

## IMPORTANT DEFINITIONS ABOUT COLOR

**Color:** It is a basic element of visual language. It is a light impression that arrives to the eyes which send the information to the brain.

**Subtractive mixture:** Happens when we mix all the colors, or the three primary in equal parts, together and we get black as a result of the mixture.

**Primary colors:** They are the ones that cannot be obtained by mixing any other colors. In subtractive colors they are: Yellow, Cyan (which is a kind of blue), and Magenta.

**Secondary colors:** They are the ones that are obtained from the mix of two primary colors in equal parts. They are Red, Green and Blue.

**Color wheel:** It is a round diagram in which the primary colors are arranged as far as possible from each other and the secondary, sometimes tertiary, in between them. Warm and cold (cool) colors are in the opposite half of the wheel, and complementary colors are in front of each other.

**Solid Color:** When a surface is filled in with one single color with no hue, value or saturation variations and with no other kind of infill.

**Monochrome:** It is an adjective for an image, picture or drawing which has only one color range.

**Polychrome:** It is an adjective for an image, picture or drawing that has several colors.

## THE THREE PROPERTIES OF COLOR

**Hue:** Also called Tone or tint, it is the name of the color defined by its wavelength.

**Saturation:** Degree of purity of a color. If a color is very saturated it means that it is very pure and doesn't have many colors in its mix.

**Value:** Sometimes called brightness or luminosity. It is the amount of black or white that a color has in its mix.

## PAINT INGREDIENTS

**Pigments:** A powder that is mixed with a binder to give a paint, ink, ect. color. Pigments come from plants, animals, vegetals, etc. and are usually given chemical treatments.

**Binding medium or binder:** An ingredient on paint, ink or dye that makes adhere pigments together and to the surface.

**Palette / pallet:** A flat piece of wood, plastic, etc, used by artists as a surface on which to mix their paints. Also the range of colours featuring a particular artist, painting. A restricted palette occurs when a painting has been done only some colors.

**Solvent:** A (usually) liquid substance which is able to dissolve the paint, either for cleaning, thinning, mixing, or some particular step in an art technique.

## COLOR HARMONY

**Color Harmony:** It is a theoretic area of color that studies and deals about color combinations.

**Color range:** Also called scale of colors. It is a number of different colors which change, step by step, from the first to the last one. Ranges can be leaded by variations of value, hue or saturation.

**Warm range:** It is a scale of colors that has either more yellow, more magenta, or both in its mixture. They express warmth, energy, youthness or proximity

**Cold / cool range:** It is a scale of colors that has more cyan or blue in its mixture than any other color. They are set on one side of the color wheel and transmit the temperature sensation of coldness and distance.

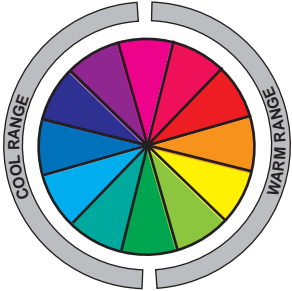
**Contrast:** It is a way of putting colors together so they look very different from each other. The contrast that calls the attention the most is the one made out with complementary colors.

**Analogous color:** They are two or more colors that are next to each other on the color wheel and are closely related.

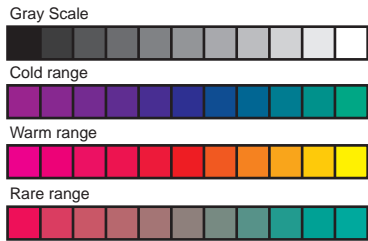
**Complementary colors:** They are pairs of colors which are located one in front of each other on the color wheel. A complementary of a primary is formed by the mix of the other two primary in equal parts.

**Gray Scale: (Grey UK)** It is a set of colors which only has any color between black and white, it contains a scale of grays.

## COLOR WHEEL



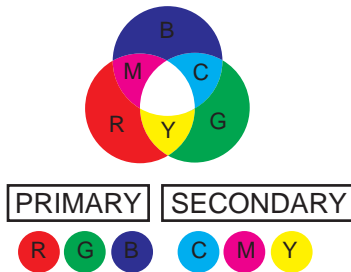
## RANGES



## PRIMARY



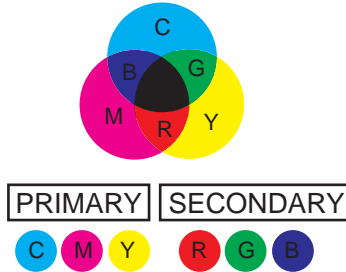
## ADDITIVE: RGB



## SECONDARY



## SUBTRACTIVE: CMY

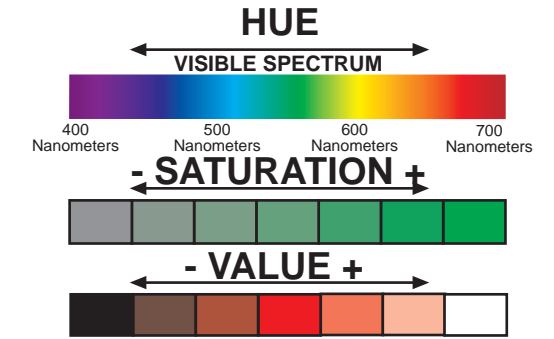


## TERTIARY

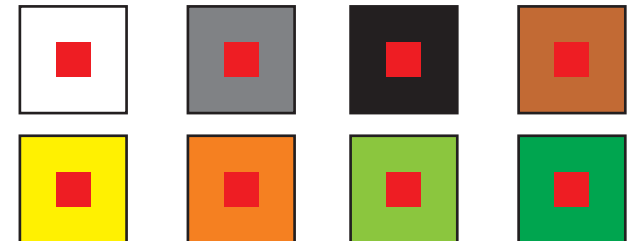


## RARE COLORS

COMPLEMENTARY	RARE
30% Red + 70% Cyan	= Dark Gray
70% Red + 30% Cyan	= Dark Purple
30% Orange + 70% Blue	= Dark Blue
70% Orange + 30% Blue	= Dark Brown

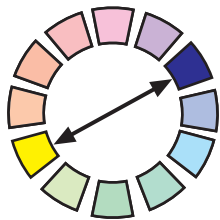


## CONTEXT / SIMULTANEOUS CONTRAST

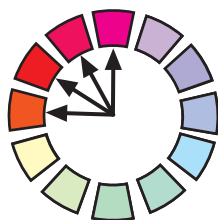


## COLOR HARMONY

### COMPLEMENTARY



### ANALOGOUS



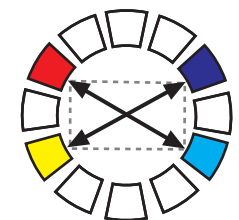
### SPLIT COMPLEMENTARY



### TRIAD



### DOUBLE COMPLEMENTARY



### SQUARE

### RECTANGULAR

## COLOR SUBJECTIVE SYMBOLISM

- RED:** Intense, fire, blood, energy, war, danger, love, passionate, strong, ambition, aggression, alertness, braveness, dominating, dramatic, emotional, energetic, erotic...
- PURPLE:** Royalty, power, nobility, wealth, ambition, dignified, mysterious, aristocracy, art, anxiety, beauty, compassion, conflict, dream, dignity, enigma, extravagance...
- YELLOW:** Sunshine, joy, cheerfulness, intellect, energy, attention-getter, activity, aspiration, alertness, brightness, richness, happiness, idealism, imagination...
- BLUE:** Sky, sea, depth, stability, trust, masculine, acceptance, authority, balance, calmness, coolness, cooperation, culture, depression, distance, honesty, ...
- GREEN:** Nature, growth, fertility, freshness, healing, safety, money, adventure, balance, efficiency, cleanliness, faith, freedom, generosity, good luck, poison, health, outdoors...
- ORANGE:** Warm, stimulating, enthusiasm, happiness, success, creative, autumn, action, appetite, assurance, exaggerated, competent, cheerful, tiring, outrageous...

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COLOR THEORY  
QUICK GUIDE