

The Role of Color in Design



- Color is a property of light
- Light is made up of energy rays of different wavelengths
- Each wavelength is a separate color
- When sunlight passes through a prism, the rays are bent
- Each wavelength bends a different amount and the light is separated into colors—red, orange, yellow, green, blue, indigo, and violet

Components of Color

- Color affects:
 - How we feel—our mood
 - Our body temperatures
 - Our energy level
 - Our stress level
 - It can even affect your eye sight



Color

YELLOW BLUE ORANGE
BLACK RED GREEN
PURPLE YELLOW RED
ORANGE GREEN BLACK
BLUE RED PURPLE
GREEN
BLUE ORANGE

**Say the color of the word and not
the name of the word**

- Most emotional color
- Can make people feel bold, excited, or even nervous
- Raises blood pressure and heart rate
- People will pay more for an item if it has a red tag on it.
- The most powerful, dramatic, warm color. It makes rooms smaller, but is a good choice for large, high-activity areas such as recreational rooms



RED



- Blue is generally subdued and is often used to create a calm feeling
- Good color for Dr. offices and dentists
- Best color to wear for job interviews
- Suggests respect, responsibility, authority
- Blue is the favorite m&m
- Slows down time
- Blue is the favorite bedroom and bathroom color. It is soothing like the sky. Light blue opens spaces; dark blue closes them.

BLUE

- Makes you cheerful and hopeful
- Yellow helps jog your memory (Use yellow paper to take notes, legal pads)
- 70% of people will pick a yellow painted hall over a blue painted hallway
- Draws attention
- Yellow catches the eye more than any other color. It lights hallways and foyers and lifts moods in kitchens and hobby rooms.

YELLOW



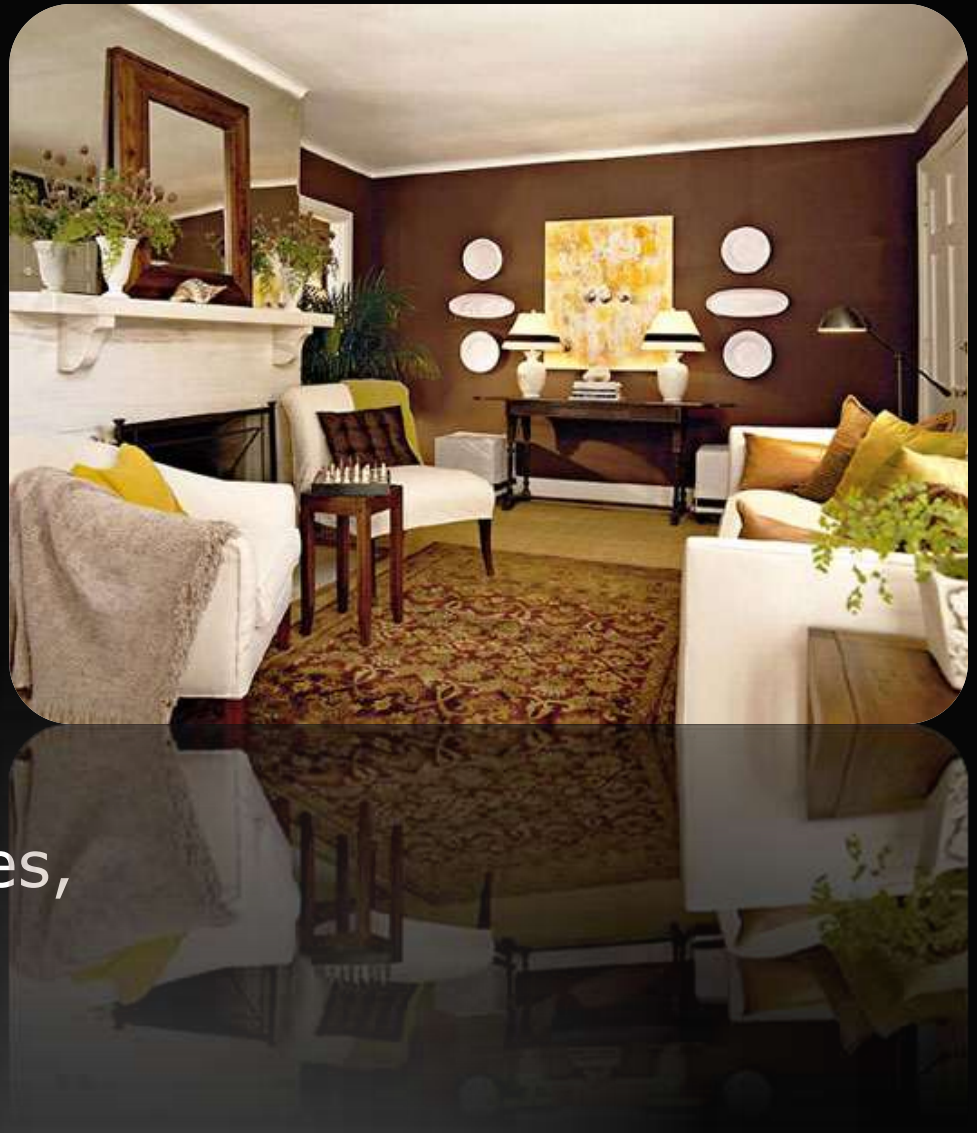


- Green has a calming effect, like nature.
- It enlarges a space and is a popular choice for bedrooms and rooms that adjoin outdoor areas.
- Color of success (dollar bills)
- Soothes pain
- Everyone mellows out around the color green

GREEN

- Friendly color
- Warm, snug, secure
- Home-like
- If you wear brown people tend to think you are a better listener
- Brown is associated with good food
- Protective color
- Stable, self-disciplines, dependable

BROWN





BLACK

- Sophisticated, mysterious, dramatic
- Mourning, sorrow, depression
- Power and strong authority
- Good accent color
- Most slimming color
- Men who black are considered arrogant
- People who wear black tend to have more complex personalities

- Sweeter than any other color
- Can be calming (it has been suggested that all prisoners wear pink jumpsuits and paint walls pink)
- Feminine
- Laidback, carefree, innocent, romantic
- Good accent for clothing not recommended as overall in clothing
- Not a good color if you want to be taken serious



PINK



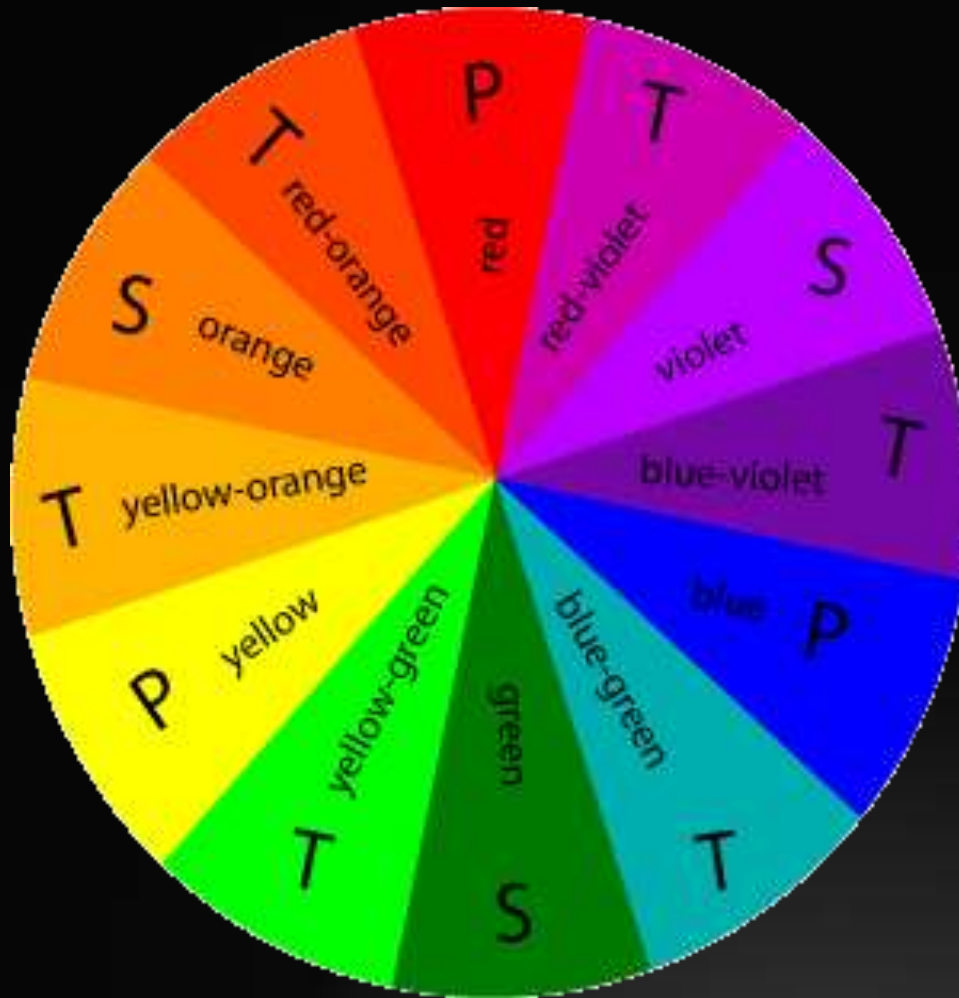
- Most complex color
- Combines red and blue, creating mixed effects. Many people don't like this color in a room—choosing red-violet or blue-violet instead
- Royalty, dignity
- Women all over the world accept purple as a color to wear
- We get sick of violet quicker than any other color
- More inventors favorite color was purple than any other color
- Seen as an artistic and expressive color

VIOLET

- Warms a room in a very welcoming way.
- Works well in family rooms, living rooms, and children's playrooms
- Informal
- Stimulation
- Considered a cheap, inexpensive color
- Good around fast food—makes you hungry quickly
- A majority of people only like orange in the fall
- Least favorite m & m color



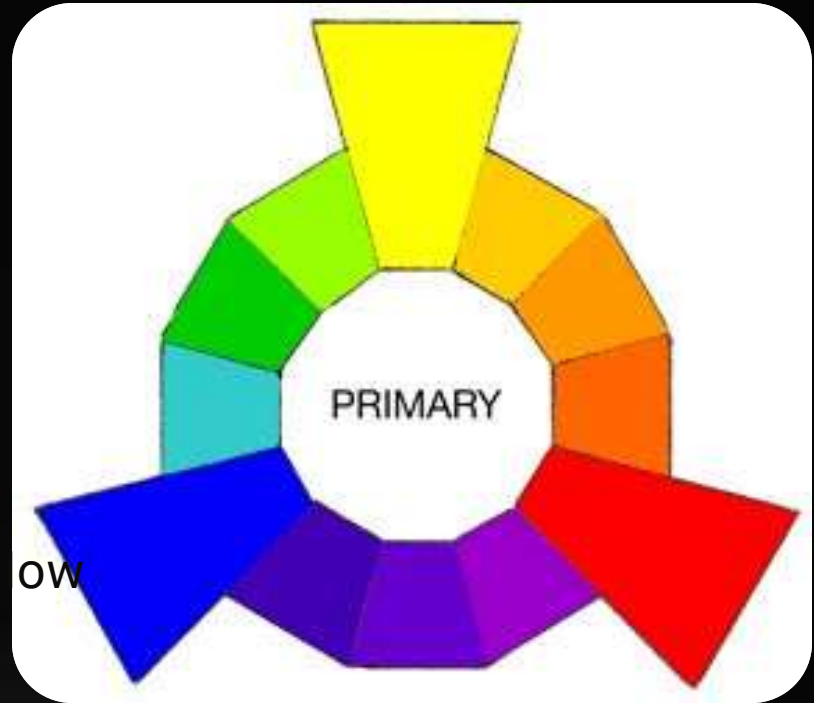
ORANGE



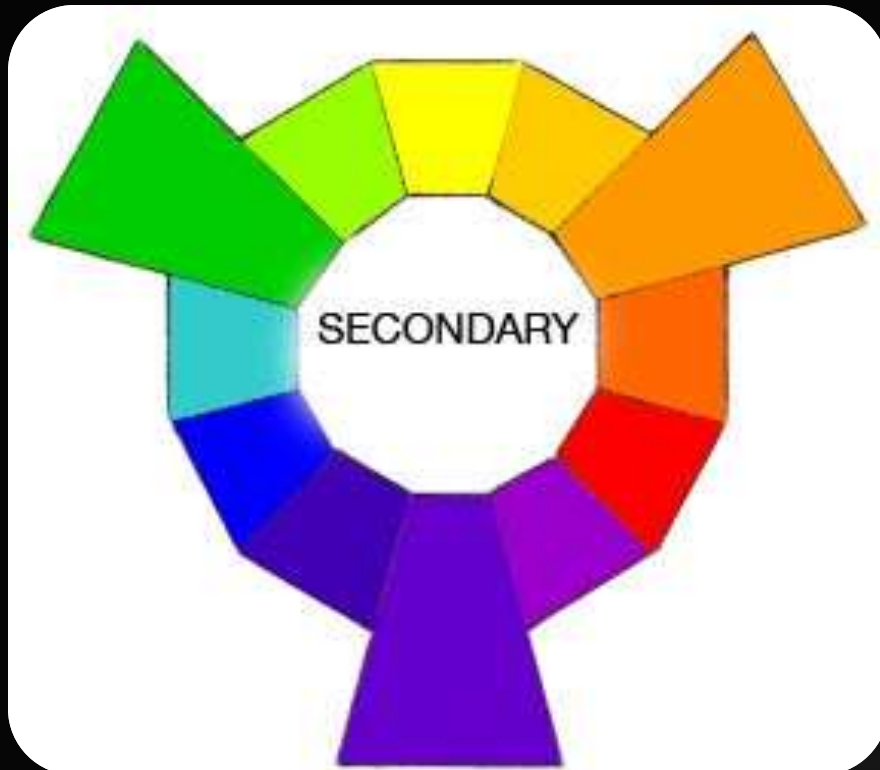
- The color wheel is circular arrangement of primary, secondary, and tertiary colors.
- The sequence of colors on the wheel is fixed.
- The first color wheel was developed by Sir Isaac Newton in 1666

COLOR WHEEL

- Yellow, red, and blue
- These colors are basic—they cannot be created by mixing other colors.



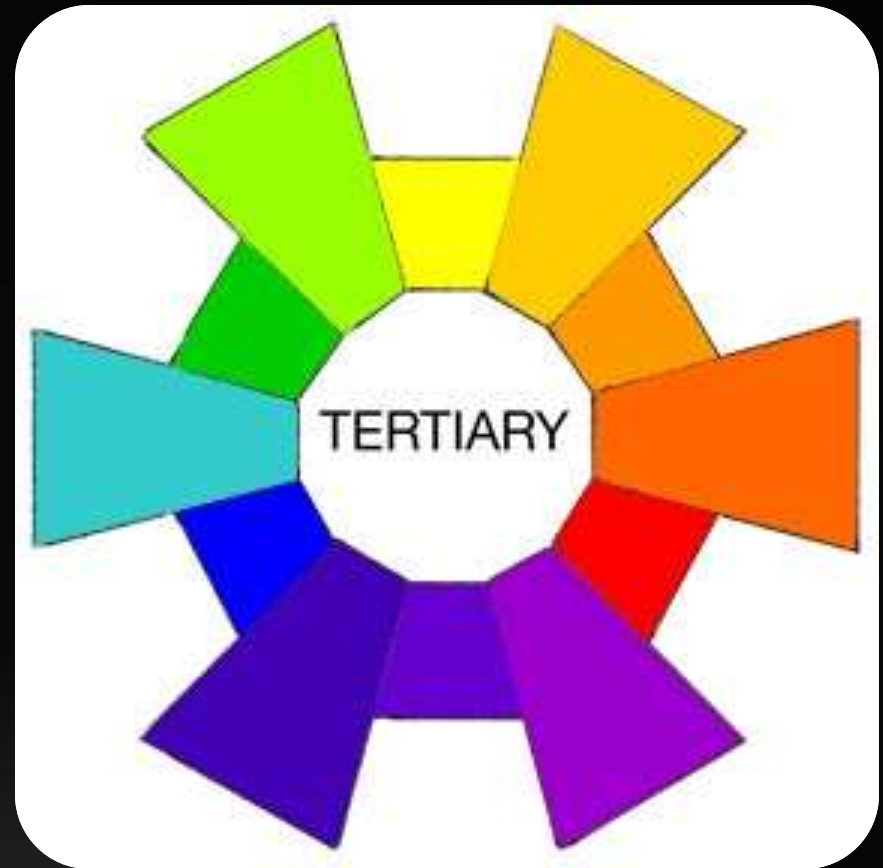
PRIMARY COLORS



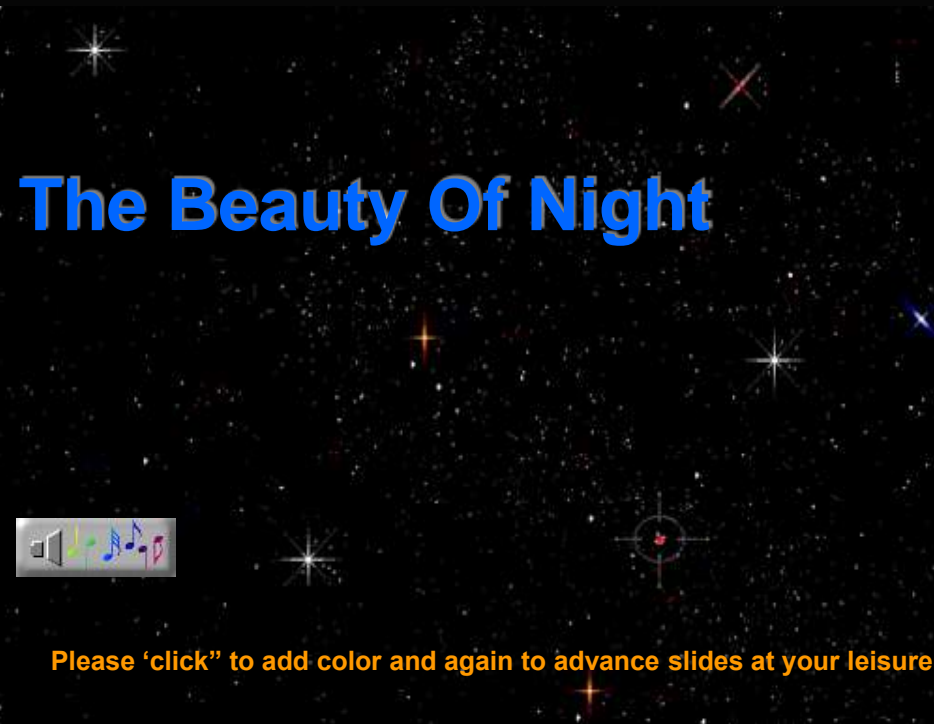
- Orange, violet, and green
- These colors are made by mixing equal parts of two primary colors
- Secondary colors appear on the color wheel halfway between the primary colors that make them

SECONDARY COLORS

- Yellow-orange, red-orange, red-violet, blue-violet, blue-green, and yellow-green
- Also known as intermediate colors
- Created by combining a primary color with a neighboring secondary color



TERTIARY COLORS



The Beauty of Night



- Color is a property of light
- Light is made up of energy rays of different wavelengths
- Each wavelength is a separate color
- When sunlight passes through a prism, the rays are bent
- Each wavelength bends a different amount and the light is separated into colors—red, orange, yellow, green, blue, indigo, and violet

Components of Color



- The specific name of a color is its **hue**
- Hue is the feature of color that makes one color different from others
- Each color on the color wheel is a hue
- Black, white, and gray don't appear on the color wheel because they have no hue—technically they are not colors at all

Hue—another name for color

- All objects contain pigments—substances that absorb some light rays and reflect others.
- The colors that you see are the **reflected** light rays
- For example, when light strikes a red chair, all the rays in the light are absorbed **except** the red rays)



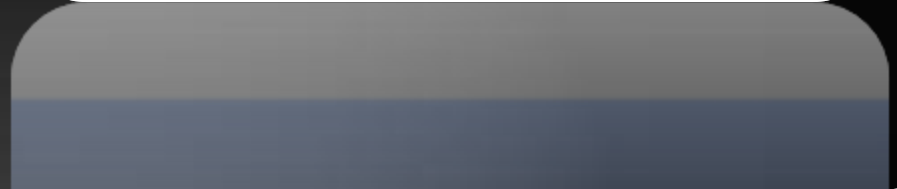
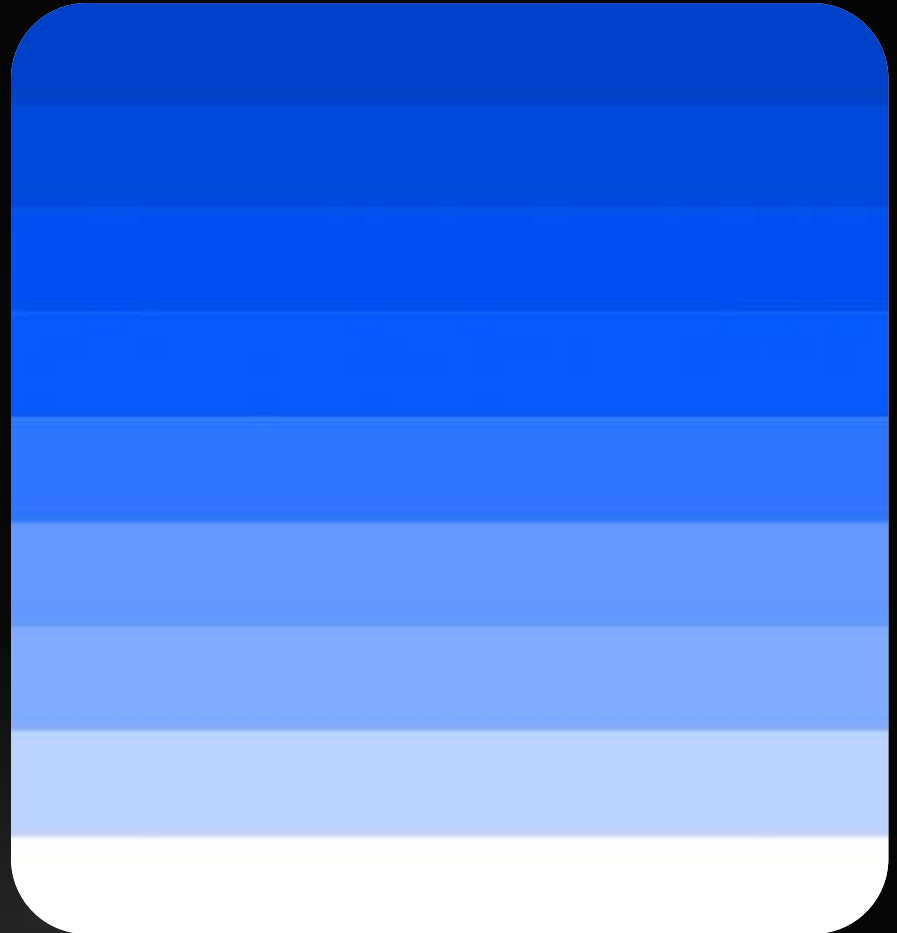
Pigments

- The brightness or dullness of a color
- High intensity—objects seem larger and closer
- Low intensity—muted and generally create a calmer effect than intense or pure colors

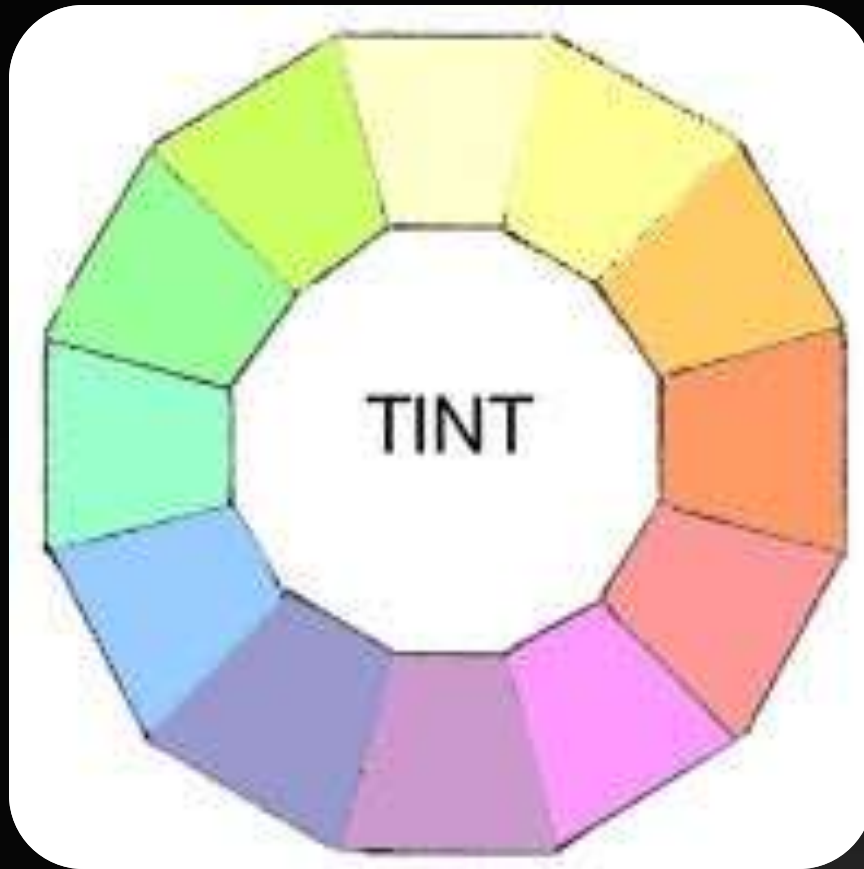


Intensity

- Lightness and darkness of a color
- The basic hues in the color wheel are considered middle or normal values



VALUE



- A hue that is lighter than its normal value
- Has white added to it
- Examples: pink is a tint of red, peach is a tint of orange, lavender is a tint of violet

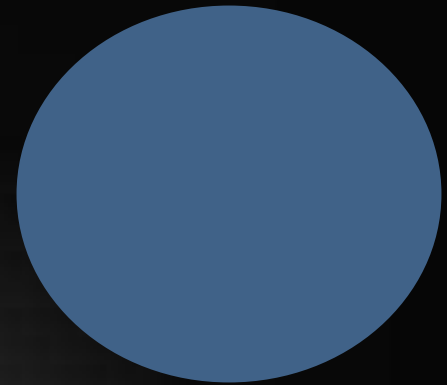
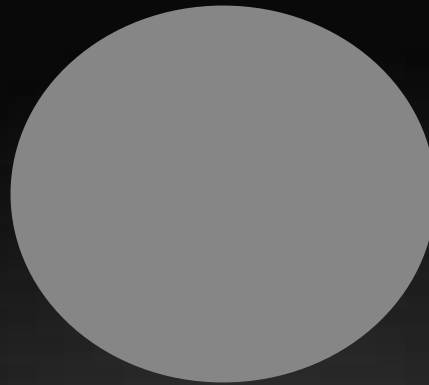
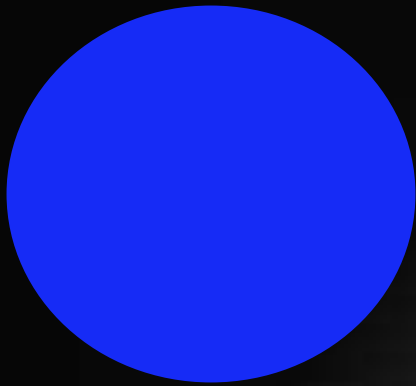
Tint

- A color that is darker than its normal value
- Has black added to a hue
- Examples: navy is a shade of blue, rust is a shade of orange, maroon is a shade of red



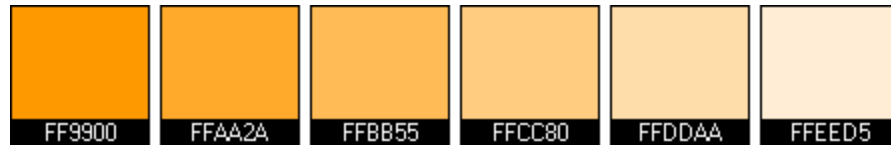
Shade

- Color that has gray added to it
- Duller than its normal value, but not as dark as a shade



Tone

Tint



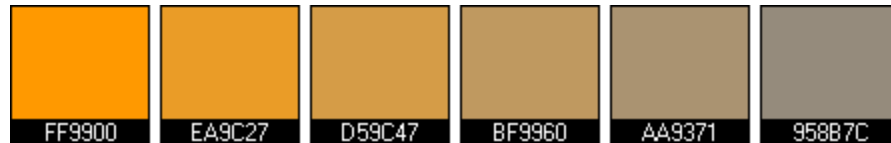
Tints - adding white to a pure hue:

Shade



Shades - adding black to a pure hue:

Tone



Tones - adding gray to a pure hue:

Remember: all are values!

- A color scheme is the choice of colors used in design in order to create a mood or set a tone
- Color schemes are used to create style and appeal.



Color Schemes



- A monochromatic color scheme uses tints and shades of one color on the color wheel

Monochromatic



Monochromatic

- Two or more colors that are next to each other on the color wheel

Analogous



Analogous



- Two colors that are directly across from each other on the color wheel.



Complementary

- A color scheme that uses three colors. It combines one color with the two colors on each side of its complement



Split Complementary

- Three colors that are equally spaced on the color wheel.

Primary



Triad



- Neutral color scheme with a “splash” of color



Accented Neutral

- Consider the following factors before choosing colors for a color scheme:
 - Mood
 - People
 - Style (Greece)
 - Time spent in a room
 - Existing colors
 - Adjacent rooms
 - Lighting—different kinds of light change the way color appears (natural vs. artificial)



Planning Color Schemes



What kind of color scheme?



What kind of color scheme?



What kind of color scheme?



What kind of color scheme?



What kind of color scheme?



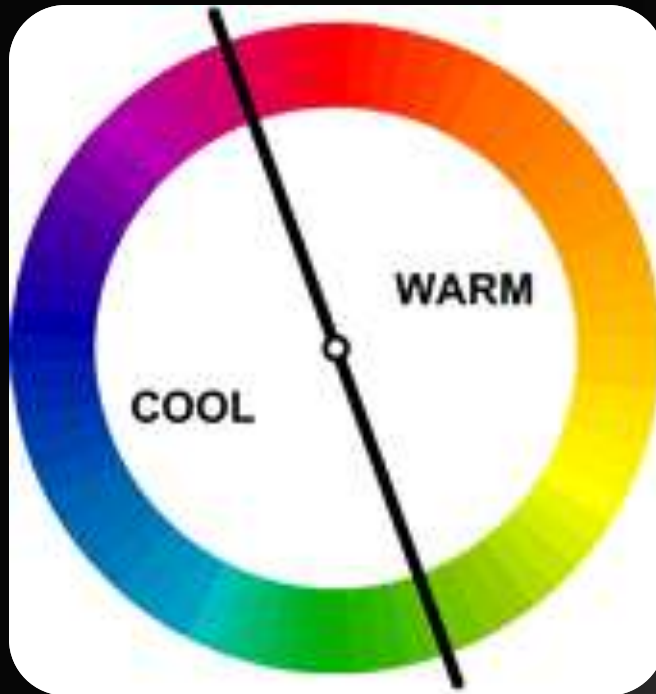
What kind of color scheme?



- Take out your notes and a piece of scratch paper.
- Imagine sitting in a yellow kitchen with afternoon sunlight streaming through the window. Describe your feelings about this room.

Bellwork

- You can also divide the color wheel in half



Warm and Cool Colors



- Warm colors make a room appear smaller
- Red-orange conveys the most warmth of any color
- Warm colors are especially suitable in areas of high activity, such as the kitchen and family room

- In general, colors associated with the sun—red, orange, and yellow—are considered warm colors

Warm Colors





Warm Colors

- Blues and greens—colors that capture the essence of the ocean—are considered cool colors



- Cool colors make a room appear larger
- Cool colors are popular in bedrooms, bathrooms, and home offices because of their relaxing effect

Cool colors



Cool Colors

