



Color theory

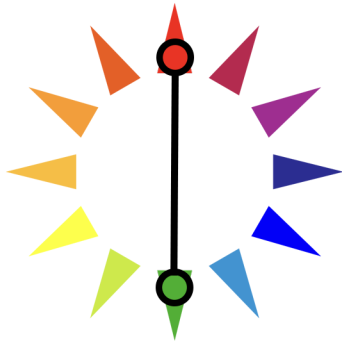
color wheel



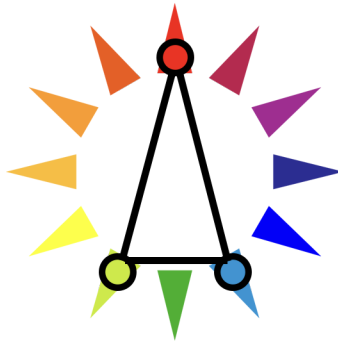
The **colour wheel** has all the the basic colours we need to know and it is a useful tool in design; it can help us compare color combinations to decide which colours we want to use or avoid.

color harmony

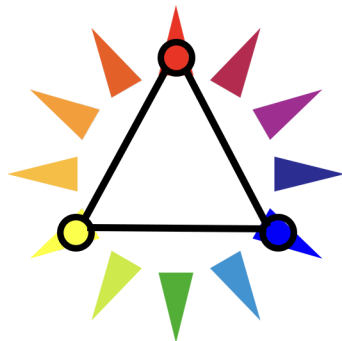
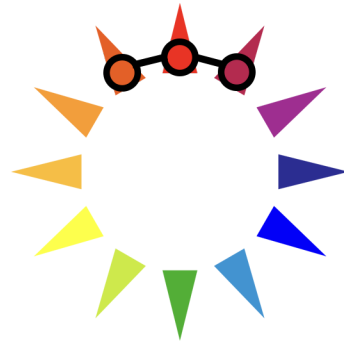
Complementary



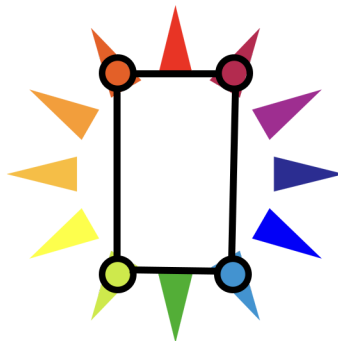
Split-Complementary



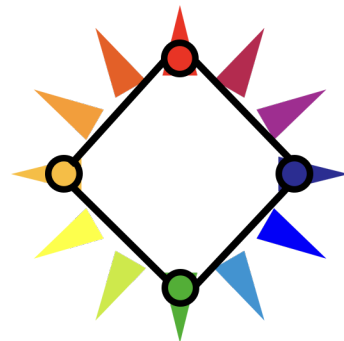
Analogous



Triadic



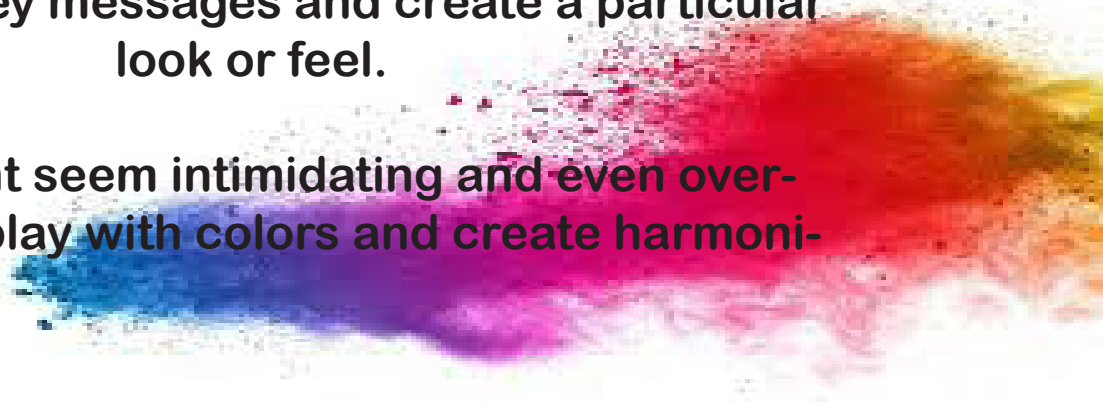
Tetradic



Square

Color harmony is the base of any design and artwork because designers use these color relationships to convey messages and create a particular look or feel.

While it might seem intimidating and even overwhelming to play with colors and create harmoni-



Color Psychology

Red

Excitement
Strength
Love
Energy

Orange

Confidence
Success
Bravery
Sociability

Yellow

Creativity
Happiness
Warmth
Cheer

Green

Nature
Healing
Freshness
Quality

Pink

Compassion
Sincerity
Sophistication
Sweet

Purple

Royalty
Luxury
Spirituality
Ambition

Brown

Dependable
Rugged
Trustworthy
Simple

Black

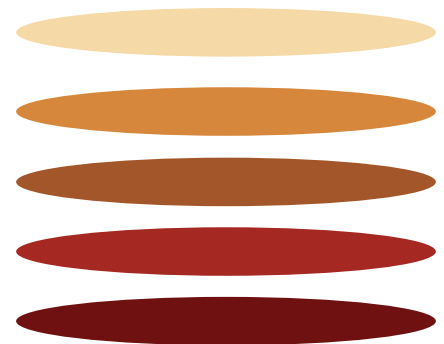
Formality
Dramatic
Sophistication
Security



Pictures of Life



Use a picker tool to select different colours within an image, until you have put together three or more that you think will work together well. You can be inspired to make a colour palette by just looking around you - the nature, people's outfit or food.





RYB

The RYB or red, yellow, blue color wheel is typically used by artists, as it helps with combining paint colors.

On the other hand, the RGB, or red, green, and blue color wheel, is designed for online use, as it refers to mixing light - like on a computer or TV screen.

So for the RYB color wheel, the 12 hues are classified as follows:

Primary colors: blue, red, and yellow

Secondary colors (made by mixing two primary colors): green, orange, and purple

Tertiary colors (made by mixing one primary and one secondary color): red-purple, blue-purple, blue-green, yellow-green, yellow-orange, and red-orange.

These are the main hues you will use to create harmonious color schemes.