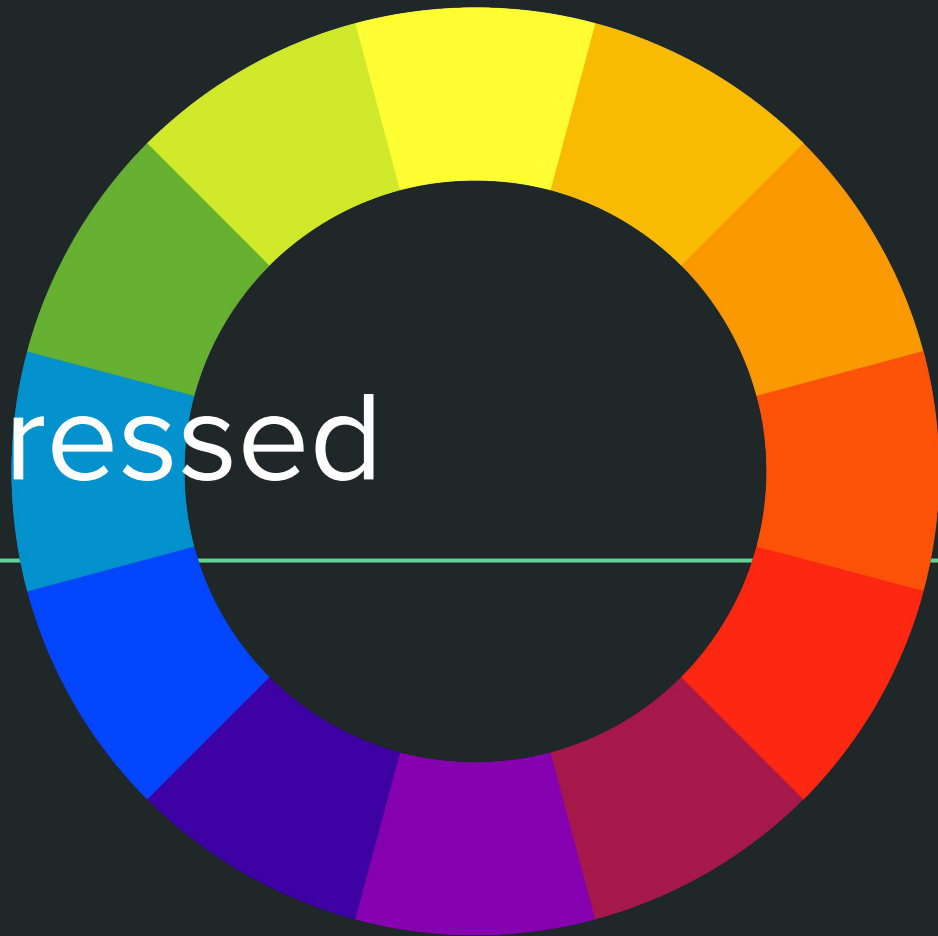
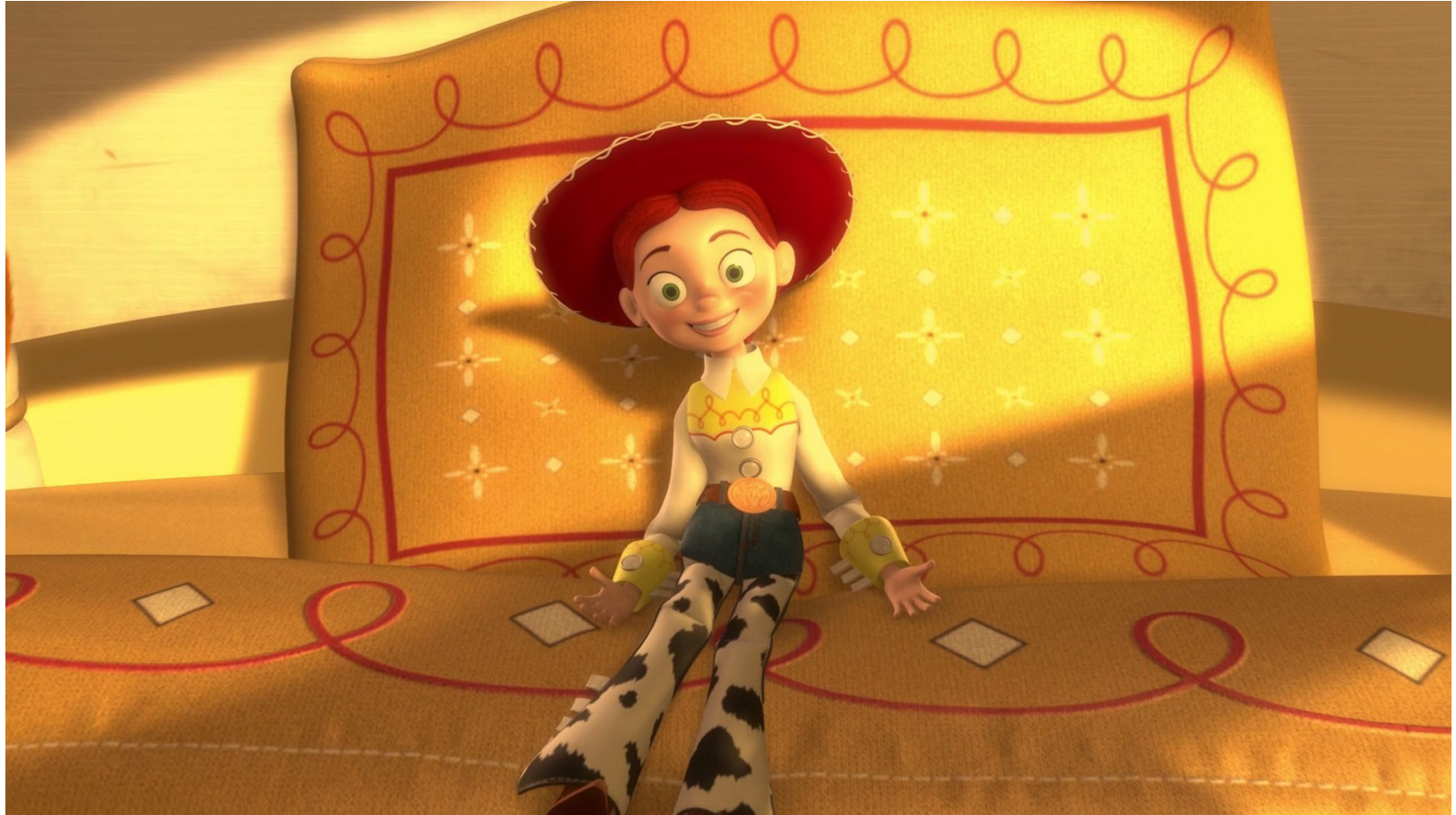


# Color Me Impressed

*Sean Li - June 2019*





# COLOR THEORY



**RGB**  
Additive Color

Used by screens. Tiny dots of light of these colors blend together to form images. The more color added, the lighter the image. Areas with the most color are white.



**CMYK**  
Subtractive Color

Used by printers. Tiny dots of ink of these colors blend together to form images. The more color added, the darker the image. Areas with the most color are black.



## ANALOGOUS

Colors that are next to each other on the color wheel.



## COMPLEMENTARY

Colors that are opposite each other on the color wheel.



## TRIADIC

Three colors spaced equally apart on the color wheel.



## SPLIT

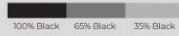
### COMPLEMENTARY

A color and the two colors next to its complement on the color wheel.



## GRAYSCALE

Intensity of Black to White

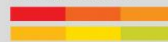


## MONOCHROMATIC

Intensity of Colors within a Single Hue



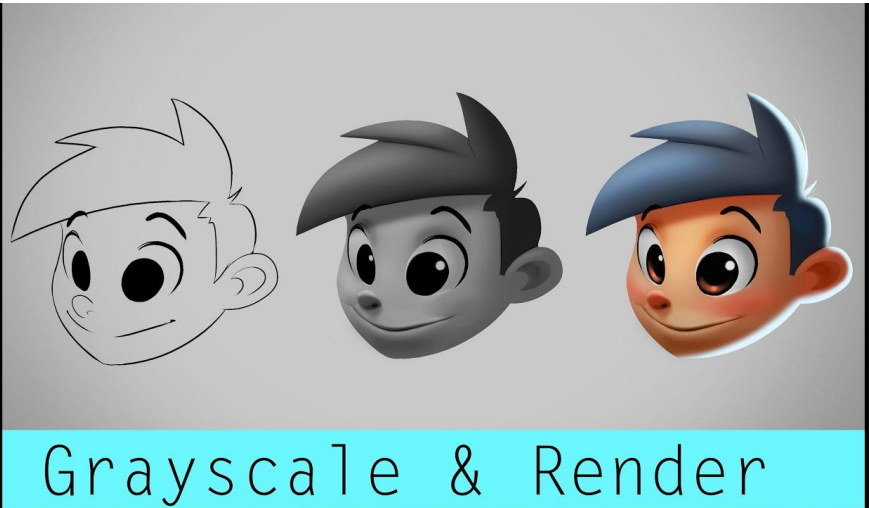
## WARM COLORS



## COOL COLORS



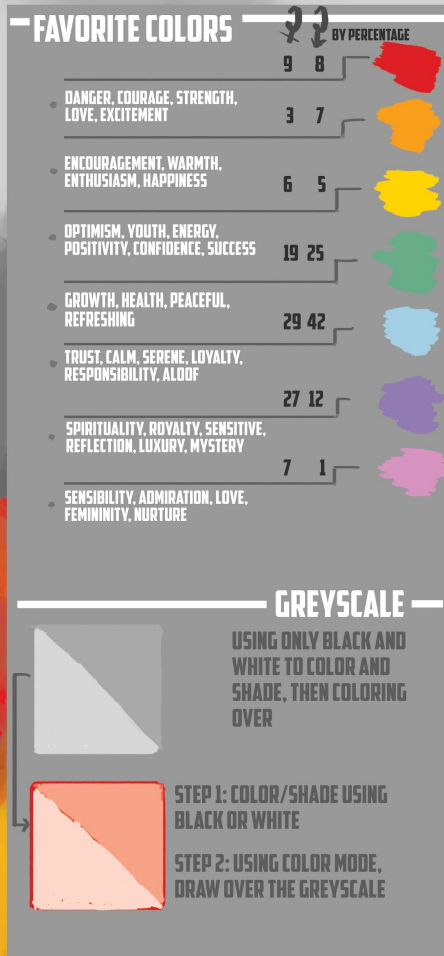
nofilmschool

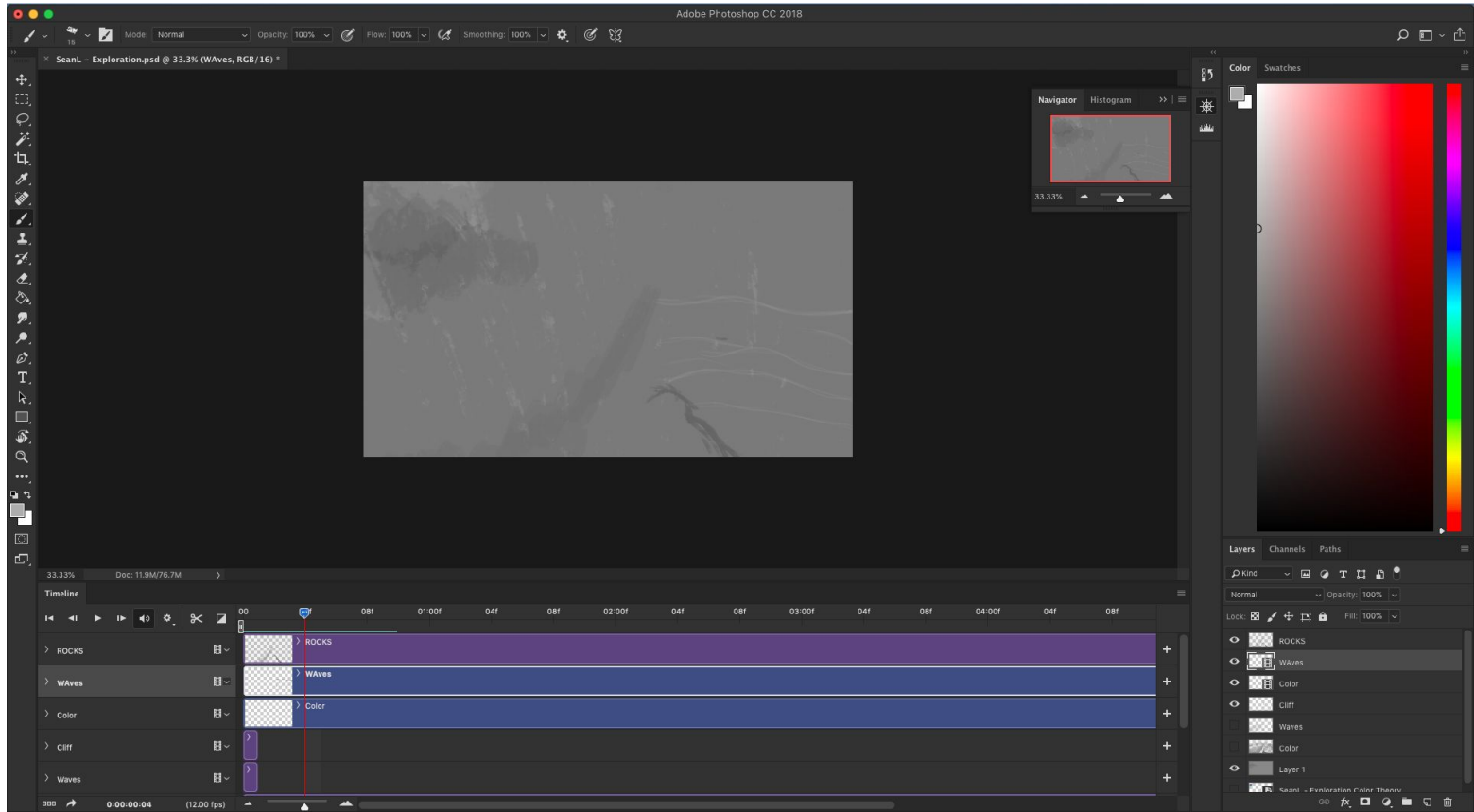


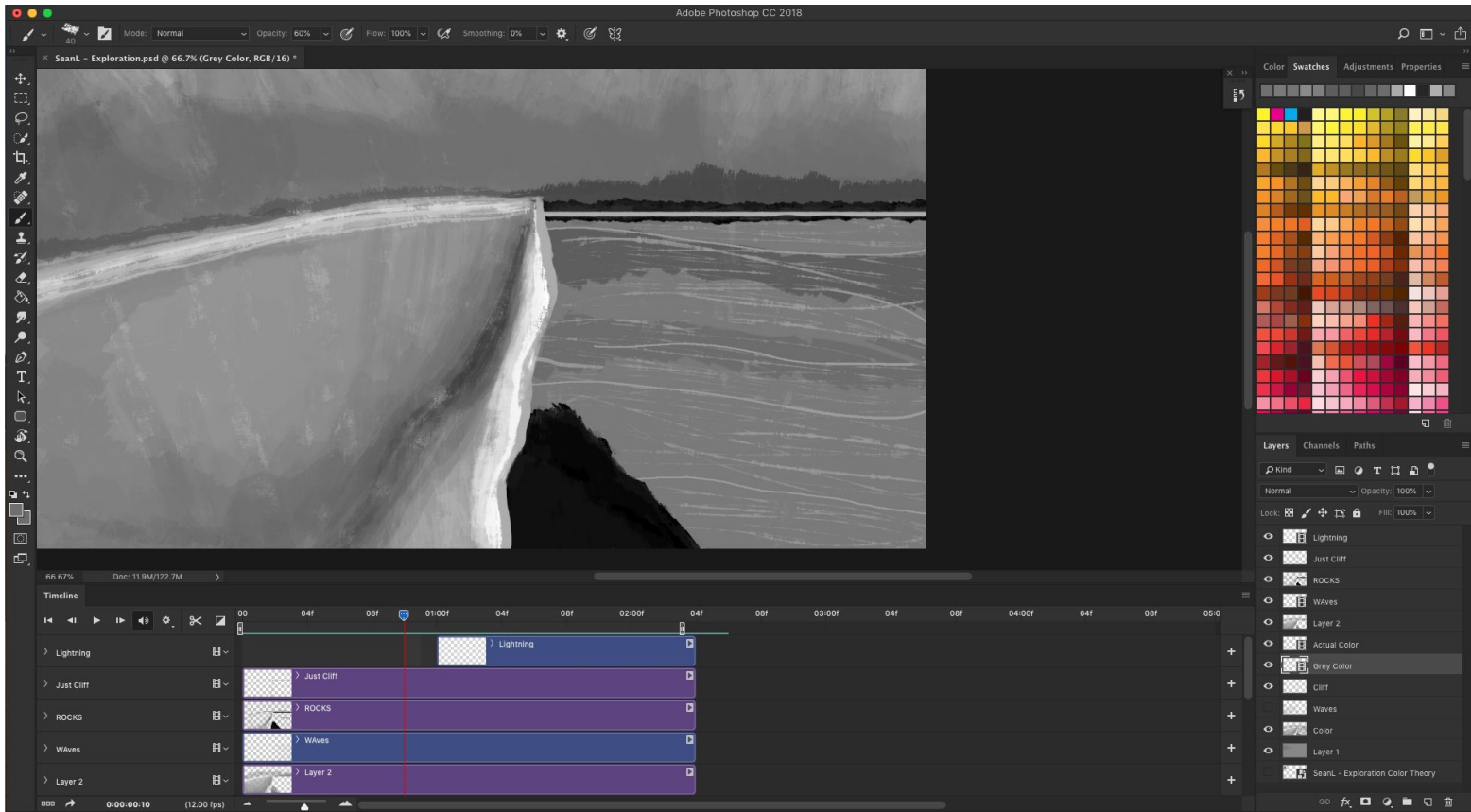
# Research

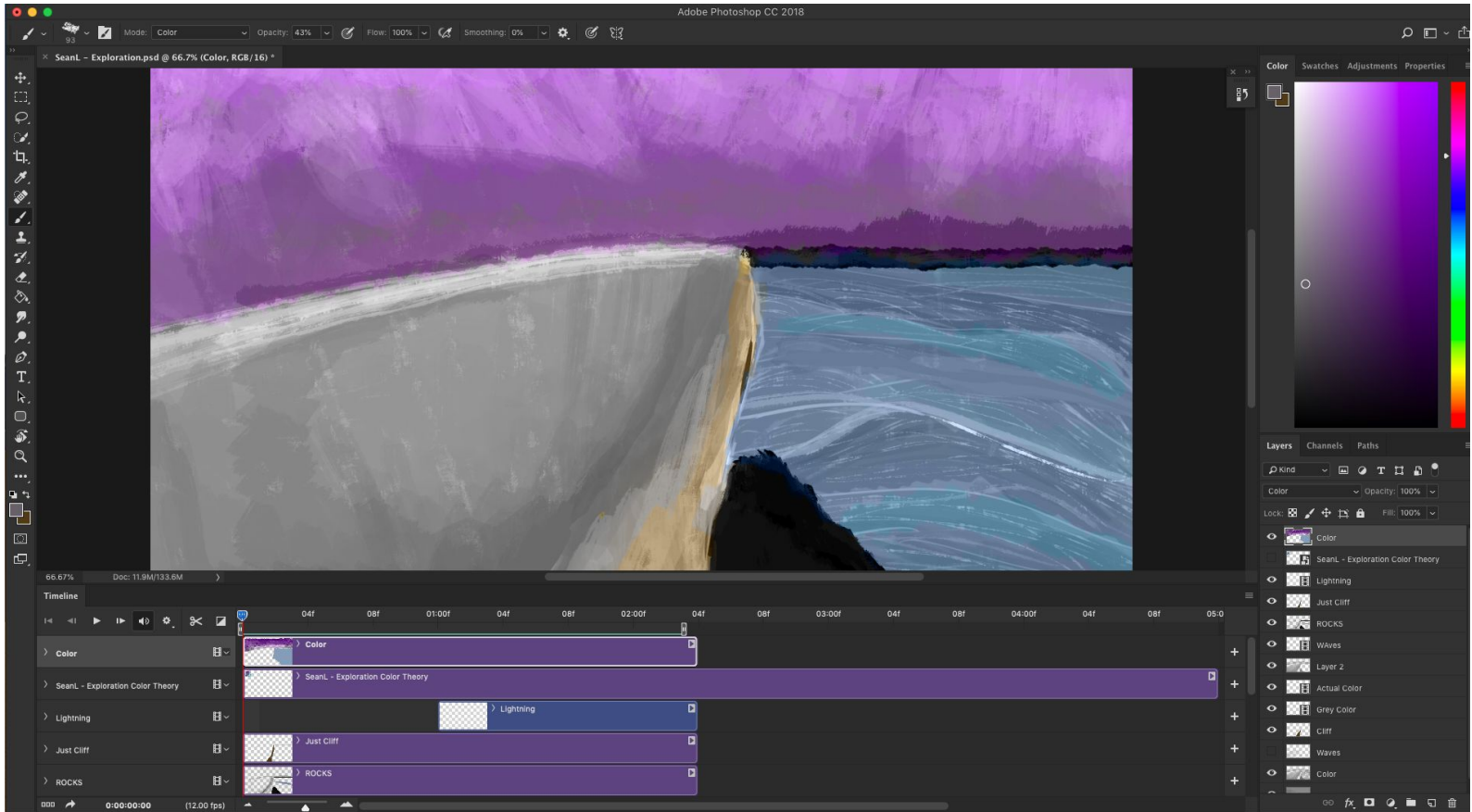
- Very little is known or verified about Color Psychology
- What is known is disputed by some
- What is proven is that color does affect people's performance and mood

# Infographic



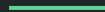








# Final Product



Merci

谢谢

Thanks

감사

Gracias