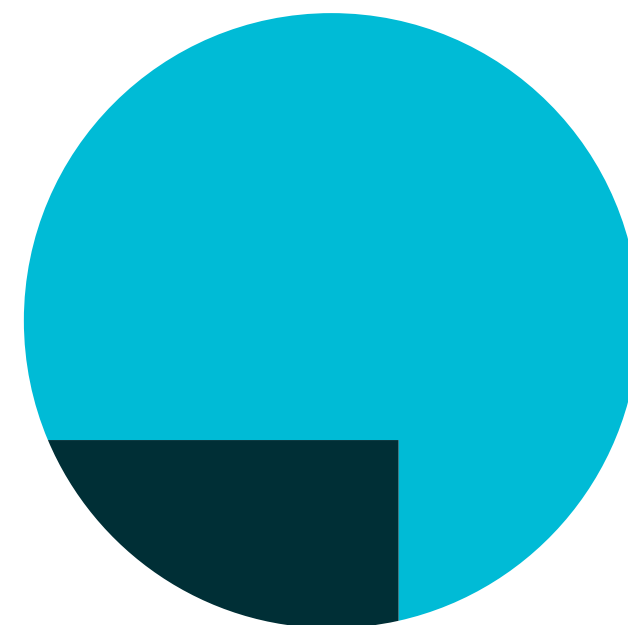**Red**   **Green**   **Blue**

WARM
TONES

COOL

TONES

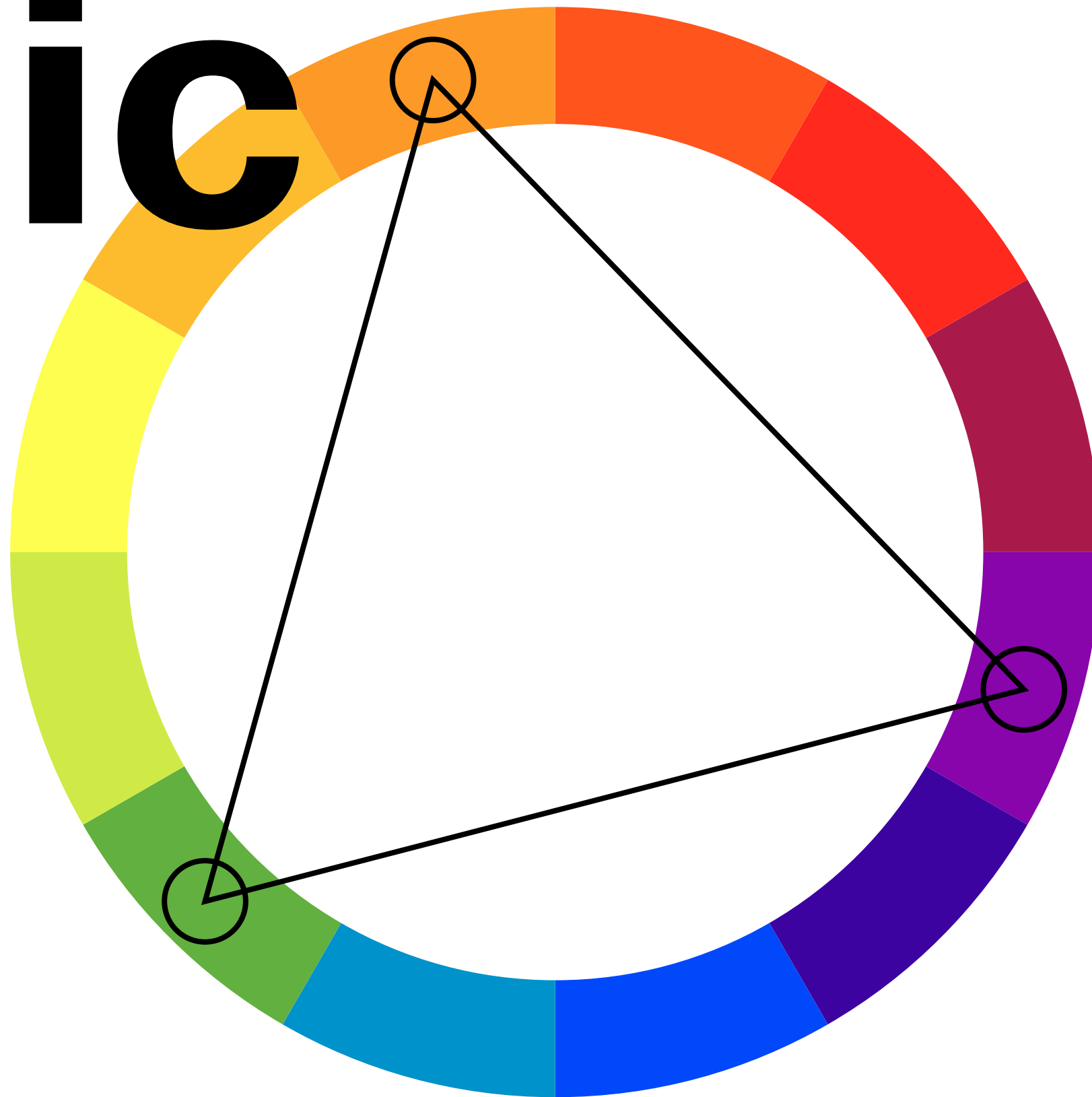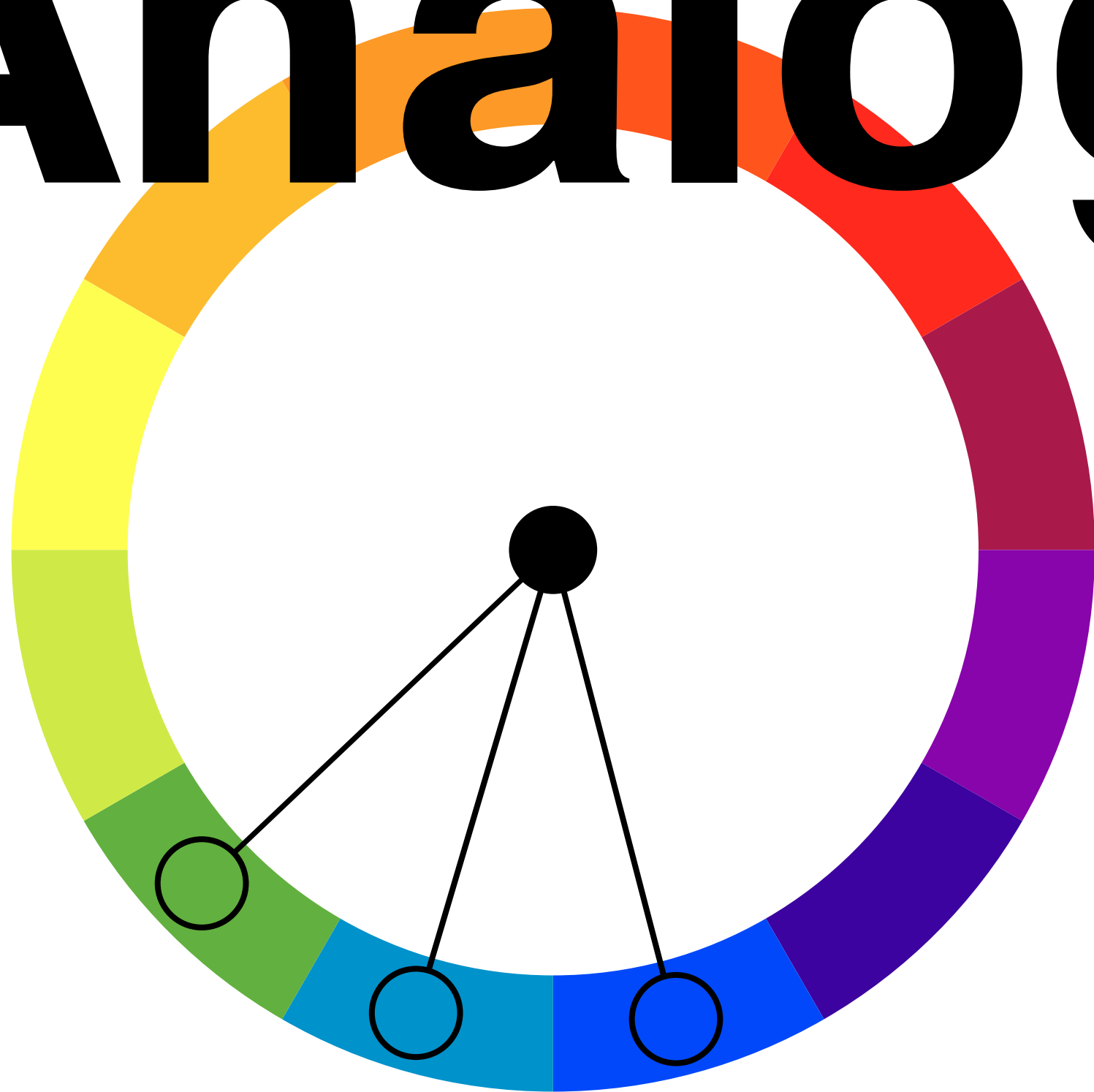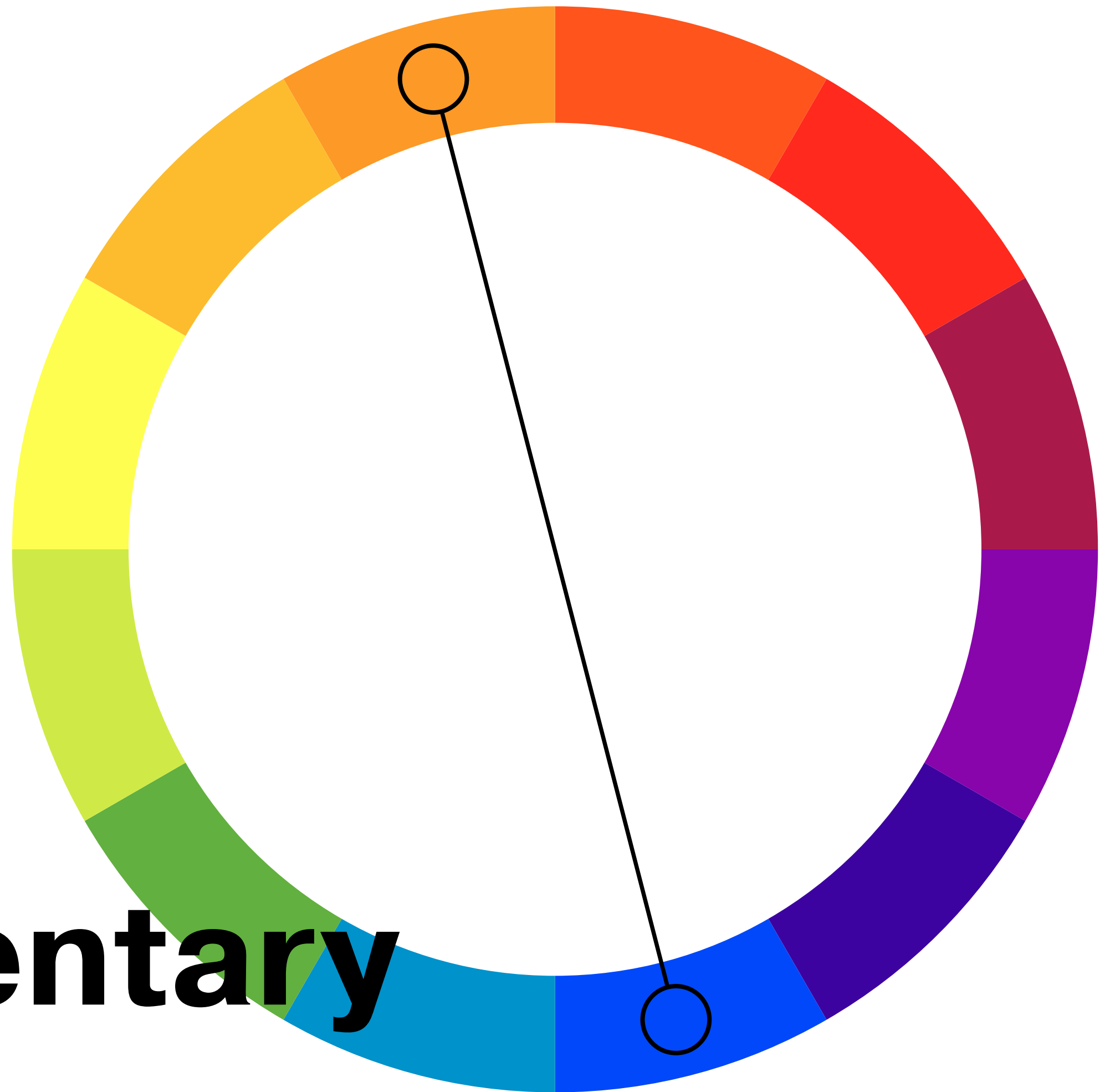Tints
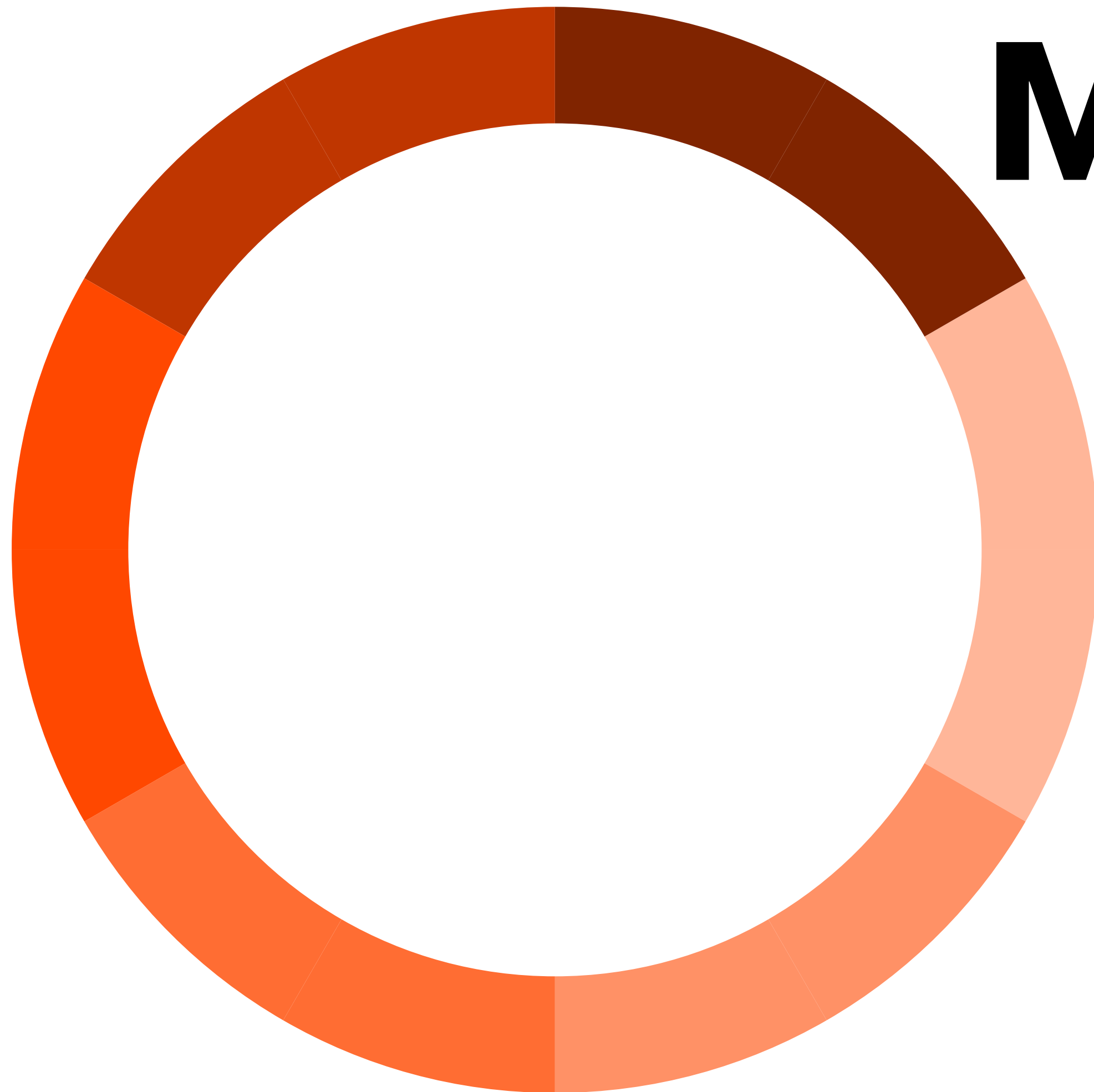
Shades

![Tones logo with overlapping colored circles]
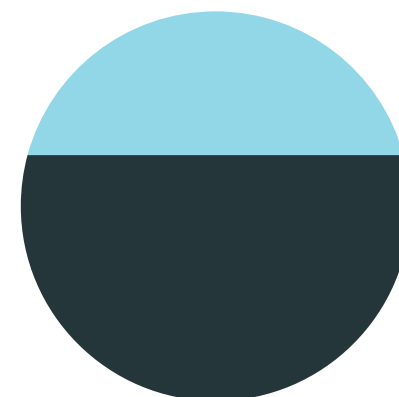
Triadic

Analogous

Complementary

Mono-
chrom-
atic