

■ Patrician College of Arts and Science

■ Department of Visual Communication

■ Introduction to Visual Communication

■ Subject Code: SAX1A

■ Even Semester

■ Presented By

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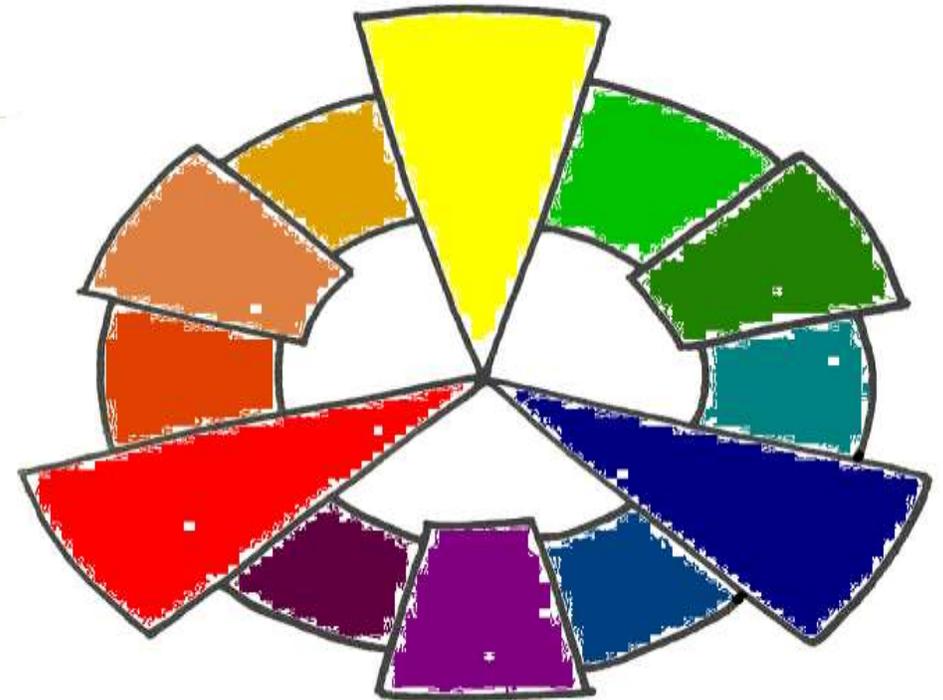
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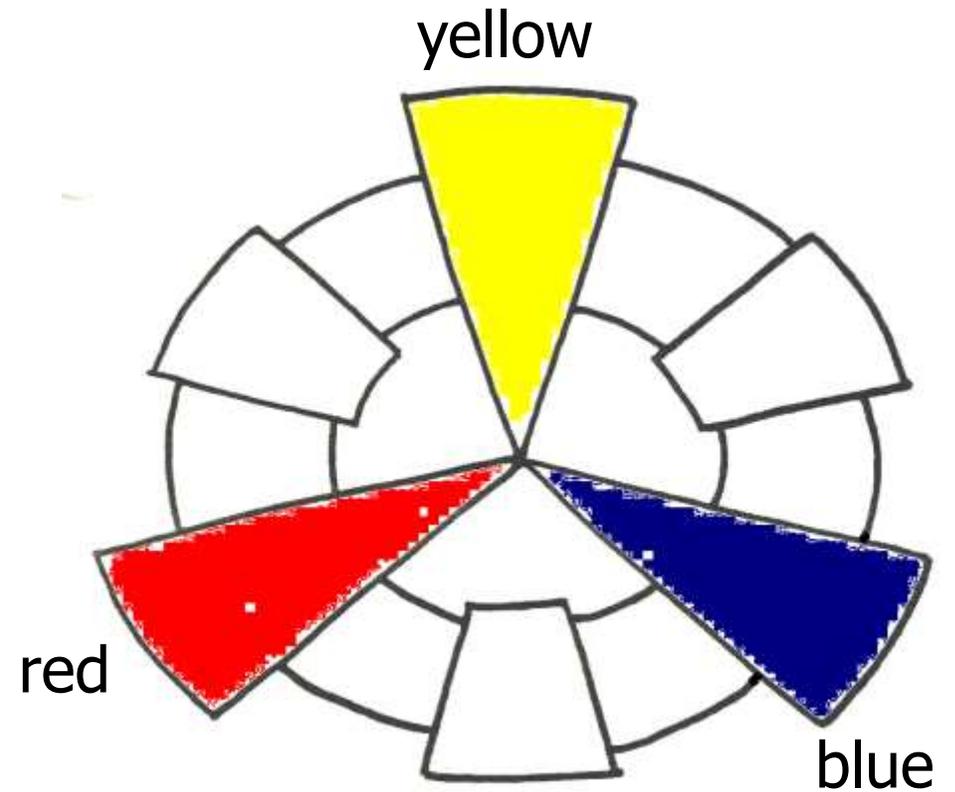
The Color Wheel

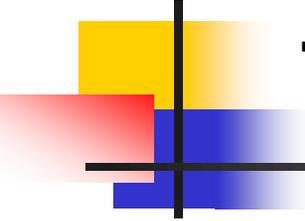
- The color wheel is a means of organizing the colors in the spectrum.
- The color wheel consists of 12 sections, each containing one hue.
 - A hue is a name of a color on the color wheel.
 - This lesson will discuss each of the colors, color harmonies and how they are created.



The Primary Color Triad

- The primary colors are, red, yellow and blue and are the purest and most intense of all the colors.
- The intensity of a color is the brightness or dullness of a color.
- They form a triangle on the color wheel and are colors that cannot be mixed from any other colors. These are the only colors that can be found in nature.

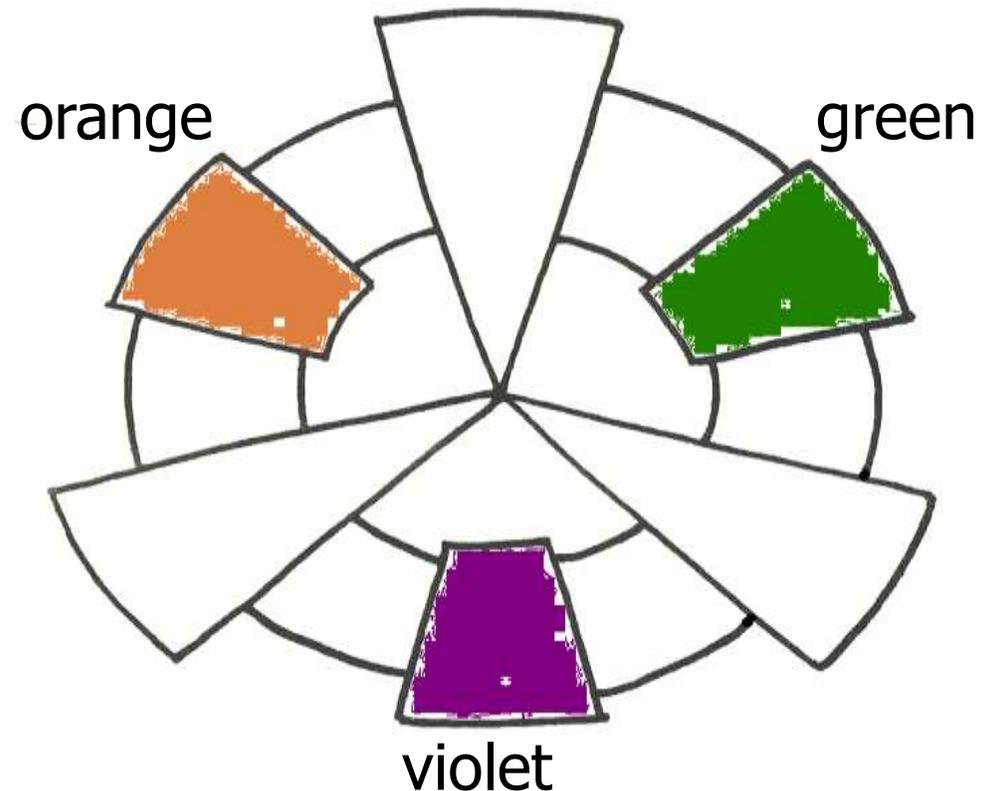




The Secondary Color Triad

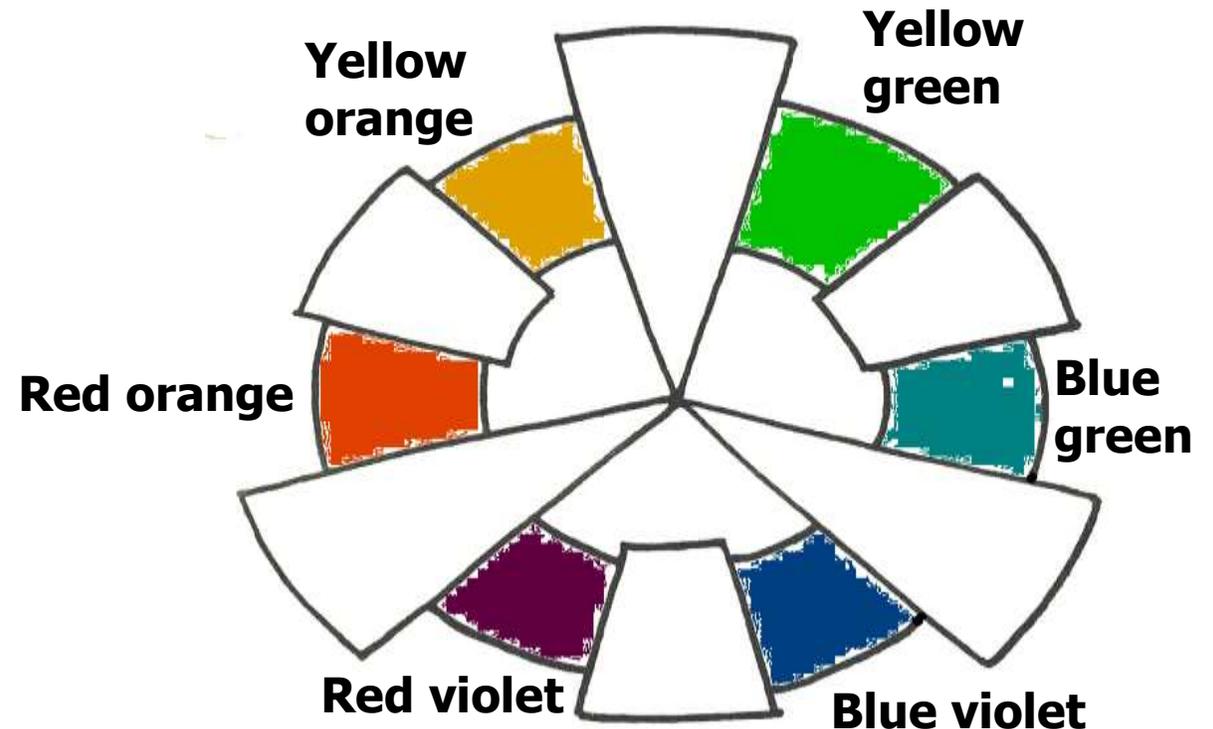
- The secondary colors are orange, green and violet and are duller than the primaries because they have been mixed together.
- They form a triangle on the color wheel and are colors that are mixed from the primary colors.
- Primary + Primary = secondary

- Red + yellow = orange
- Blue + yellow = green
- Red + blue = violet



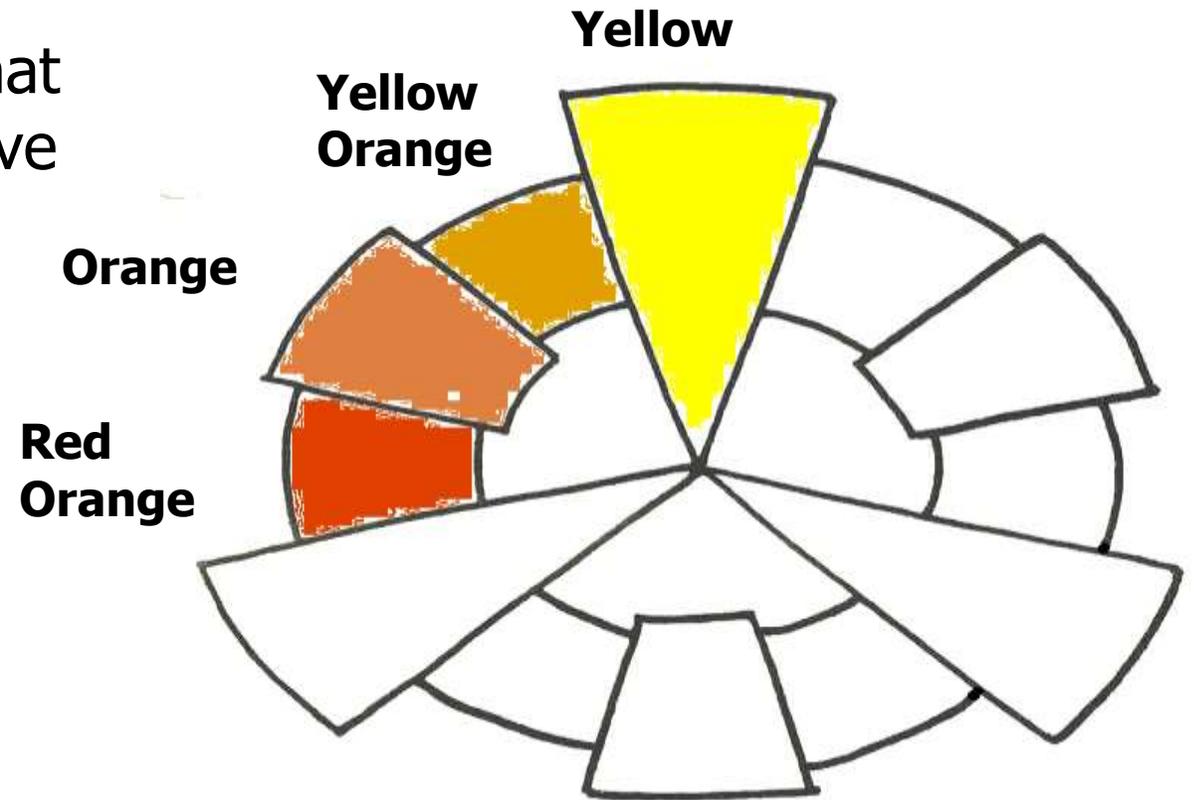
The Intermediate (Tertiary) Colors

- These colors are yellow-orange, yellow-green, blue-green, blue-violet, red-orange, red-violet and are even duller than the secondary colors because the primary has been mixed with a secondary.
- These 6 colors are formed by mixing a primary and a secondary color.
- Primary + Secondary = Tertiary
 - yellow + orange = yellow-orange
 - red + orange = red-orange
 - red + violet = red-violet
 - blue + violet = blue-violet
 - blue + green = blue-green
 - yellow + green = yellow-green



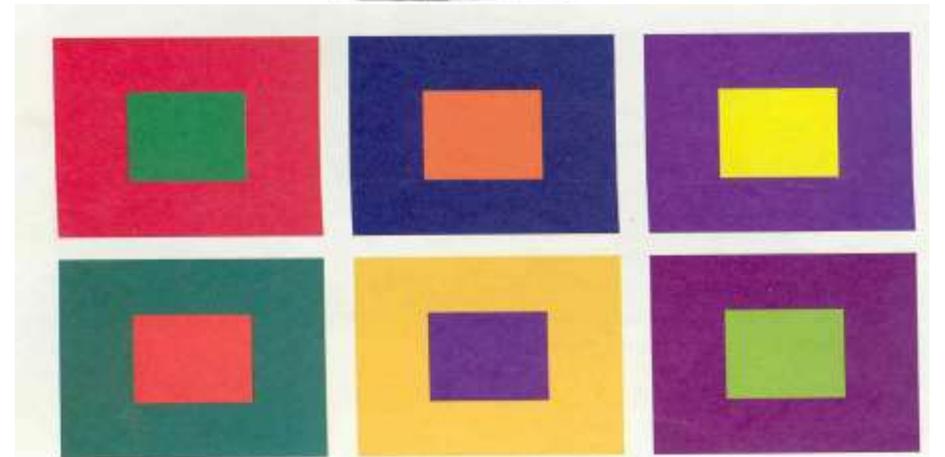
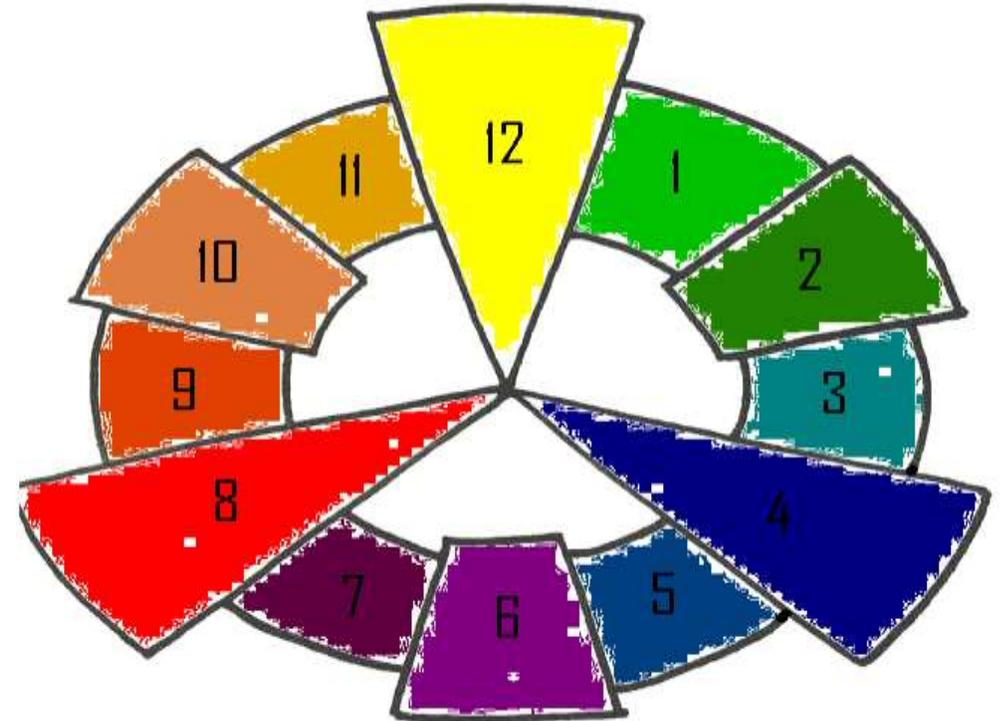
The Analogous Color Scheme

- Analogous colors are at least 3 colors that sit side by side on a color wheel and have one common hue.
 - Example- yellow, yellow-orange, orange
- An analogous color cannot have two primary colors in its scheme because the primary colors have nothing in common
- The color scheme creates a sense of harmony and is similar in appearance because the colors have a common yellow hue.



The Complementary Color Scheme

- Complementary colors are colors that are opposite each other on the color wheel.
- Imagine the color wheel as a clock. Pick the color directly opposite that number and you will have your complementary colors. (2 green and 8 red)
- A complement absorbs all the light waves the other color reflects and is the strongest contrast to the color.



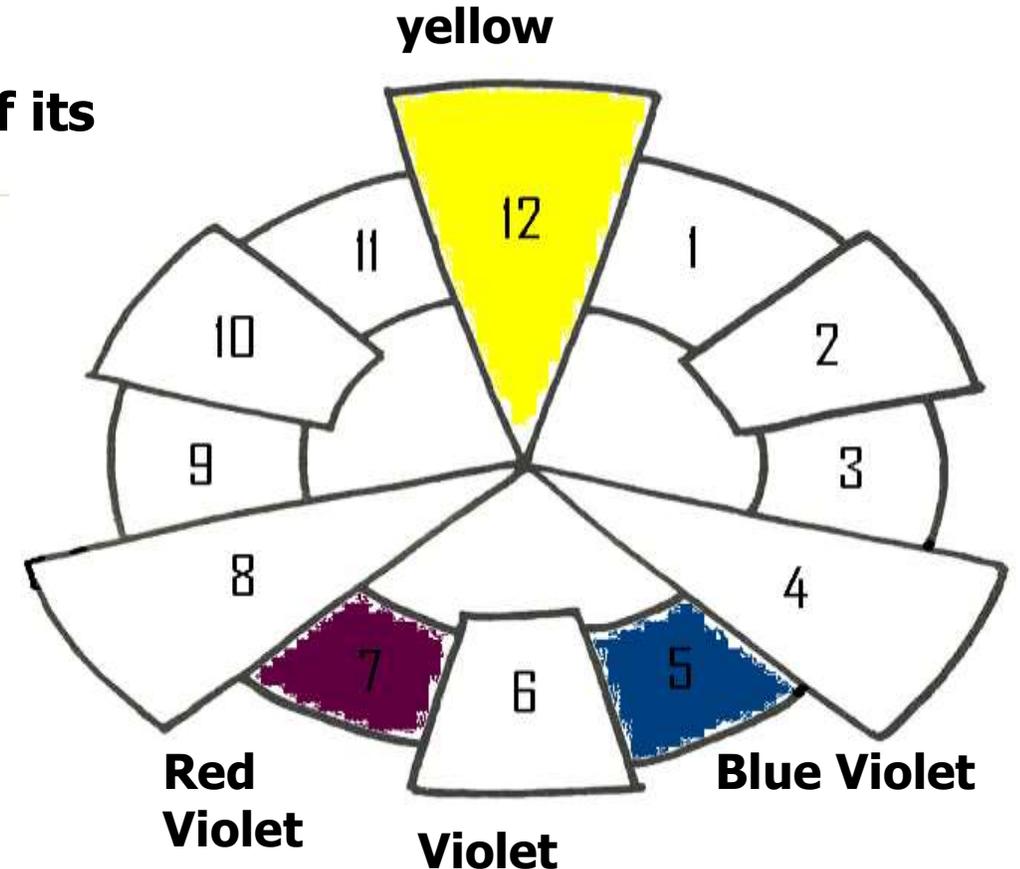
The Split Complementary Color Scheme

- **Split Complementary colors are 3 colors that are combined by one hue plus the hues on each side of its complement.**

- **As an example: Choose the color yellow**

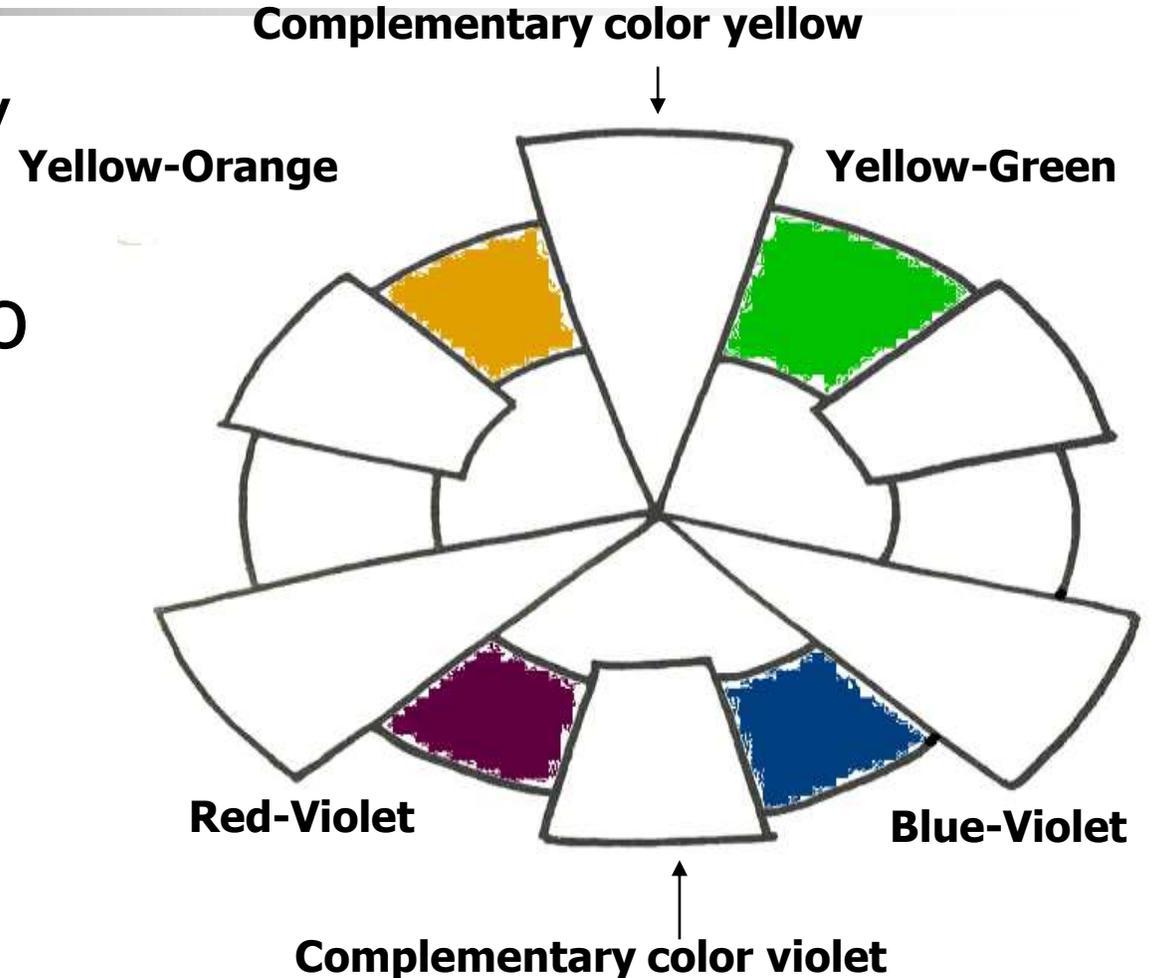
- **Take yellow's complement which is violet and take the hues on each side of the complement (red-violet and blue-violet) but not the complement, and combine with the yellow.**

- **Yellow, blue-violet and red-violet**



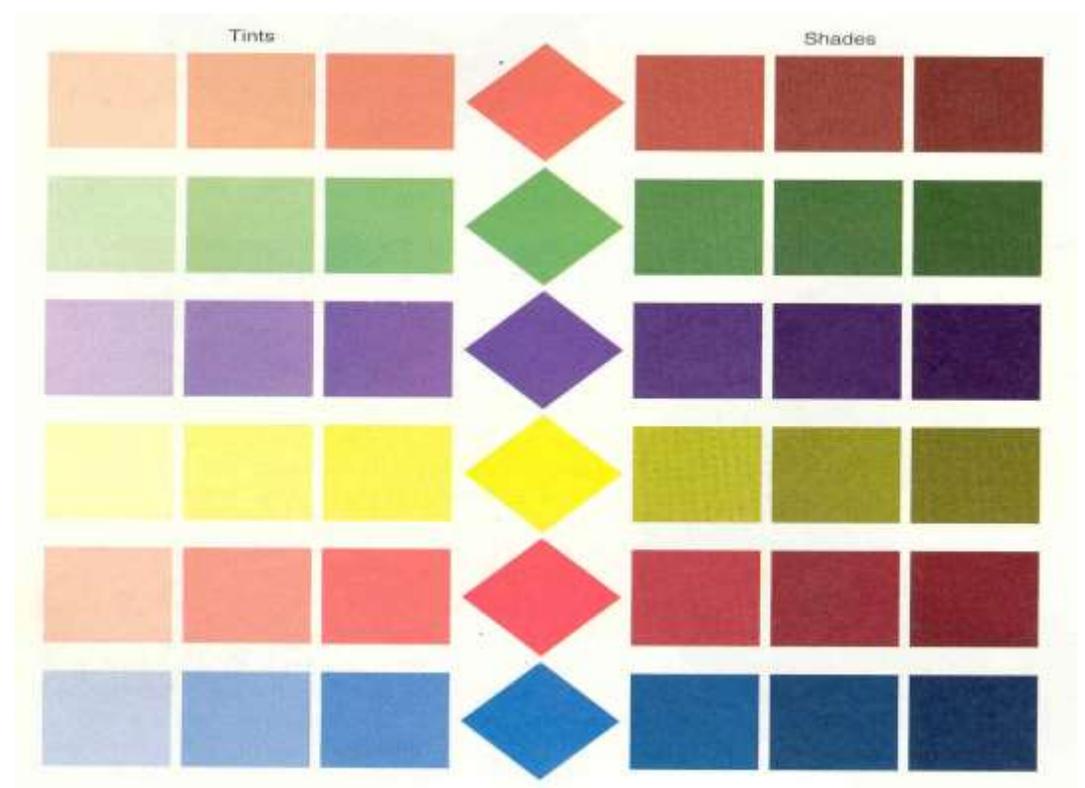
The Double-Split Complementary Color Scheme

- Double-Split Complementary schemes consist of 4 colors, two on either side of the two complements, but not the original set of colors.



The Monochromatic Color Scheme

- Monochromatic colors are one color(hue) with the tints and shades of that color.
- Tint- adding white to the color
- Shade- adding black to the color
- Value- lights and darks of an object
- Tone- adding gray to a color

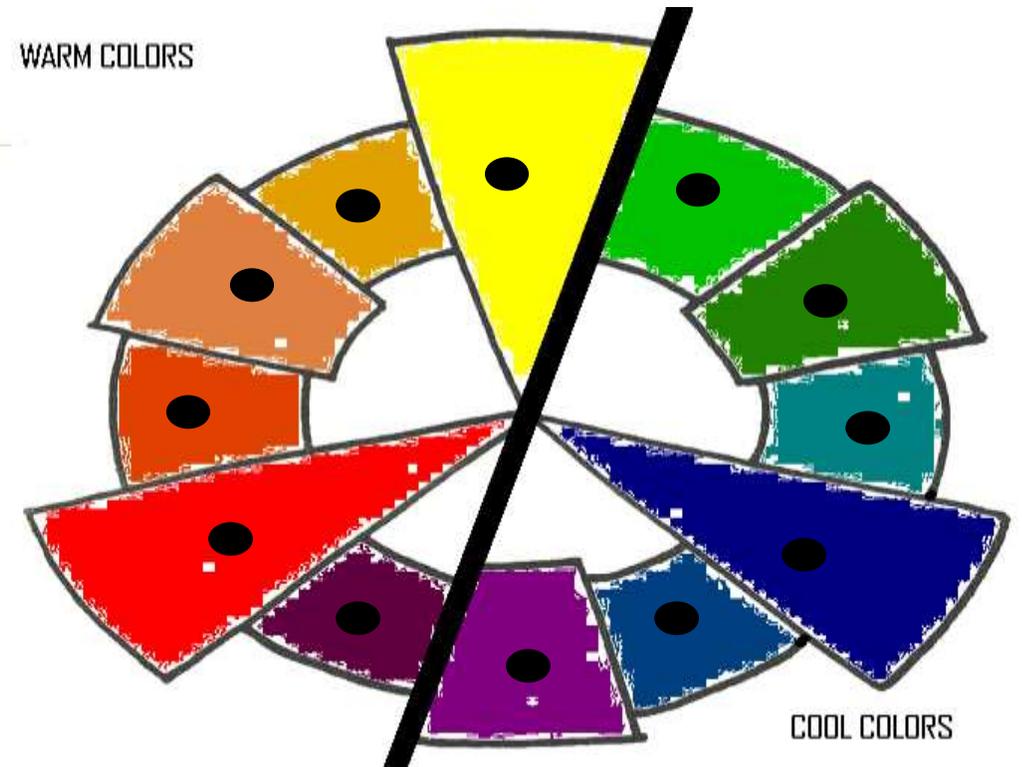


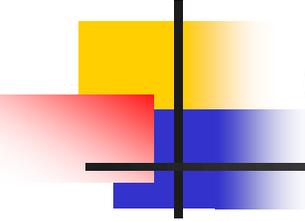
The Warm and Cool Color Scheme

- **Warm colors** range from:
 - yellow
 - yellow-orange
 - orange
 - red-orange
 - red
 - red-violet
- and are colors that advance towards you.

- **Cool colors** range from:
 - yellow-green
 - green
 - blue-green
 - blue
 - blue violet
 - violet

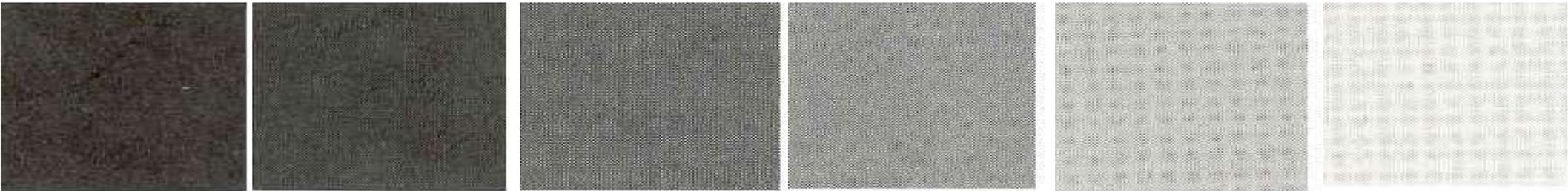
- and are colors that recede or go into the picture

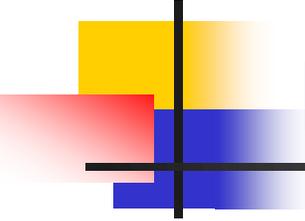




Grayscale

- A value scale is a scale of grays running from black to white.

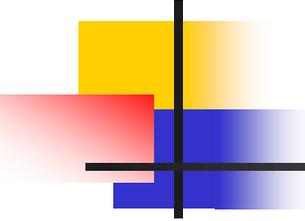




Neutral Colors

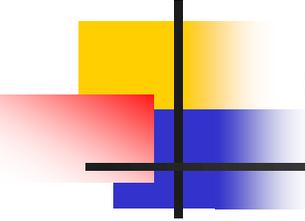
- Neutral Colors are those colors not found on the color wheel but are mixed by other colors on the color wheel.
- White
- Brown
- Gray
- Black





Emotional Properties of Color

- Colors are often associated with emotions. Most people have a favorite color, probably stemming from long traditions and impressions of color. The feelings one has about certain colors may come from the association we have with warm and cool colors in nature.



Color of Emotions

- **Red**- often associated with evil, danger, energy, vitality, speed and courage. It is dynamic when used in a design.
- **Blue**- a calm, soothing, and tranquil color, harmony and serenity, of divine inspiration sometimes associated with sadness or depression
- **Yellow**- a cheery color that embodies light and warmth. Is the color of the mind. A creative energy which is joyful and uplifting.
- **Black**- associated with bad luck, mournful, stark, dramatic
- **Purple**- a symbol for royalty or wealth and stands for the purest and highest ideal. Is sophisticated and creative.
- **Green**- signifies life or hope. Is nature's most abundant color. It is the balance between warm and cool and the symbol of friendship
- **Orange**- blends with the physical energy of red with the intellectual influence of yellow.

■ **White**- symbolizes purity, truth, innocence, light



■ Thank you

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