

Color Scheme

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Computer Graphics & Design 1

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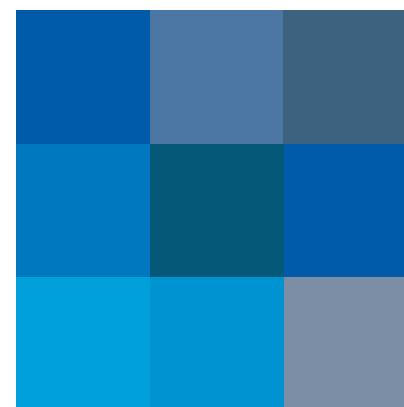
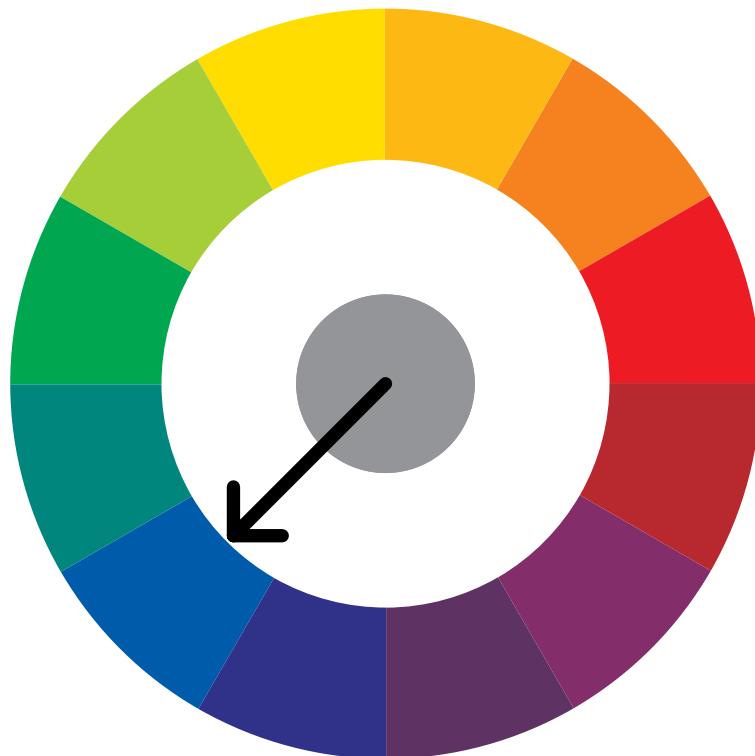
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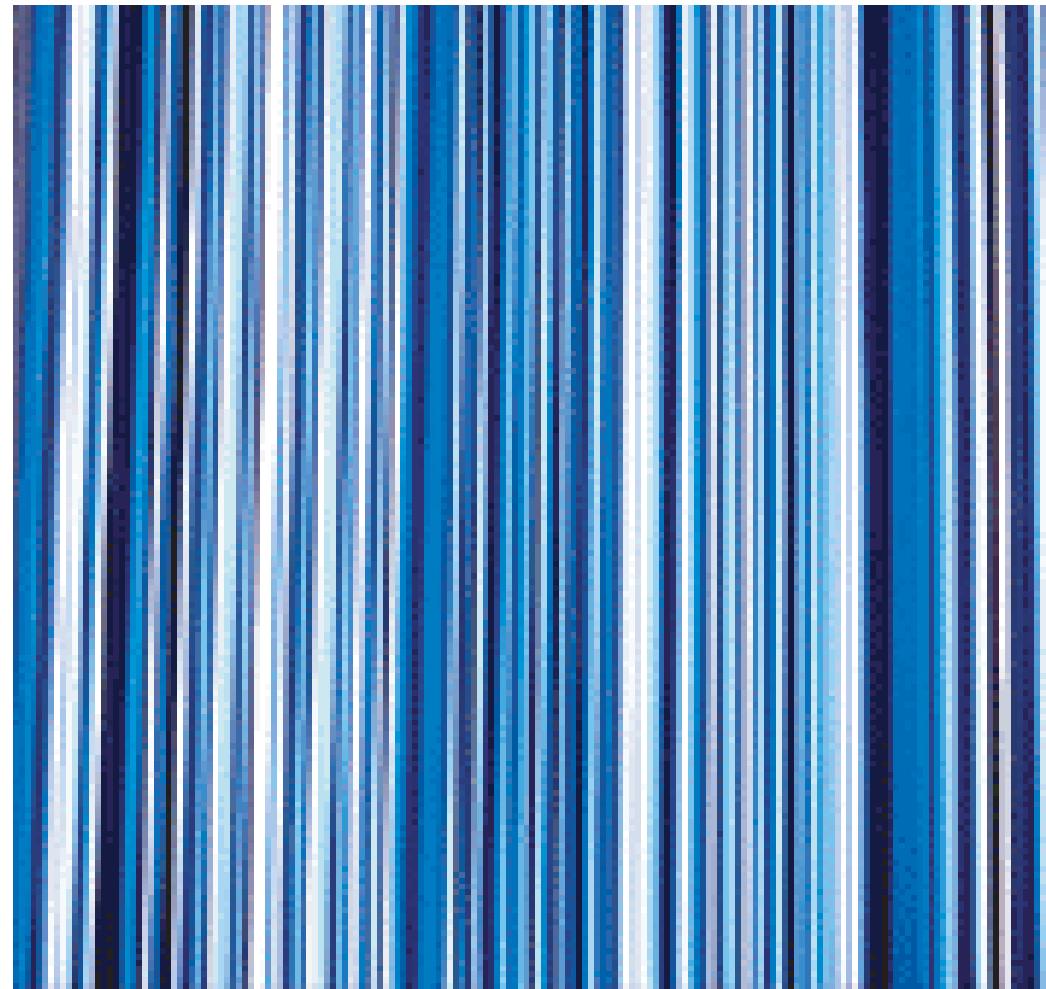
Color Scheme

- Utilize combination of colors and mixing of colors to create compositional effects in a design
- Related Schemes (harmonious)
 - Monochromatic
 - Analogous
- Contrasting Schemes (different)
 - Complementary
 - Split Complementary
 - Triadic
- Discordant Schemes (conflict)
 - Double Complement
 - Alternate Complement
 - Tetrad

Related Schemes

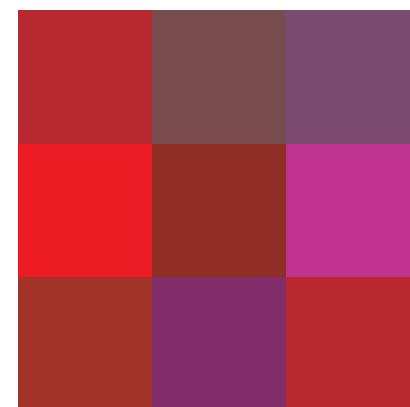
- Monochromatic - This color scheme uses a single hue (example: blue and its varying tints and shades)





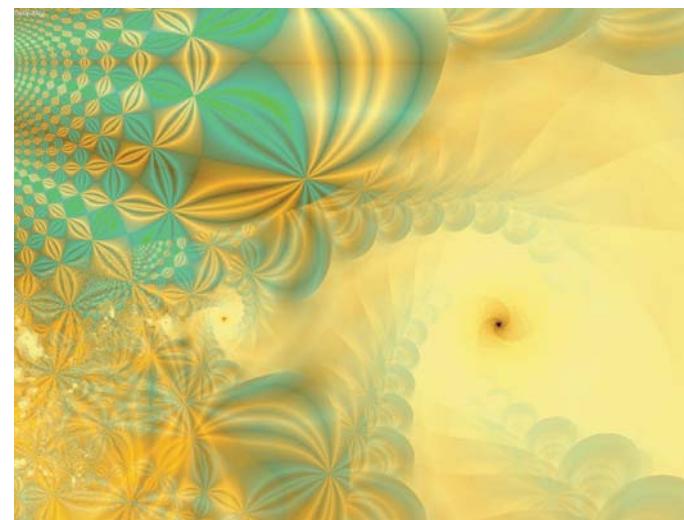
Related Schemes

- Analogous - This scheme uses adjacent hues (example: red, red-orange, and red-violet)
Often found in nature, usually feels harmonious



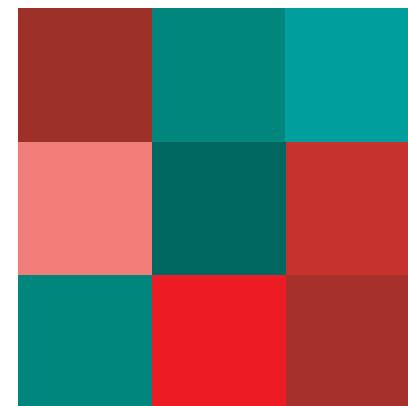
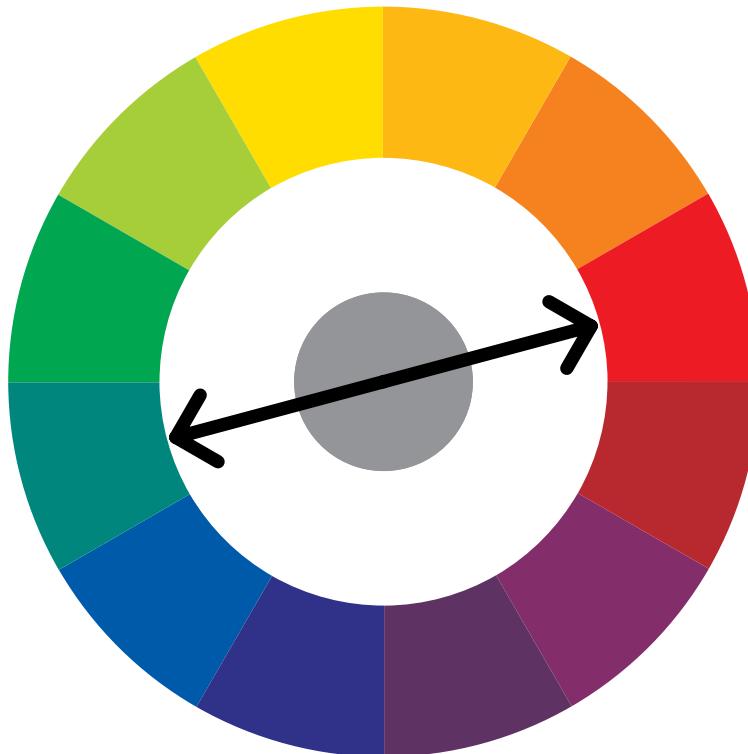


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Contrasting Schemes

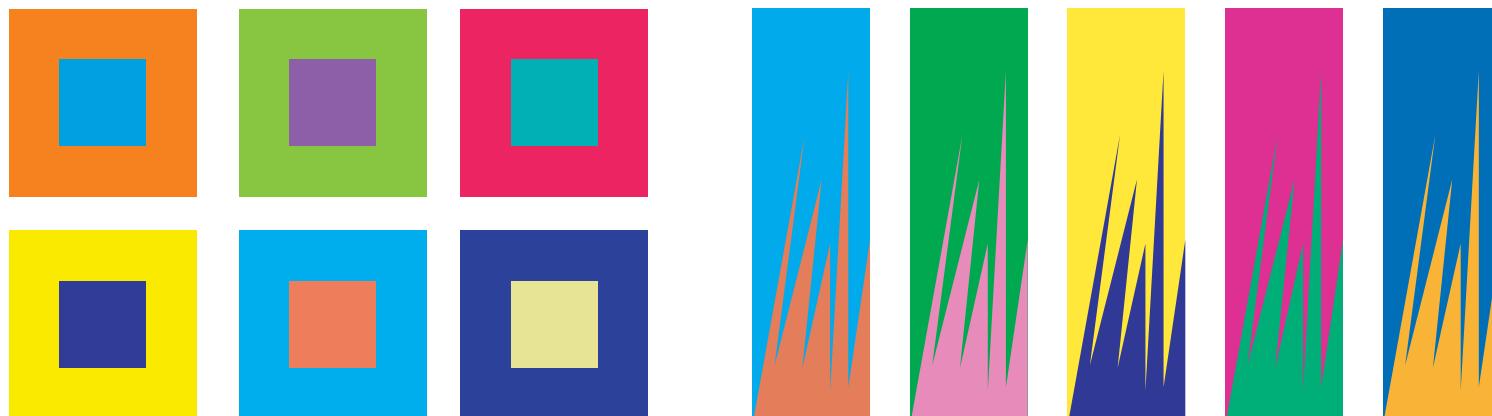
- Complementary - two hues opposite each other on the color wheel (example: red and green)
 - Provides highest possible color contrast and stability



Contrasting Schemes

■ Complementary

- When used together, makes each color seem brighter, more intense, and sets off a visual excitement
- Good for a highlight color or an emphasis
- Using lighter shades of complementary colors can recreate a glow of light and color vibrancy

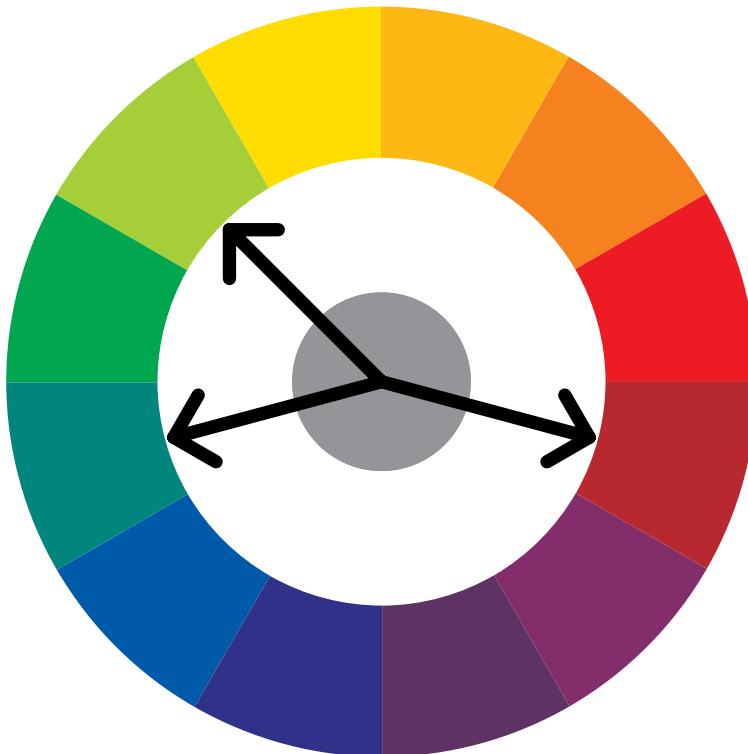






Contrasting Schemes

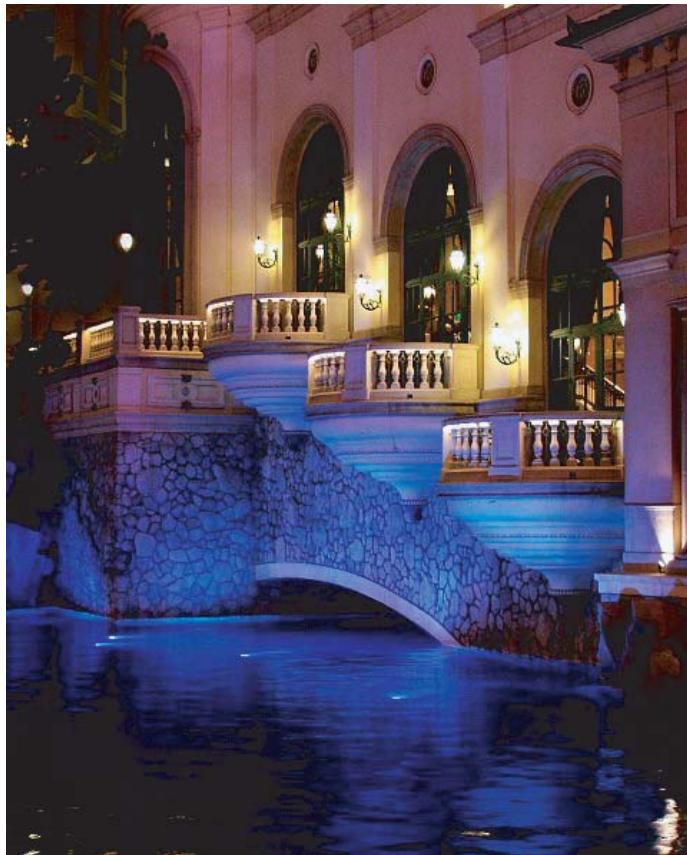
- Split Complementary
 - three colors: any hue and the two adjacent to its complement
(example: red, yellow-green, and blue-green)

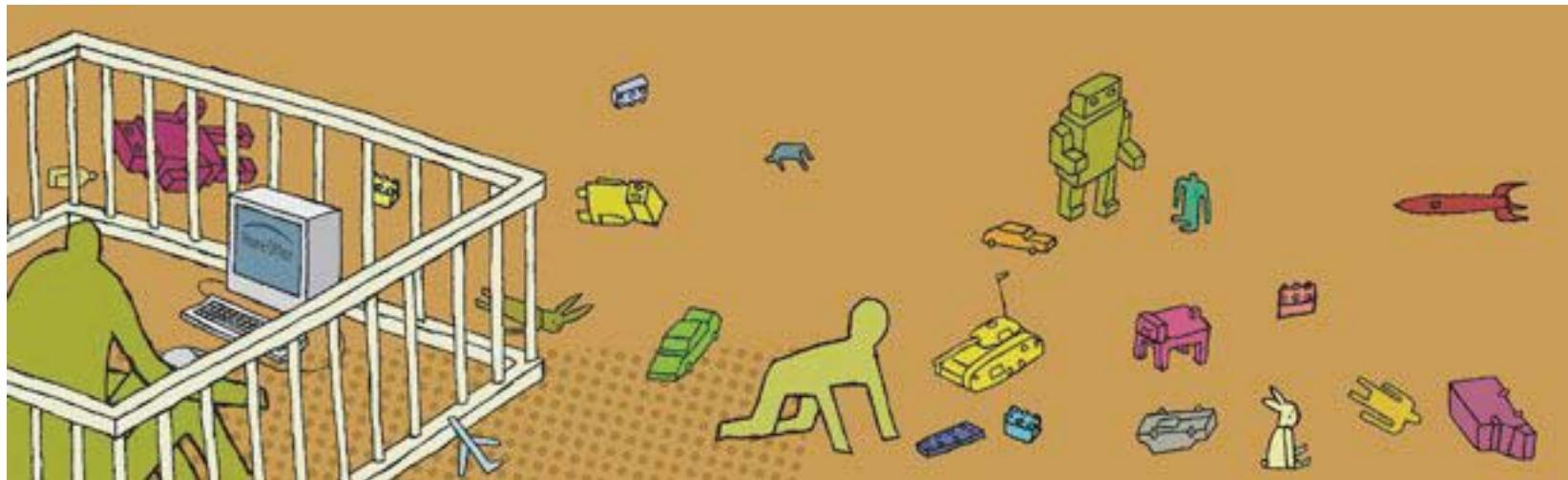


Contrasting Schemes

■ Split Complementary

- Split complementary can give an image a high degree of contrast while retaining a greater harmony than the use of the direct complementary

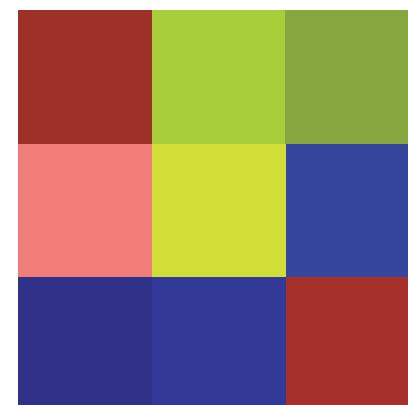
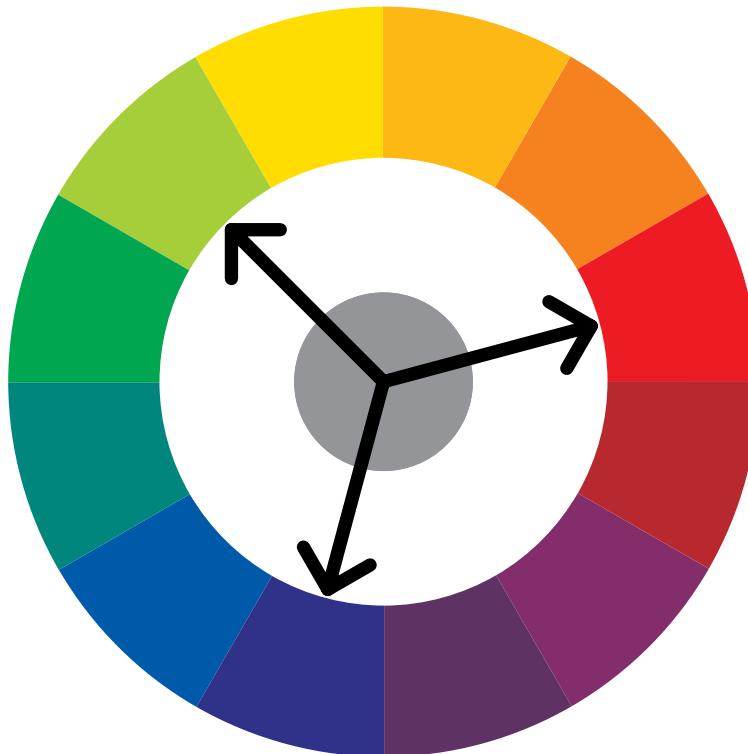


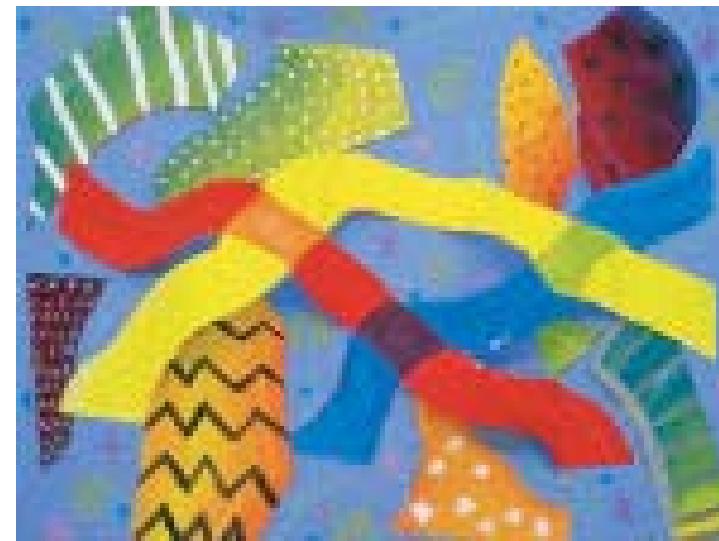
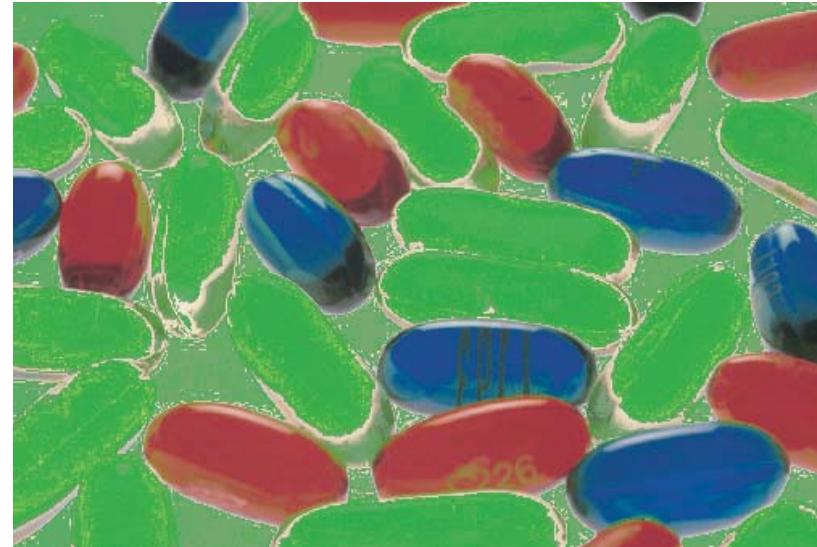


Contrasting Schemes

■ Triadic

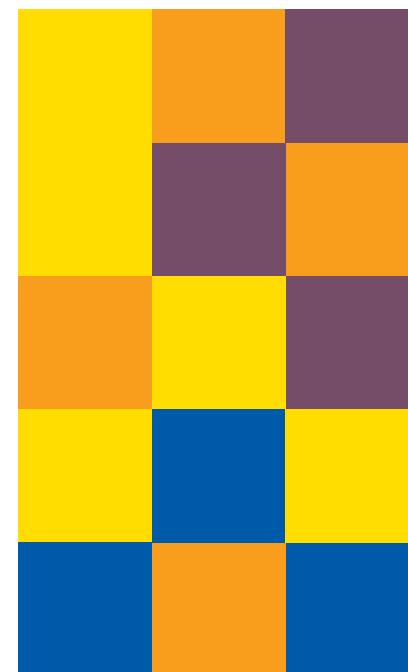
- three colors that are evenly spaced from each other (example: red, yellow, and blue)
- Provides a very balanced color scheme





Discordant Schemes

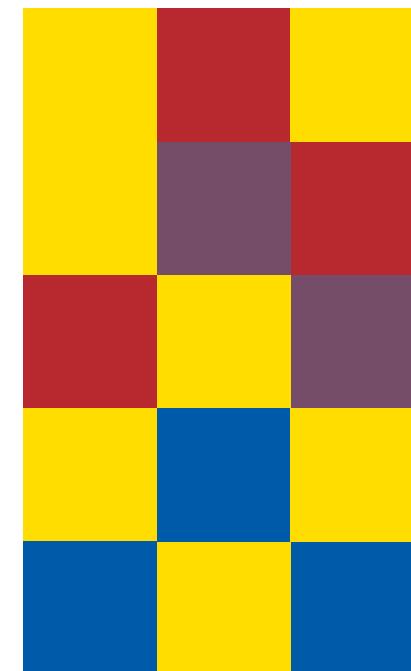
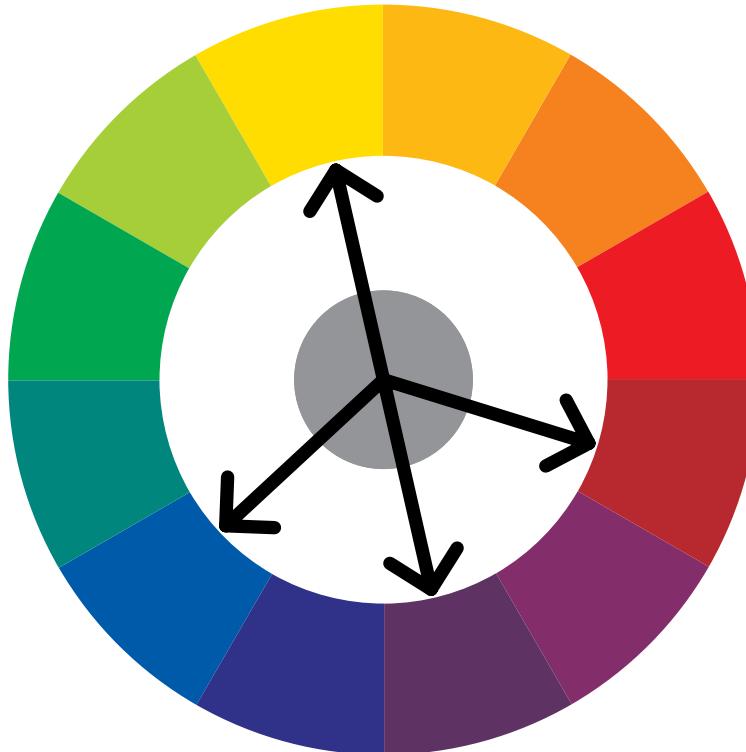
- Double complement
 - This color scheme uses two pairs of complements
(example: yellow and violet, blue and orange)



Discordant Schemes

- Alternate complement

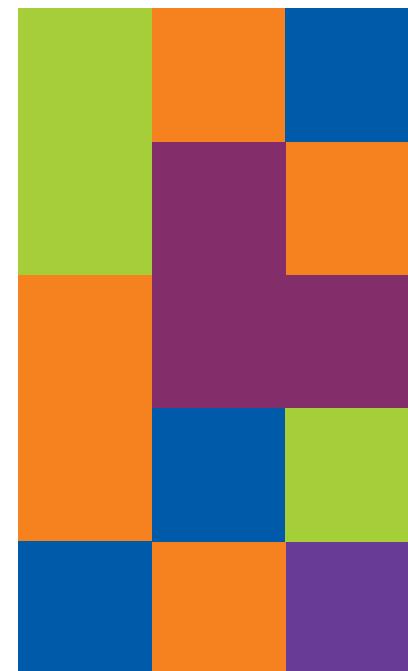
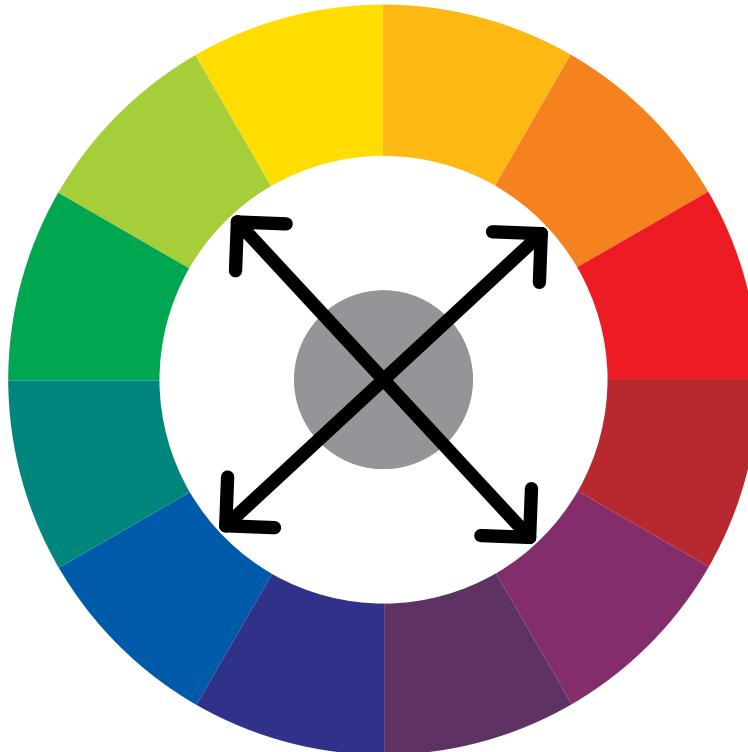
- This scheme uses four colors: a triad and a complement to one of the hues
(example: red, yellow, blue and violet)



Discordant Schemes

- Tetrad

- This scheme uses four colors evenly spaced on the color wheel
(example: red, green, yellow-orange, and blue-violet)

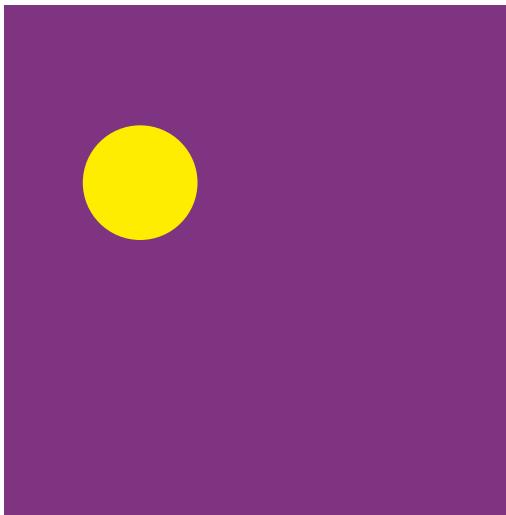


Color Compositions

- Spatial Effect
- Balance
- Unity
- Emphasis

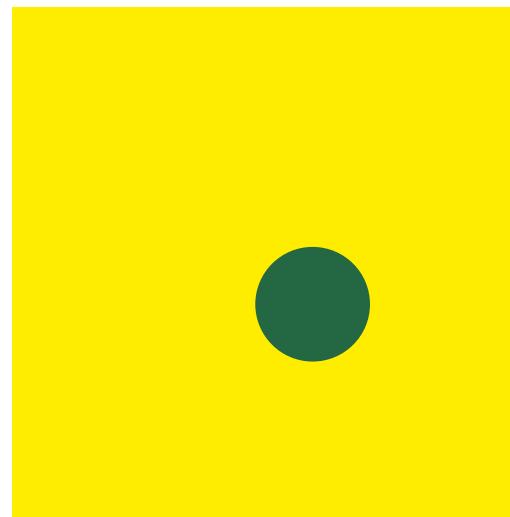
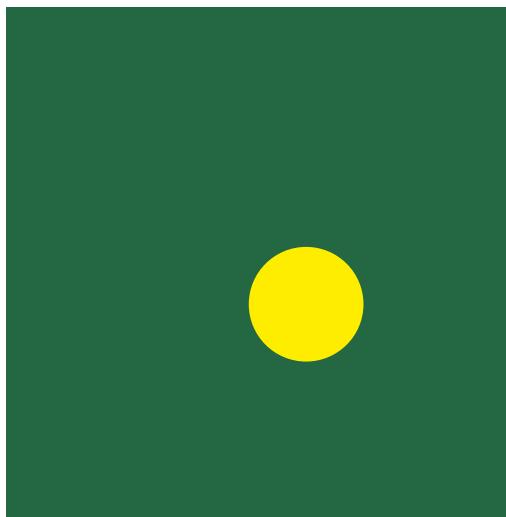
Spatial Effects

- Lighter hues with maximum saturation (yellow, orange) appear larger than darker hues w/ max. saturation (blue, purple)



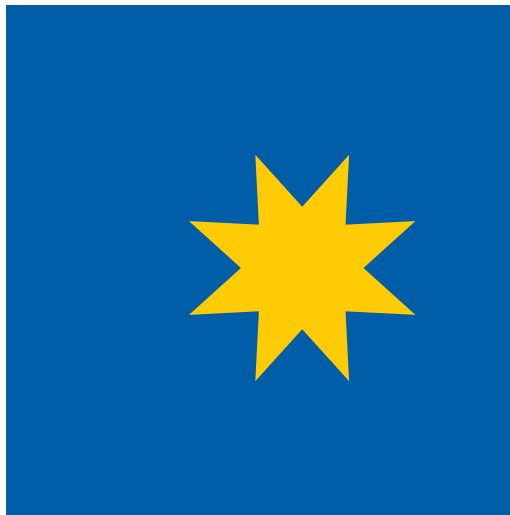
Spatial Effects

- A light color on a dark background appears to expand,
a dark color on a light background appears to be constricted and smaller



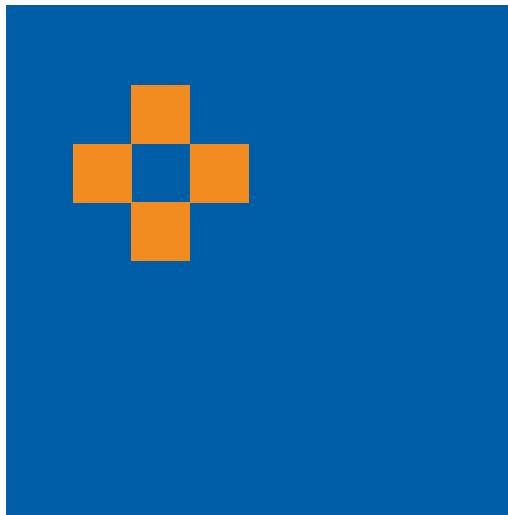
Spatial Effects

- Colors tend to appear darker on a light background than on a dark background
- Cool colors appear to be distant, warm colors appear to be closer



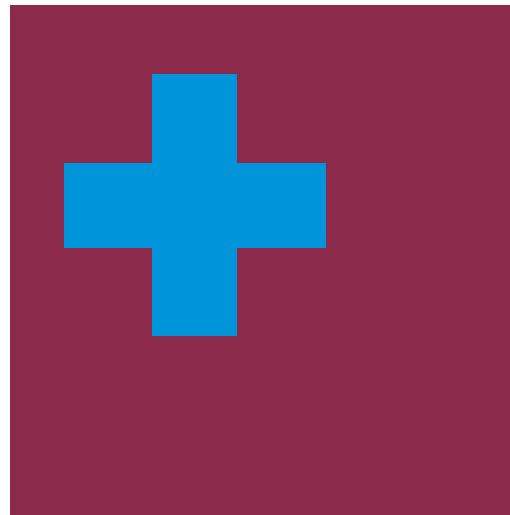
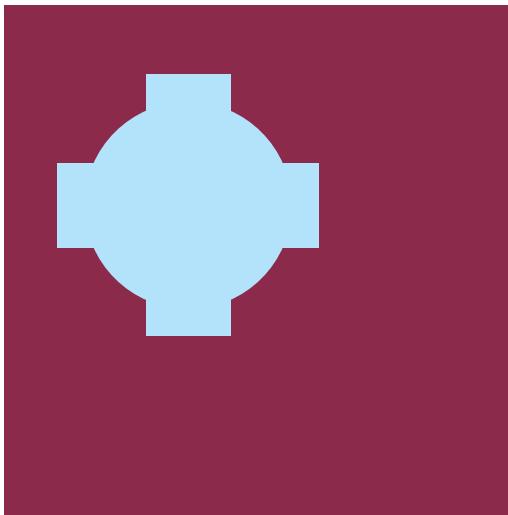
Spatial Effects

- An object with a solid color appears larger than one that is broken up or incomplete



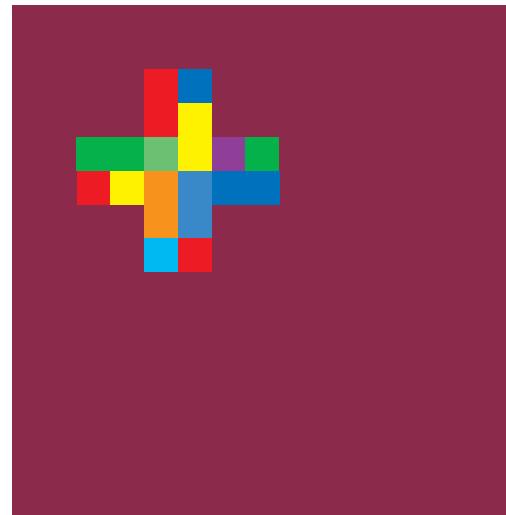
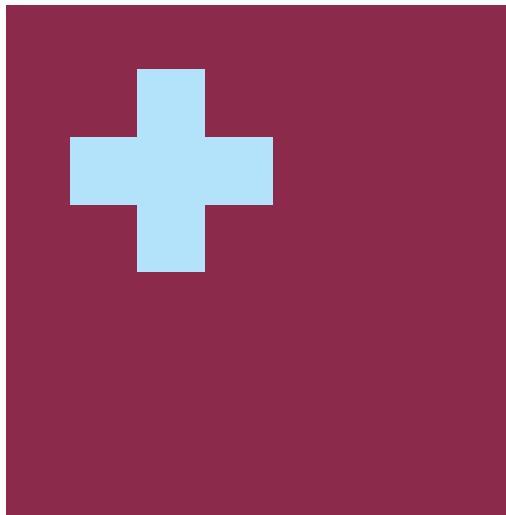
Balance

- Highly saturated colors draw more attention therefore carry more weight than less saturated colors



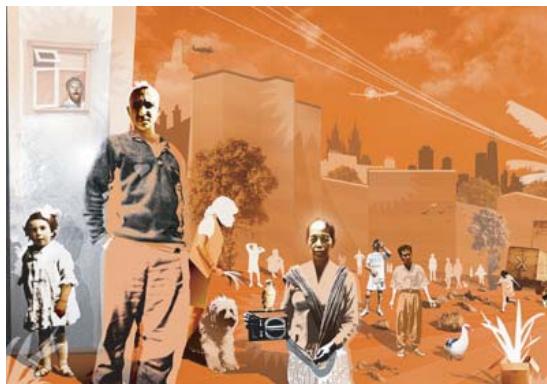
Balance

- Combination of multiple hues appears heavier than a single hue



Unity

- Use analogous colors or non-contrasting hues
- Mix complement color, neutral gray, tint or shade
- Add a common hue to every color in composition
- Repetition, set of colors, cool/ warm colors



Emphasis

- Use contrast techniques
 - Hue, value and saturation
- Use complementary colors



Studio Work

- Complementary Color Scheme
- Analogous Color Scheme
- Double Complementary Color Scheme
- Feeling : Depth
- Feeling : Playful
- Feeling : Exhausted

