

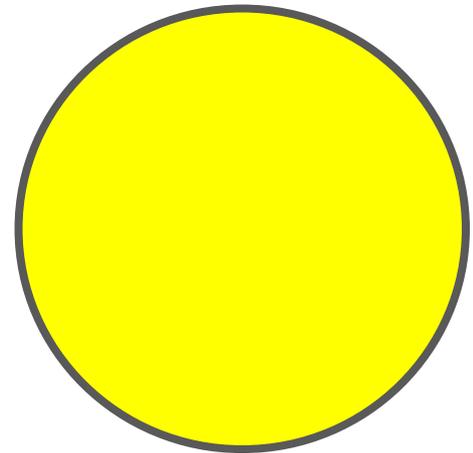
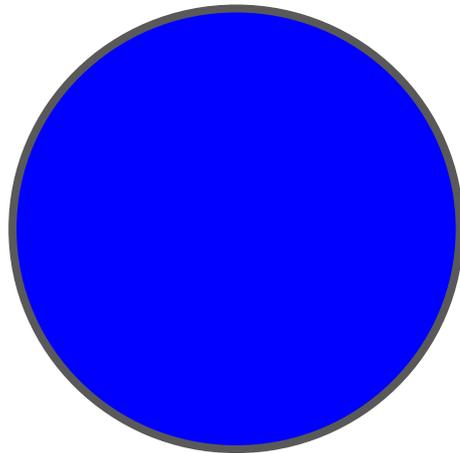
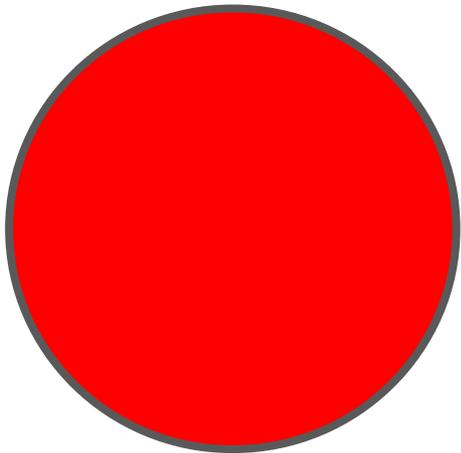
The World of Color



Color Theory & Psychology

Primary Colors :

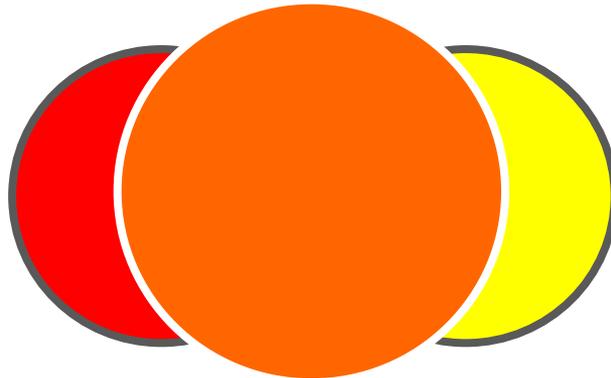
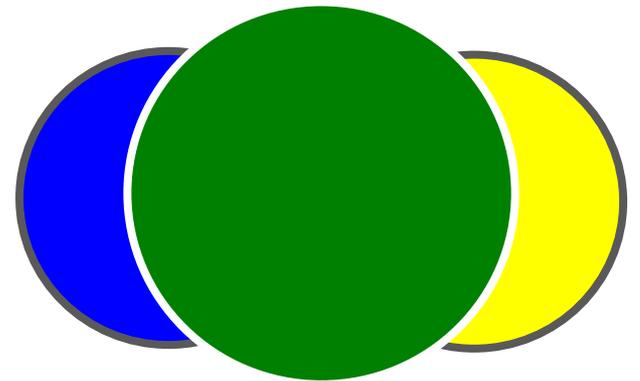
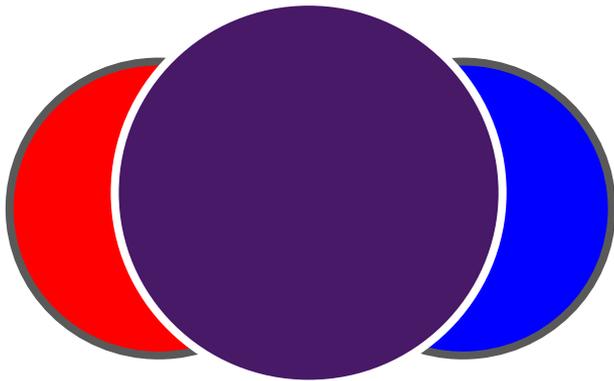
The colors from which all other colors can be obtained by mixing. { Red. Yellow. Blue. }



Secondary Colors :

The colors you get from mixing two primary colors.

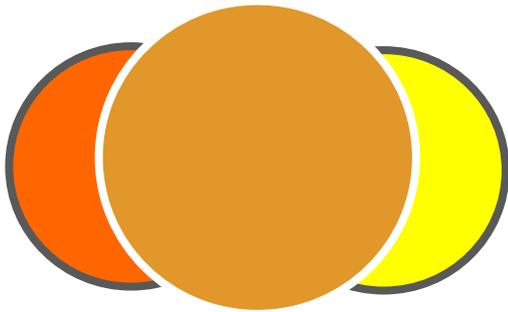
{ Purple. Green. Orange. }



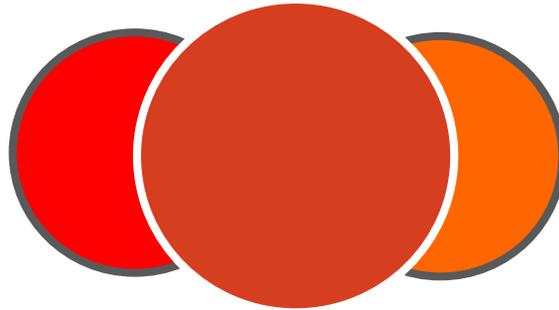
Tertiary Colors :

The colors you get from mixing one primary and one secondary color.

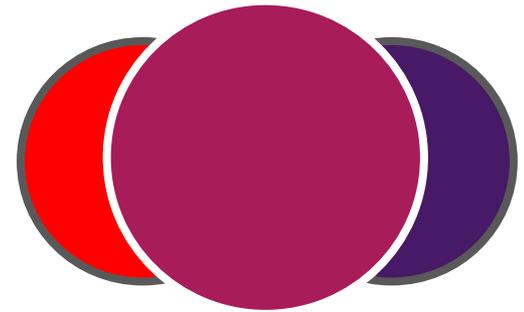
Amber



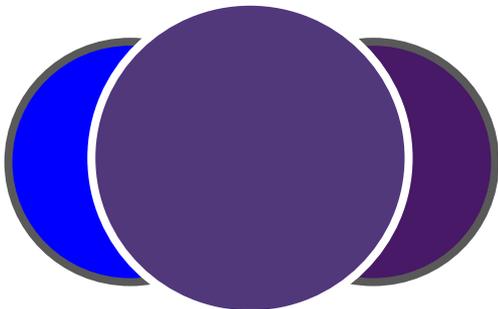
Red Orange



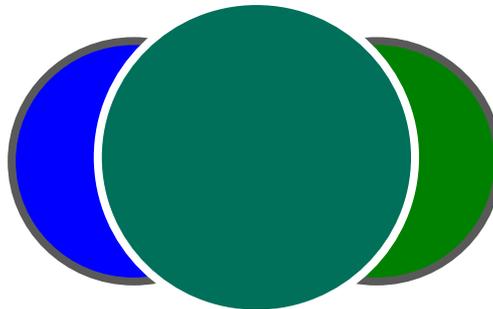
Magenta



Violet



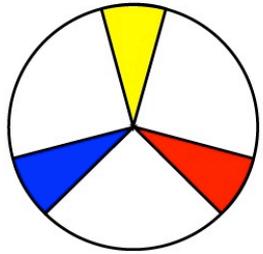
Teal



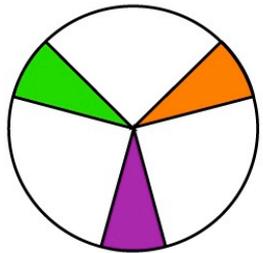
Chartreuse



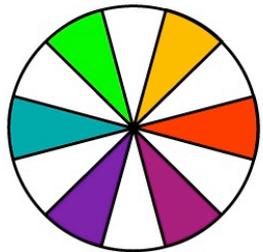
These three types of colors come together to build the color wheel!



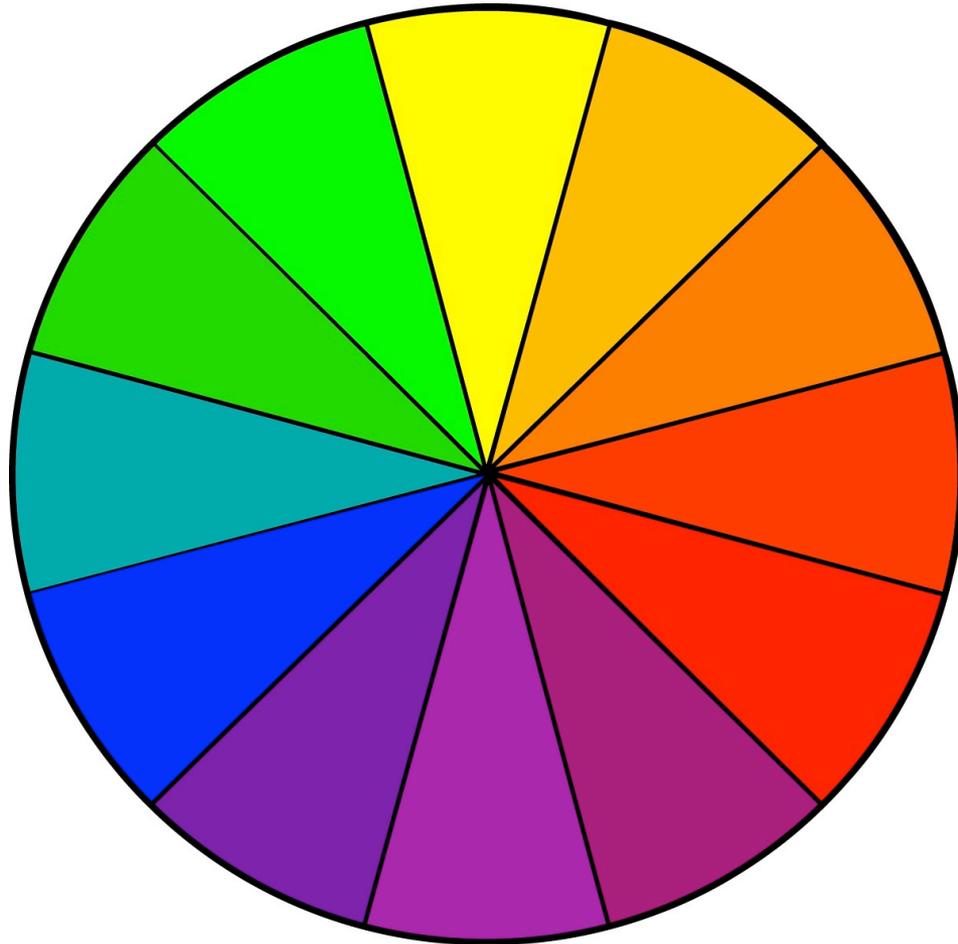
primary



secondary

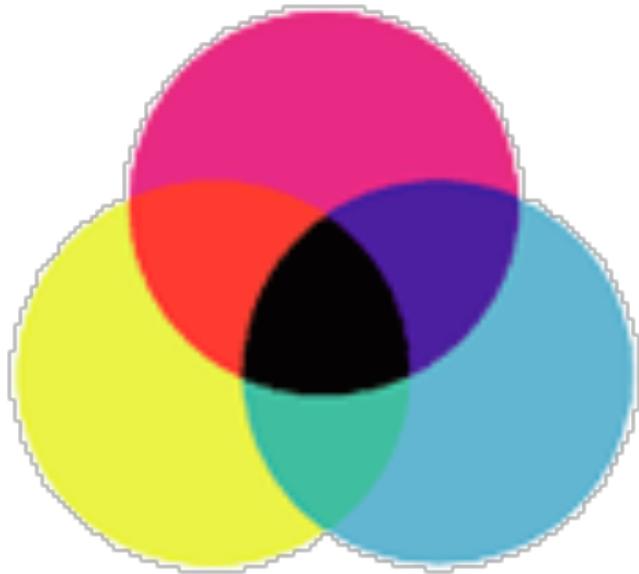


tertiary



[subtractive & additive color]

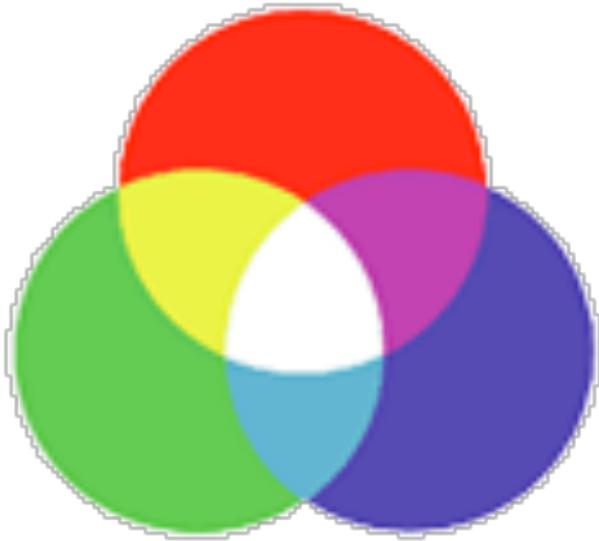
is determined by the subtraction or addition of light.



cmymk

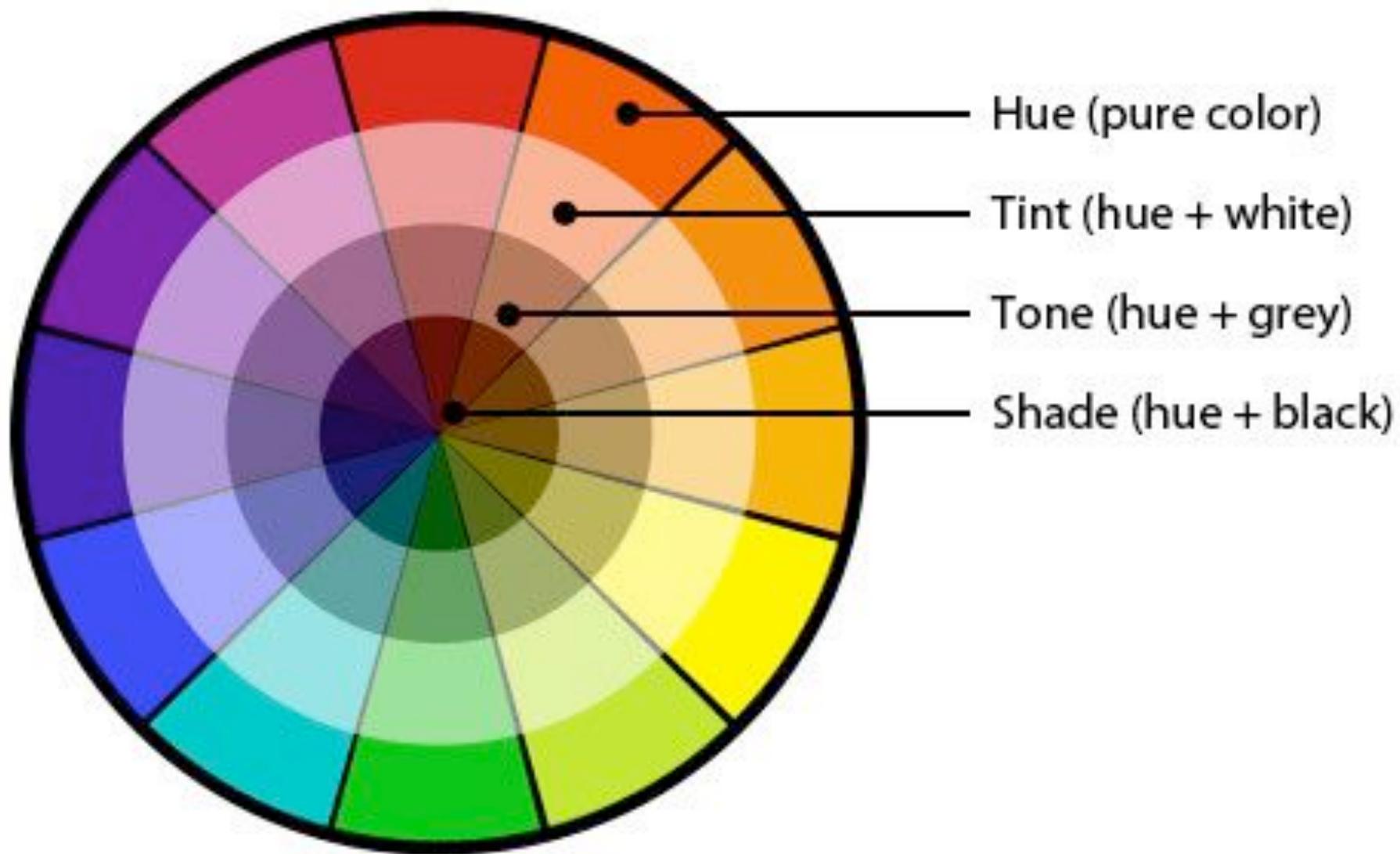
CMYK Color Profile used for print design. It is subtractive, meaning that each color reflects light instead of creating it.

[subtractive & additive color]
is determined by the subtraction or addition of light.



rgb

RGB Color Profile used for web
& screen design. It is additive,
meaning that each color creates
light.



How do I know if colors go together?



COMPLEMENTARY



ANALOGOUS











PSYCHOLOGY OF COLOR

[blue]

Depth.

Stability.

Tranquility.

Trust.

Productivity.

[purple]

Royalty.

Power.

Nobility.

Wealth.

Ambition.

Creativity.

Mystery.

[green]

Nature.

Growth.

Healing.

Safety.

Money.

Comprehension.

Calming.



[red]

Intensity.

Energy.

War.

Danger.

Love.

Passion.

Strength.

[orange]

Enthusiasm.

Stimulation.

Happiness.

Success.

Creativity.

Vitality.

[yellow]

Joy.

Cheerfulness.

Intelligence.

Energy.

Stimulation.

Anxiety.

Deceit.



RODS & CONES

The retina is covered by millions of light-sensitive cells, some shaped like rods and some like cones.

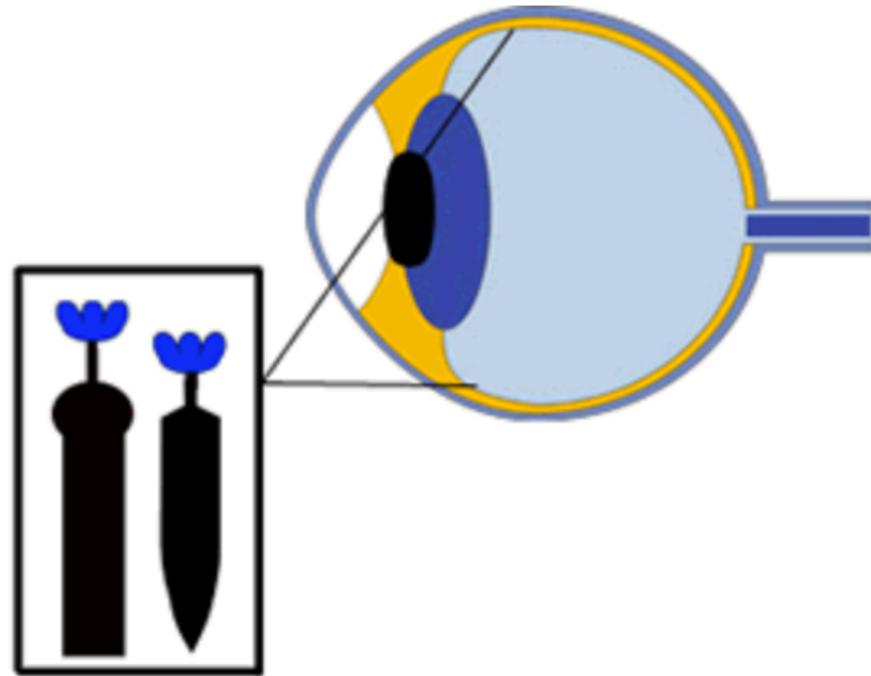
These receptors process the light into nerve impulses and pass them along to the cortex of the brain via the optic nerve.



RODS

Rods are most highly concentrated around the edge of the retina.

Rods transmit mostly black and white information to the brain.



CONES

- *Cones are concentrated in the middle of the retina, with fewer on the periphery.*
- *There are three types of cone-shaped cells,* each sensitive to the long, medium or short wavelengths of light. These cells give the brain enough information to interpret and name colors.

