Color

We talk about color models and color modes in graphic design so you can explain to your client why something looks different from screen to printed piece, and the process of proofing required to make the translation and reproduction of color understood by all interested parties. Color is one of the most difficult variables in manage in print output, and color can change dramatically from browser to browser in Web design.

color does not just look nice. it also has cultural connotations you must bear them in mind when picking colors
(east, west-funerary, marriage) http://www.colormatters.com/culturematters.html (green-marriage)

color can be used to show progression from front to back
(cool colors recede, warm colors advance)

certain colors in combination create perceptual changes (size)

some colors carry symbolism that is generally understood. some comes from the way the color is used, some from the way it is referred to in speech, or in fashion

it should make sense clarify ideas and add value to what you show and tell

use color to meet you objectives, have purpose for using it (design in b/w first so that your design is not color dependent; if it works in b/w, it will work in color, but not necessarily the other way around (logos)

work in the proper color model. design with the final output device in mind.
(print-CMYK; web-RGB)

if your final output device will be the Web, you are restricted by browsers and whatever monitor's imaging spectrum, but you do get to work with a very large gamut of color (16.2 million colors)

if your final output device is press, you work with a smaller gamut
(3.2 million colors)

Some Color Terms
 —providing visual order

hue-specific name of a color (chroma)

saturation (intensity)-strength or weakness of color (richness); vividness,
bright or grayed

value (brightness)-lightness or darkness of a color

visibility-how easily seen; relates to format and background (relates to emphasis)

contrast-dark defines light; light defines dark (consider legibility vs. aesthetics)

monochromatic-single color (usually refers to monotones)

complementary-opposite side of color wheel

analogous (adjacent)-same side of color wheel

primary color-red, yellow, blue (based on the way humans perceive)

secondary color color-result of mixing two primary colors

tertiary color-result of mixing two secondary colors

gamut-range of colors a device can reproduce, or a sensor (human) can perceive

subtractive color-primary colors of ink or pigment (CMY) combine to yield black, subtracting color from white light (printed or painted things) (reflective)

additive color- primary colors of light (RGB) combine to yield white, adding white light to color (projected things—video, Internet) (transparent)
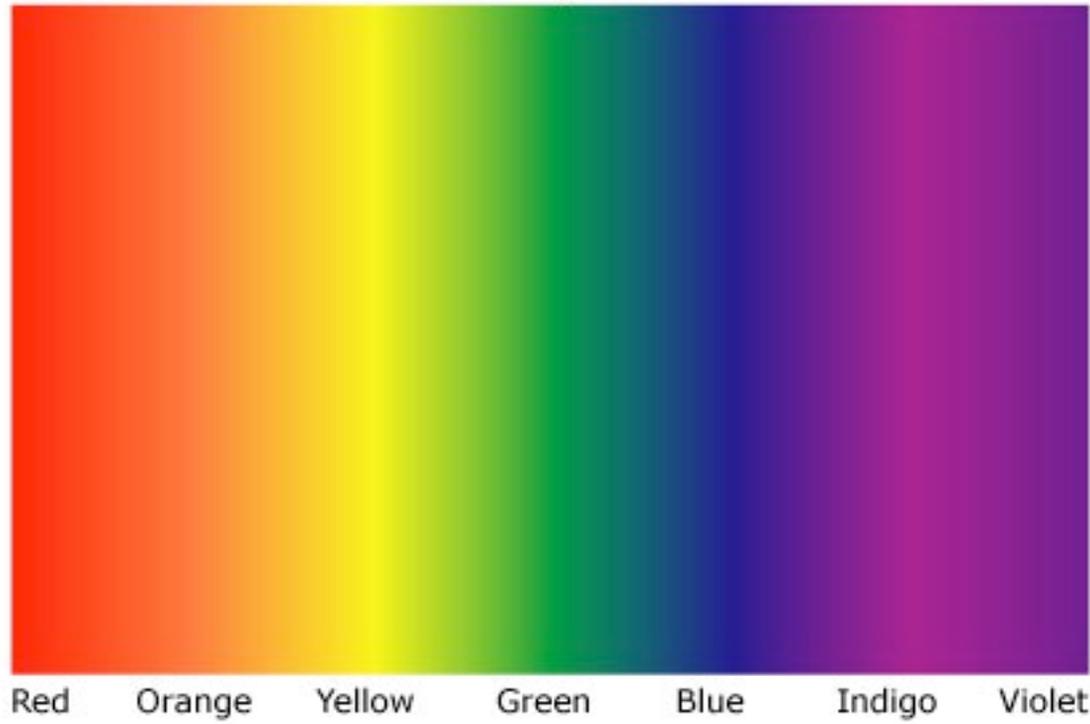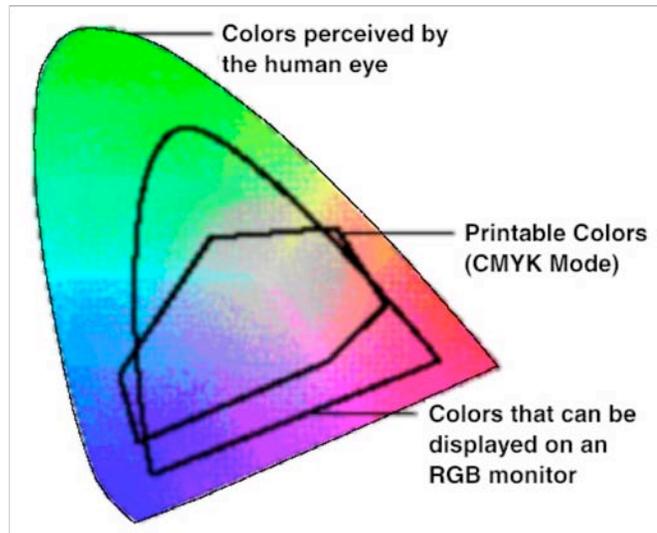

Illustrator complement tools

VECTOR vs. Raster
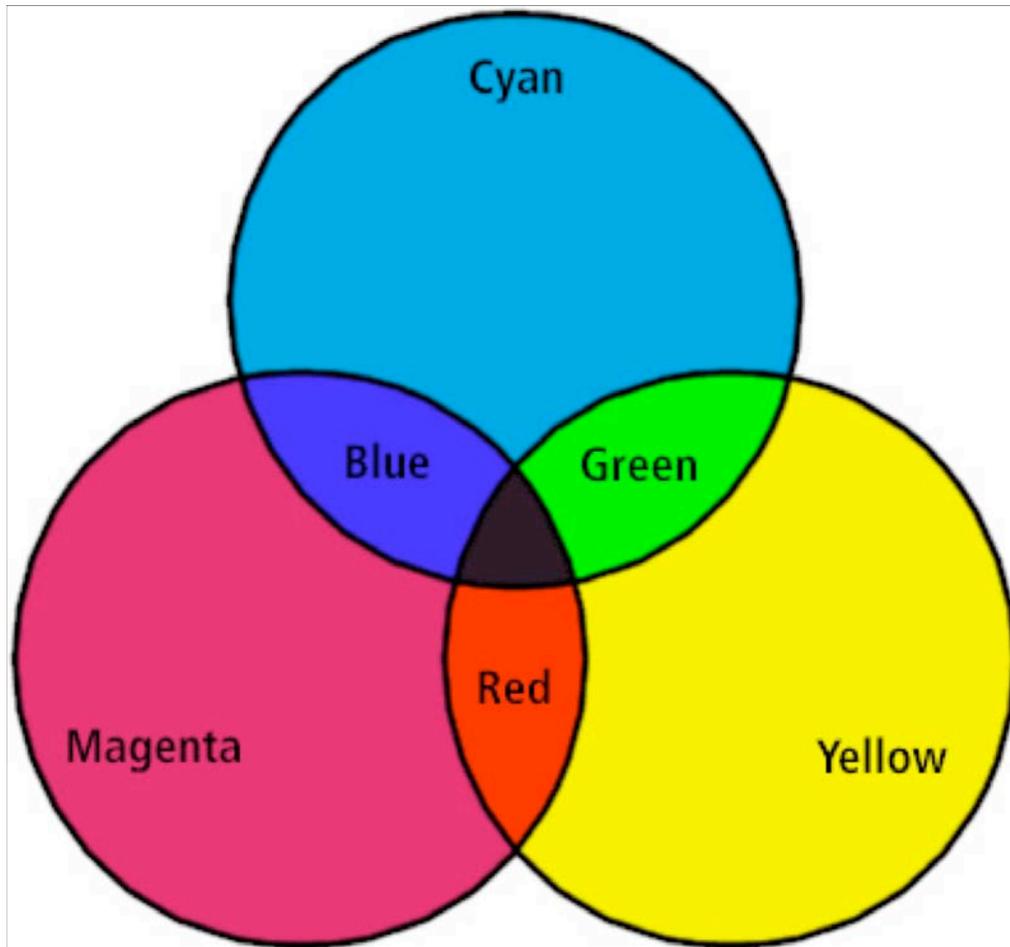—line art (vector)
—continuous tone imagery (pixel)

Visible Spectrum

Red   Orange   Yellow   Green   Blue   Indigo   Violet

gamut-range of colors a device can reproduce, or a sensor (human) can perceive.

Colors perceived by the human eye

Printable Colors (CMYK Mode)

Colors that can be displayed on an RGB monitor

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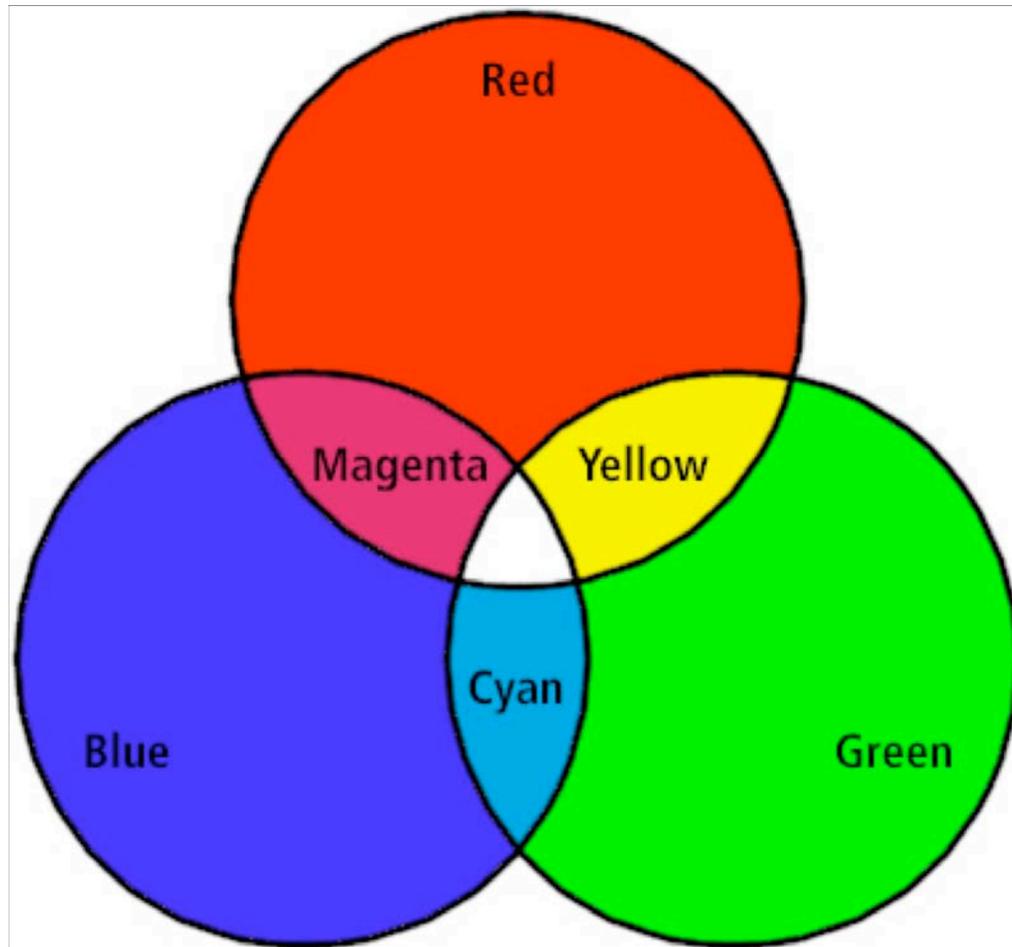
BASICS

Color Terminology
http://www.carnrightdesign.com/color4business/speaking_color.htm

Color Matters - Design and Art - Color Theory (color wheel 01)
http://www.colormatters.com/colortheory.html

Color Wheel (color wheel 02)
http://www.carnrightdesign.com/color4business/color_wheel.htm

Basic color schemes: Color Theory Introduction (color wheel 03/schemes)
http://www.tigercolor.com/color-lab/color-theory/color-theory-intro.htm

Color Matters – Factoids
http://www.colormatters.com/factoid.html

Color Matters -Symbolism and Emotions - Color and Culture Matters (green)
http://www.colormatters.com/culturematters.html

IN DEPTH

RGB World - Understanding Color
http://www.rgbworld.com/color.html

http://colortheory.liquisoft.com/

is white/black a color? http://www.colormatters.com/vis_bk_white.html#

CUSTOM COLOR

[Coca-Cola Red Background Logo. (EPS).](http://www.allfreelogo.com/logo/coca-cola-red-background-logo.html)
http://www.allfreelogo.com/logo/coca-cola-red-background-logo.html

coca cola red PMS 485
http://www.thecoca-colacompany.com/presscenter/imagebrands.html

(red) http://desktoppub.about.com/cs/colorselection/p/red.htm

—company who's proceeds fight aids in Africa (Product Red)
http://www.joinred.com/Home.aspx

[Graphics Challenge: The Color Blue](http://graphicssoft.about.com/b/2007/11/11/graphics-challenge-the-color-blue.htm) (because blue is my favorite color)
http://graphicssoft.about.com/b/2007/11/11/graphics-challenge-the-color-blue.htm

why color matters (marketing)
http://www.colormatters.com/market_whycolor.html#

theory in action (like kuler)
http://www.color-wheel-pro.com/index.html

what I heard about red . . .

SCHEMES

[Color Wheel Pro: Color Theory Basics](http://www.color-wheel-pro.com/color-theory-basics.html)
http://www.color-wheel-pro.com/color-theory-basics.html

[Color Schemes](http://www.carnrightdesign.com/color4business/color_schemes.htm)
http://www.carnrightdesign.com/color4business/color_schemes.htm

[kuler](http://kuler.adobe.com/#themes/newest?time=30) (can establish an account)
http://kuler.adobe.com/#themes/newest?time=30

SURVEY

[Color Matters - Global Color Survey](http://express.colormatters.com/colorsurvey/)
http://express.colormatters.com/colorsurvey/
see how you rate globally

The Secret Influence Of Color

By Carly Young, Special to LifeScript

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Your color choices send subtle messages to the world. Police officers dress in dark blue to convey authority. UPS carriers sport brown to show they're reliable. And hospital staffers' light green scrubs evoke tranquility. What does your favorite hue say about you?

Out of the Blue
Conveys: Faithfulness, tranquility, dependability, sensitivity.

Blue implies stability because it's the color of the sky. It will always be there for us. Even if the sky is temporarily gray or overcast, we know it'll be blue again eventually.

How to wear it: Darker hues are ideal for formal events (navy is a power color), while lighter shades work better in casual settings. For a touch of humor, try periwinkle.

Shades of Gray
Conveys: Seriousness, dependability and stability.

Gray gets its reliable grounding from Mother Nature. In the outdoors, everything gray is permanent (rocks and stones, for example),

How to wear it: Gray is practical; it's also a power color.

Wear a gray suit to a <u>job</u> interview to show your future boss that you're responsible.   But dress in it from

head to toe and you might be telling the world you're boring. To stand out, pair a gray suit with something memorable, such as a printed blouse, a great pair of heels or sparkly earrings.

Tickled Pink

Conveys: Love, affection, gentleness, femininity.

Pink is soft and delicate, but it lacks passion. It may also have a calming, soothing effect. Sports teams are rumored to paint the locker rooms used by their opponents pink to drain their energy.

How to wear it: Pink lacks the blatant sensuality that bolder colors (think red) convey. Charming and warm, soft pink is the perfect color for a romantic date - but not a late-night rendezvous.

And don't dismiss all shades as a girly-girl. Candy pink is quintessentially feminine, but a swap it out for hot magenta and you'll make a splash on a night out on the town.

Red Alert

Conveys: Strength, power, confidence, passion.

Red is a versatile color that can symbolize everything from passionate love to violent warfare. Intense and aggressive, its influence isn't only psychological - it's physical too. Studies have shown that seeing the color red not only speeds up your heart rate, it makes you breathe faster too. Red wins more often than blue.

How to wear it: It's a dynamic, dramatic hue that gathers attention and can be overpowering in professional settings. Red is not a good idea for a job interview.

The same goes for negotiations or situations where there's potential for conflict. To tone it down, pair it with muted hues: a red and blue striped sweater, for example, or a red camisole under a gray jacket.

Youthful Yellow
Conveys: Youth, joy, imagination.

Yellow improves concentration, which explains all those legal pads and Post-It notes. It's also the color of friendship (that's why, on Valentine's Day, we hope for red roses - not yellow ones).

How to wear it: "Many people shy away from yellow because they think it's too bright. But remember that yellow comes in many shades, from pale pastels to deep, vibrant hues. If you're uncomfortable with it, pair it with items you already love. Try a yellow tee with your favorite pair of jeans. Or sneak yellow in with a mix of other colors in a floral print.

Black Beauty
Conveys: Elegance, sophistication, power.

Black has a bad reputation. It's the required color for movie villains and comic book criminals. It's also associated with mourning and death. But it has a different meaning - timeless, classic and universally slimming.

How to wear it: Afraid you'll be just one more woman in a sea of little black dresses at the next cocktail party? "Black offers the perfect opportunity to accessorize.

Wear purple <u>eye shadow</u> and an amethyst necklace with a black blouse. Or paint your nails red and wear the sexiest pair of silver stilettos you can find.

Green with Envy
Conveys: Tranquility, good luck, health.

Green conjures lush images of nature - from tropical forests to parks on spring days. It's the color of life and growth, and a symbol of fertility. (Brides in the 15th century wore green wedding gowns.)

How to wear it: Rich, jewel tones are best for dates and evenings. Switch to softer, pastel shades for daytime. But unless you want to channel the '80s, go light, not bright.