



# COLOR

*The element produced by light reflecting off  
of objects.*

# PROPERTIES OF COLOR

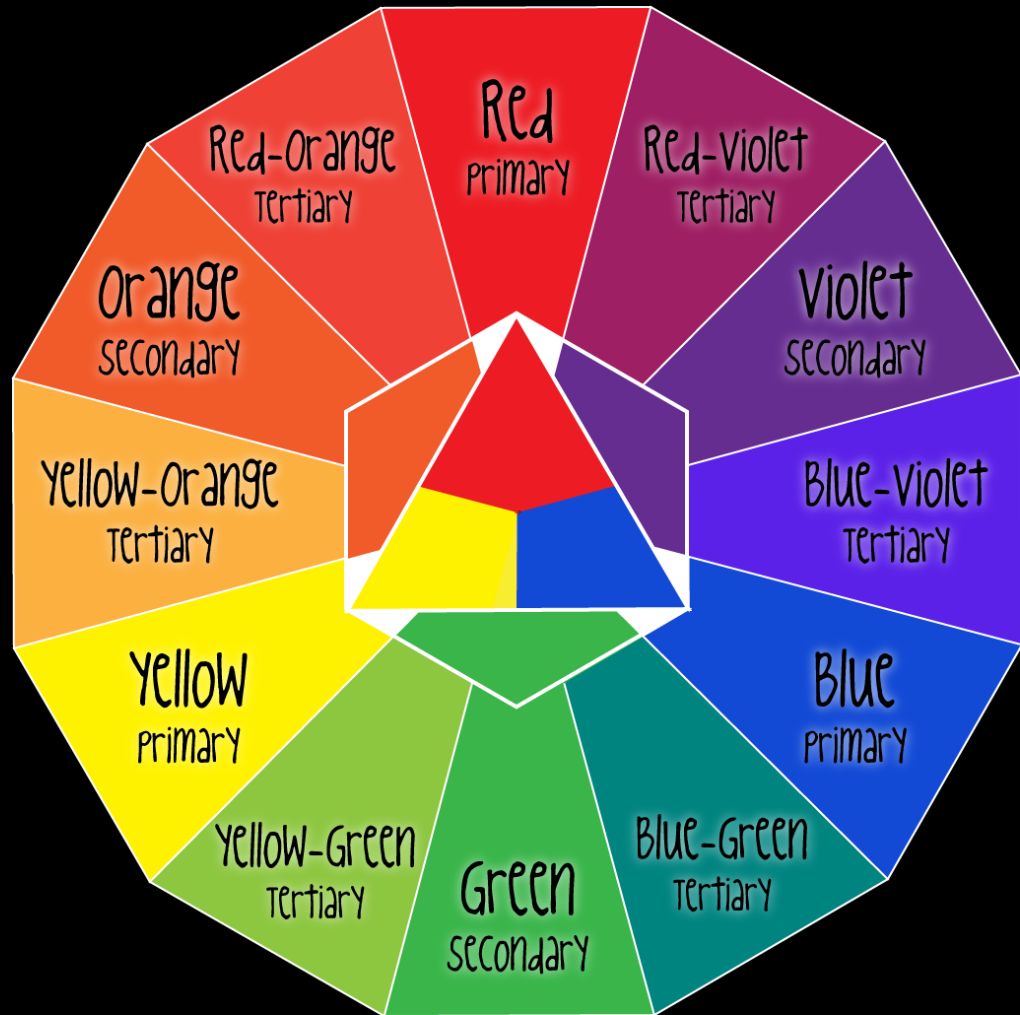
There are three properties of color:

1. Hue (the name of the color- blue, yellow, etc.)
2. Value (the lightness or darkness of the color)
3. Intensity (how bright or dull the color is)



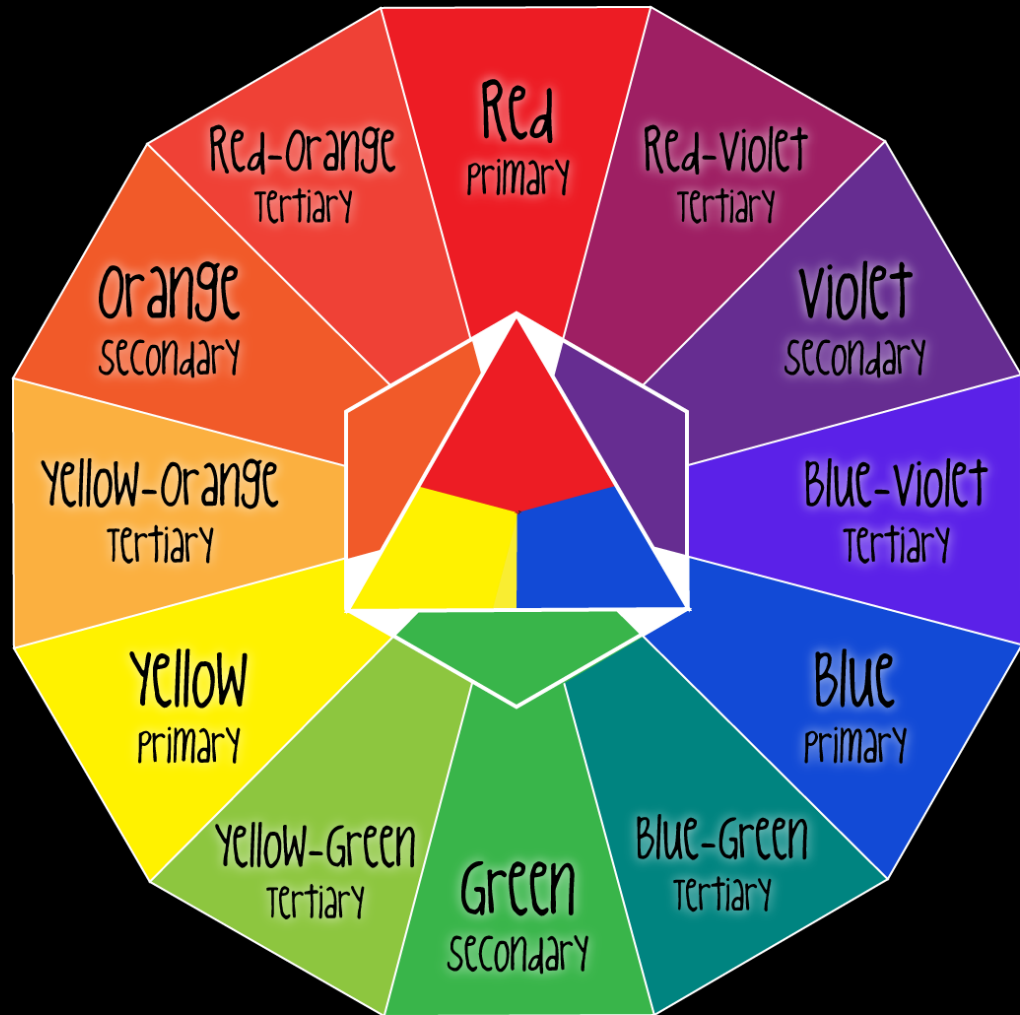
# THE COLOR WHEEL

The **color wheel** is a tool artists use to help them identify the relationships between different colors.



# THE COLOR WHEEL

This **color wheel** is organized with the **primary colors** in the middle, then the **secondary colors** they create when mixed, and then finally all the colors arranged.

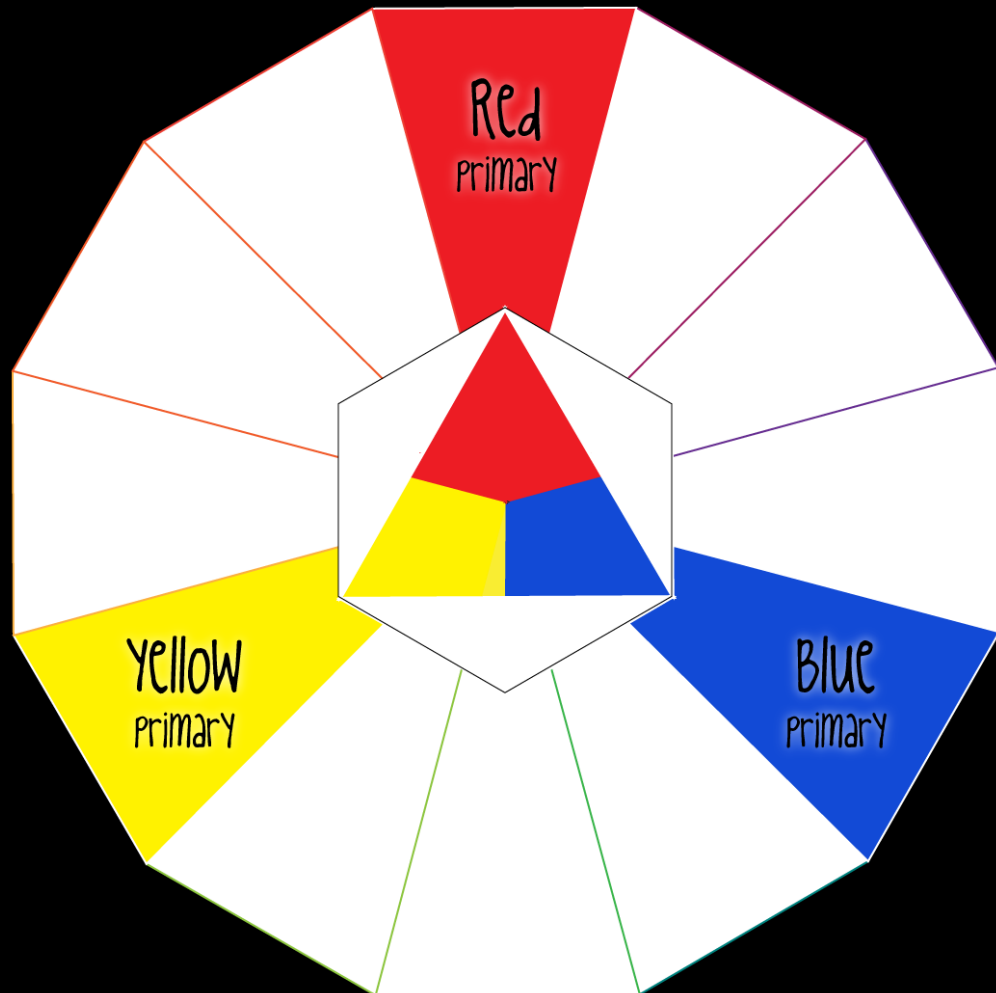


# THE PRIMARY COLORS

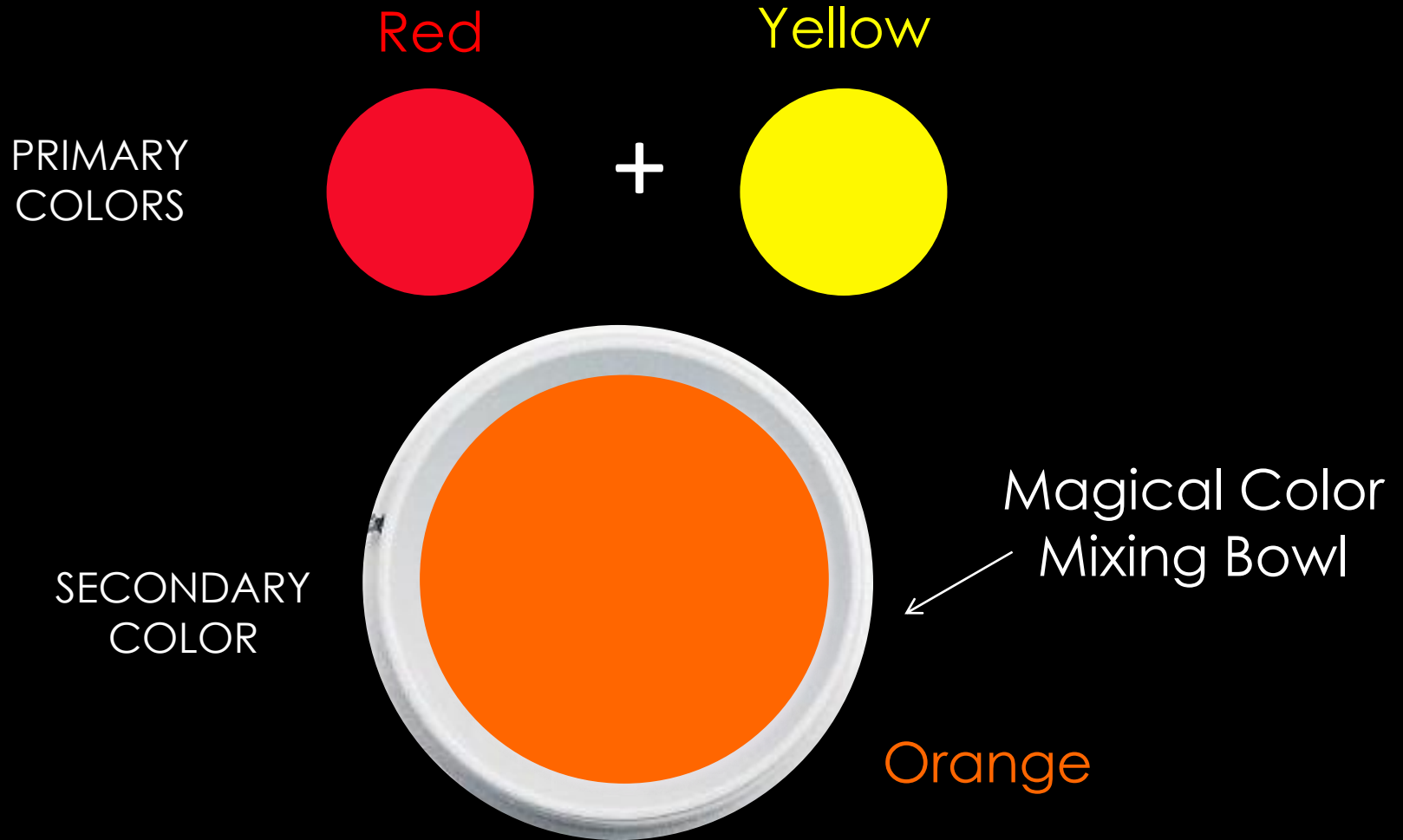
The three **primary colors** are:

- Red
- Yellow
- Blue

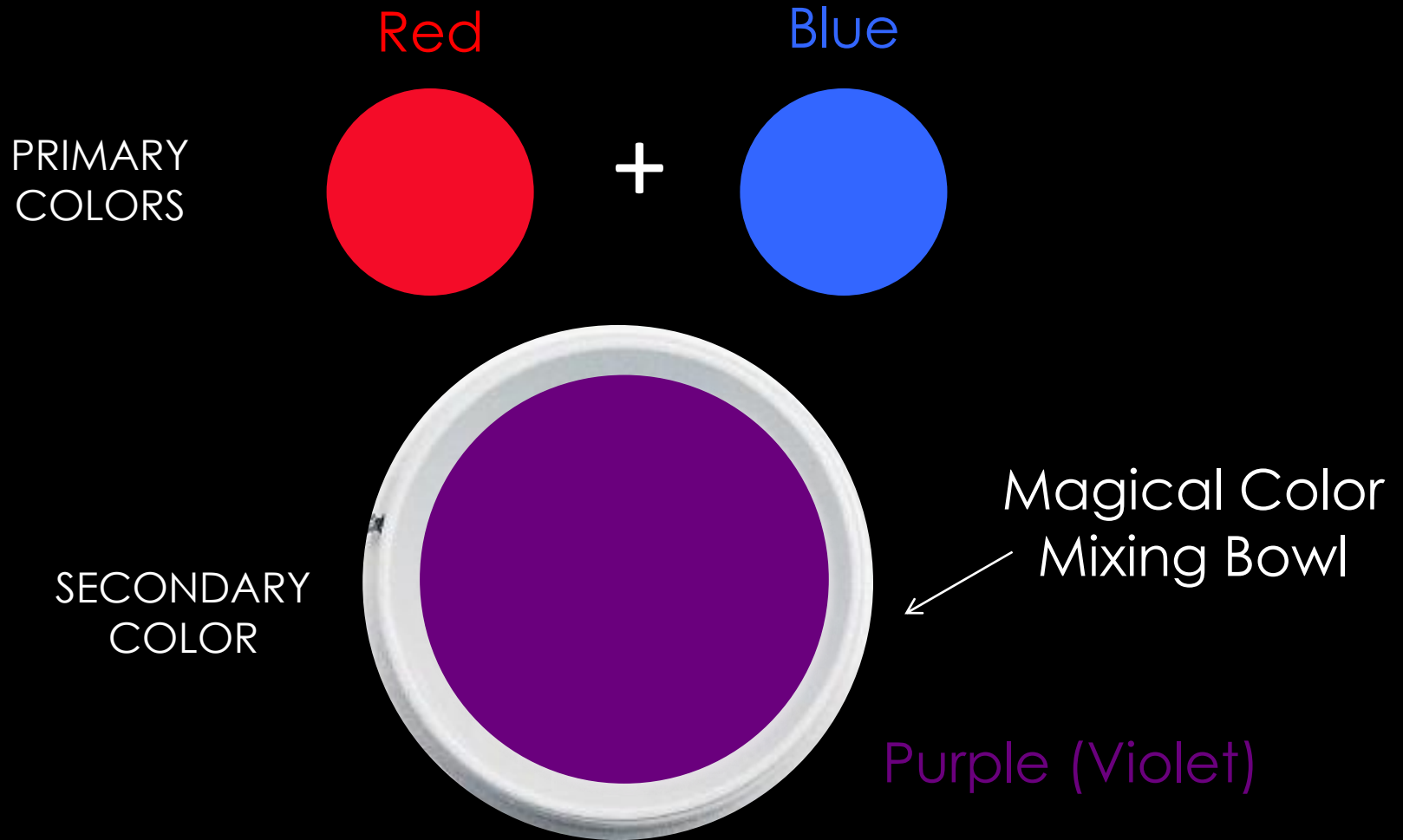
These three colors can be mixed together in different combinations to create other colors.



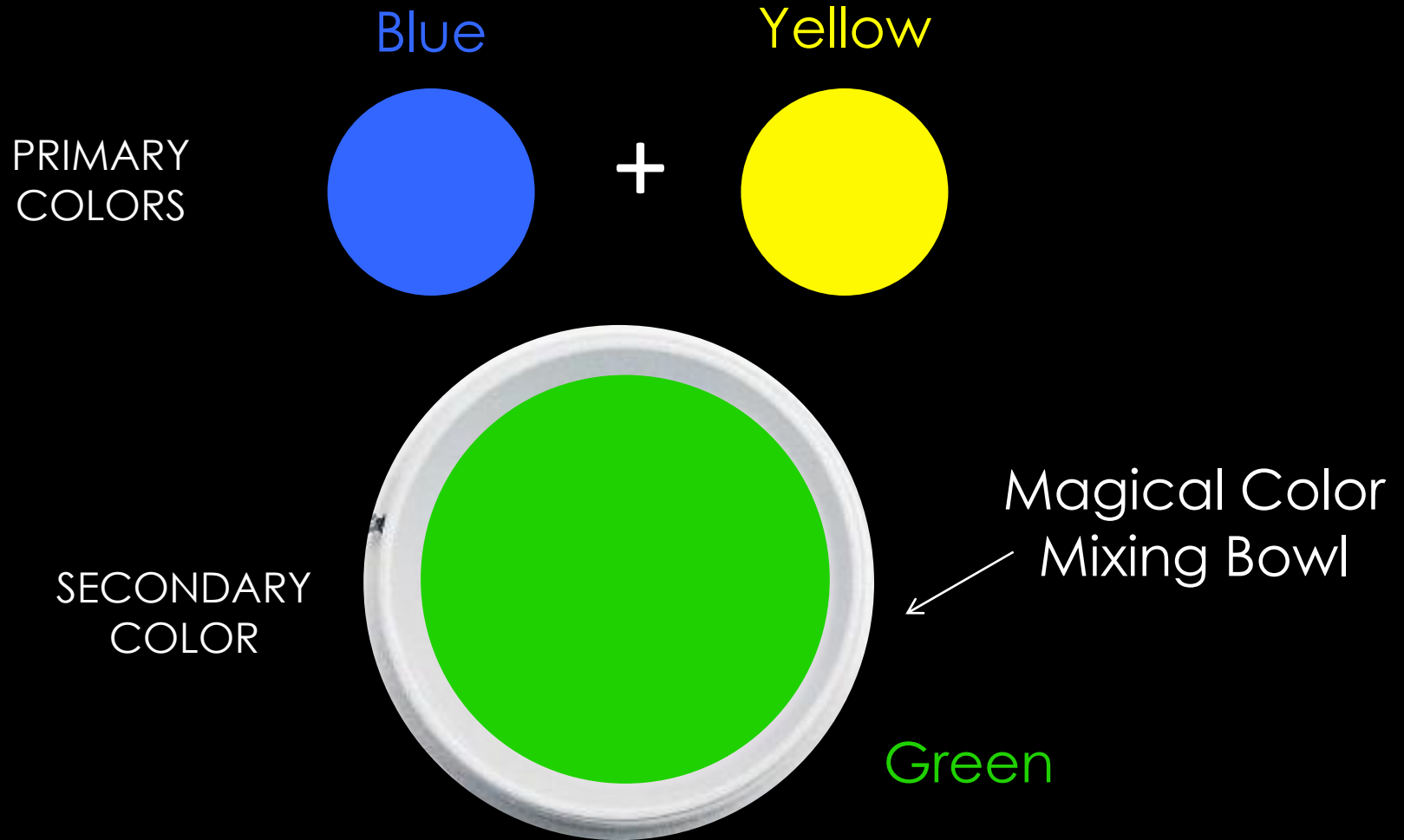
# MIXING SECONDARY COLORS



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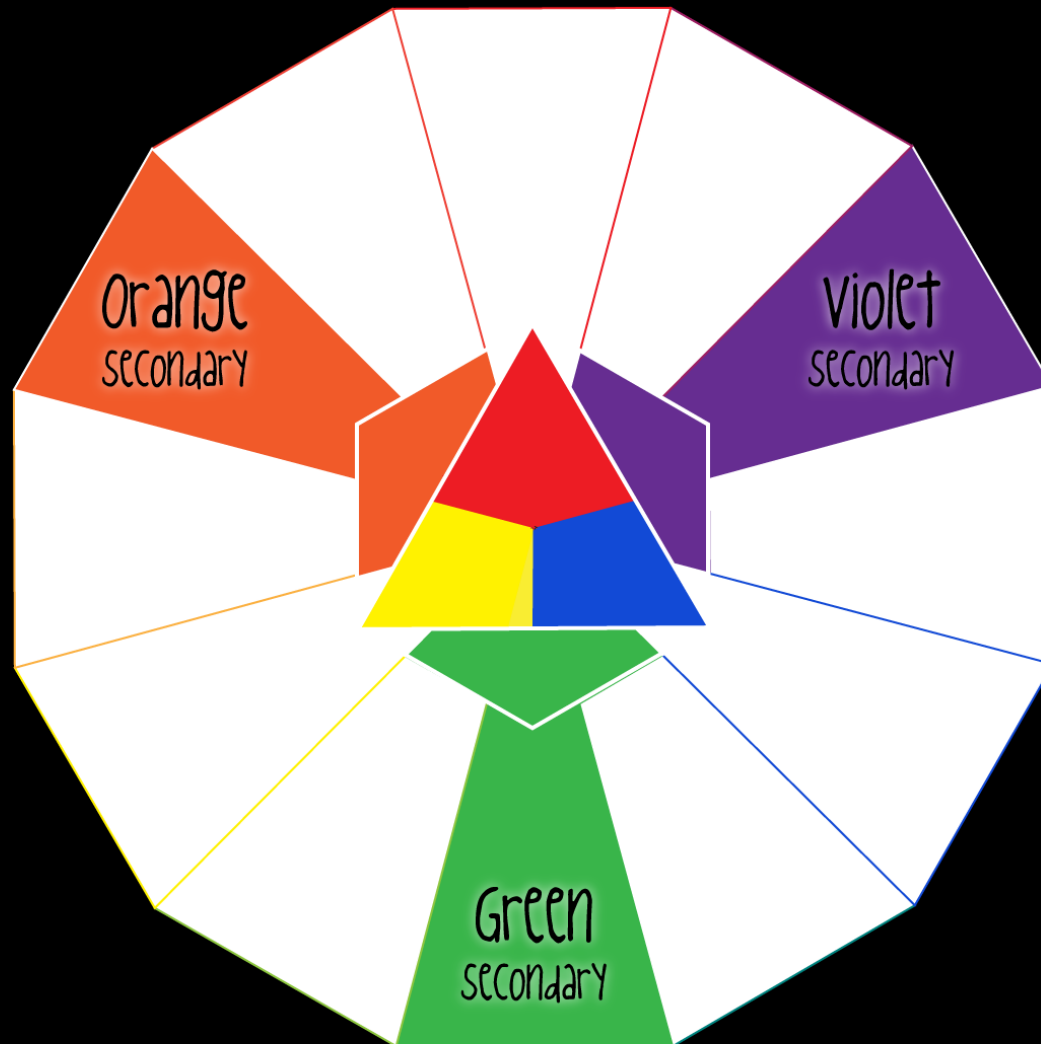


# MIXING SECONDARY COLORS

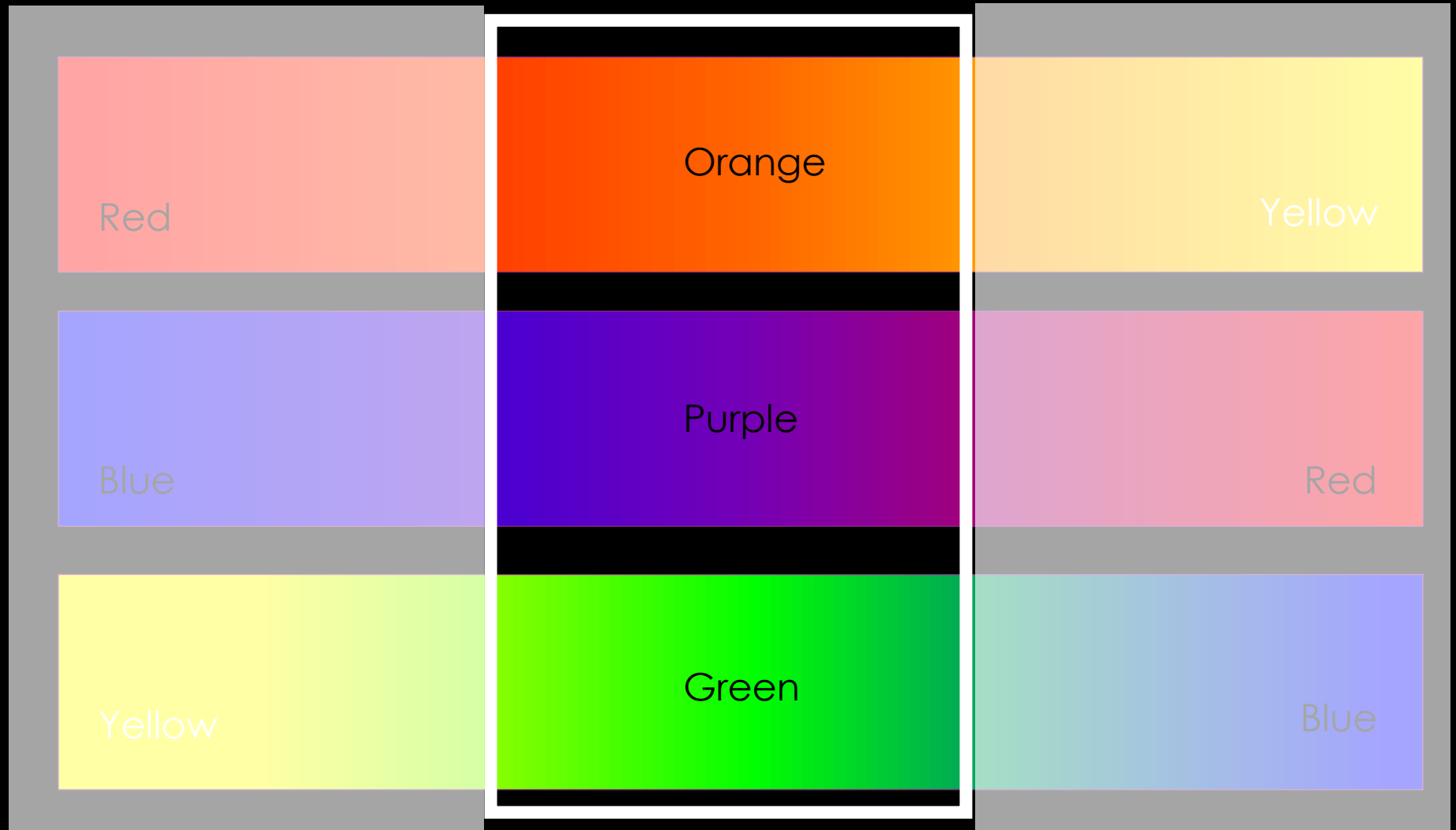




# SECONDARY COLORS

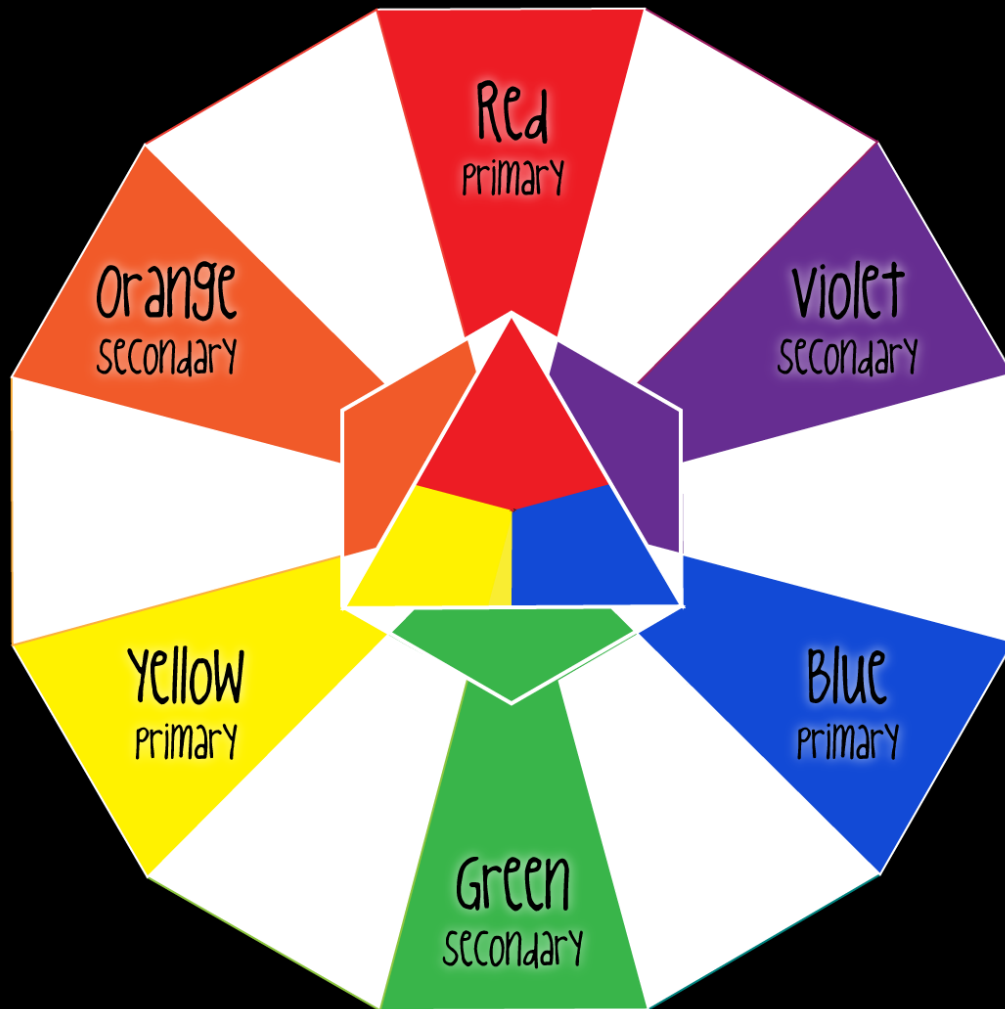


# BLENDING COLORS



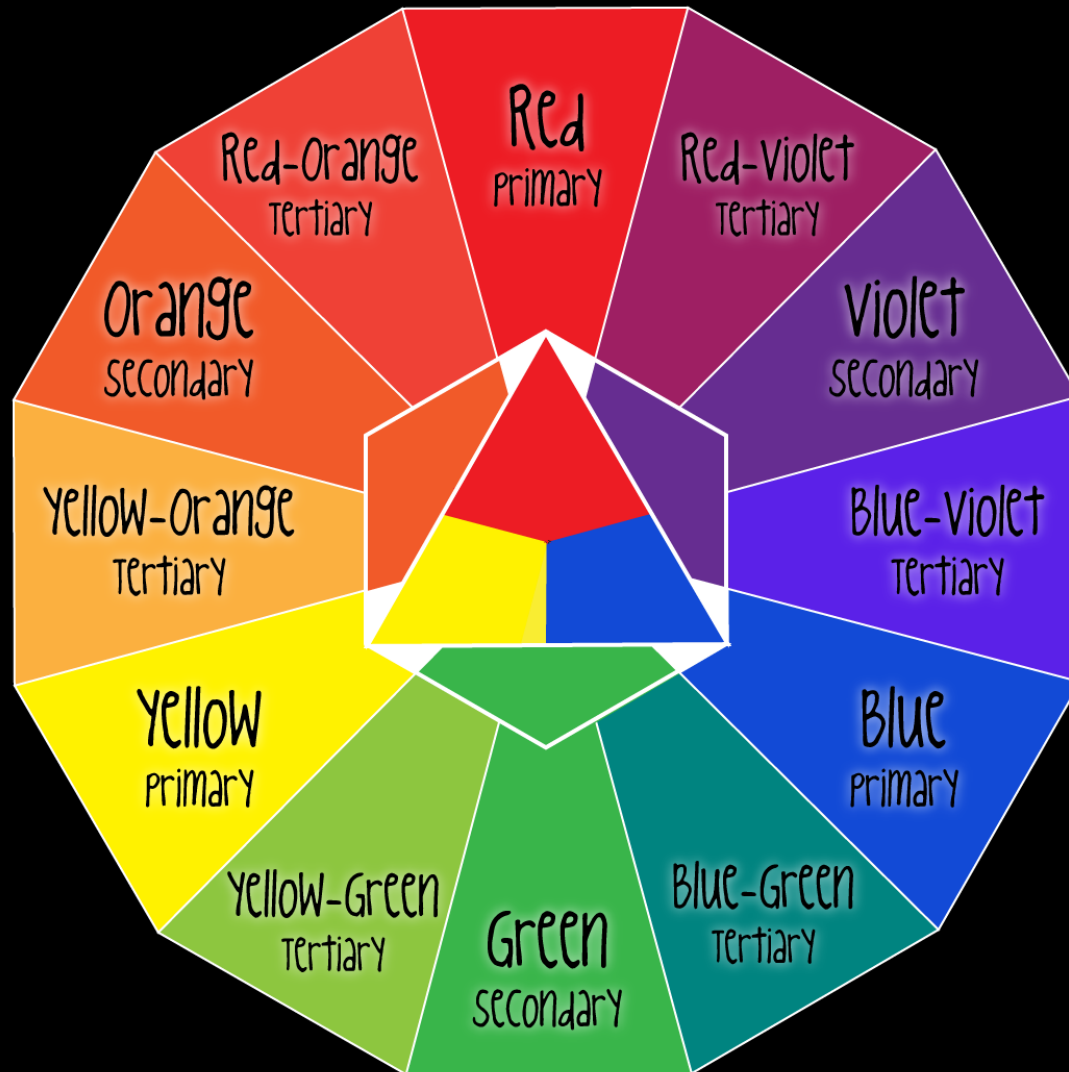
SECONDARY COLORS

# PRIMARY AND SECONDARY COLORS

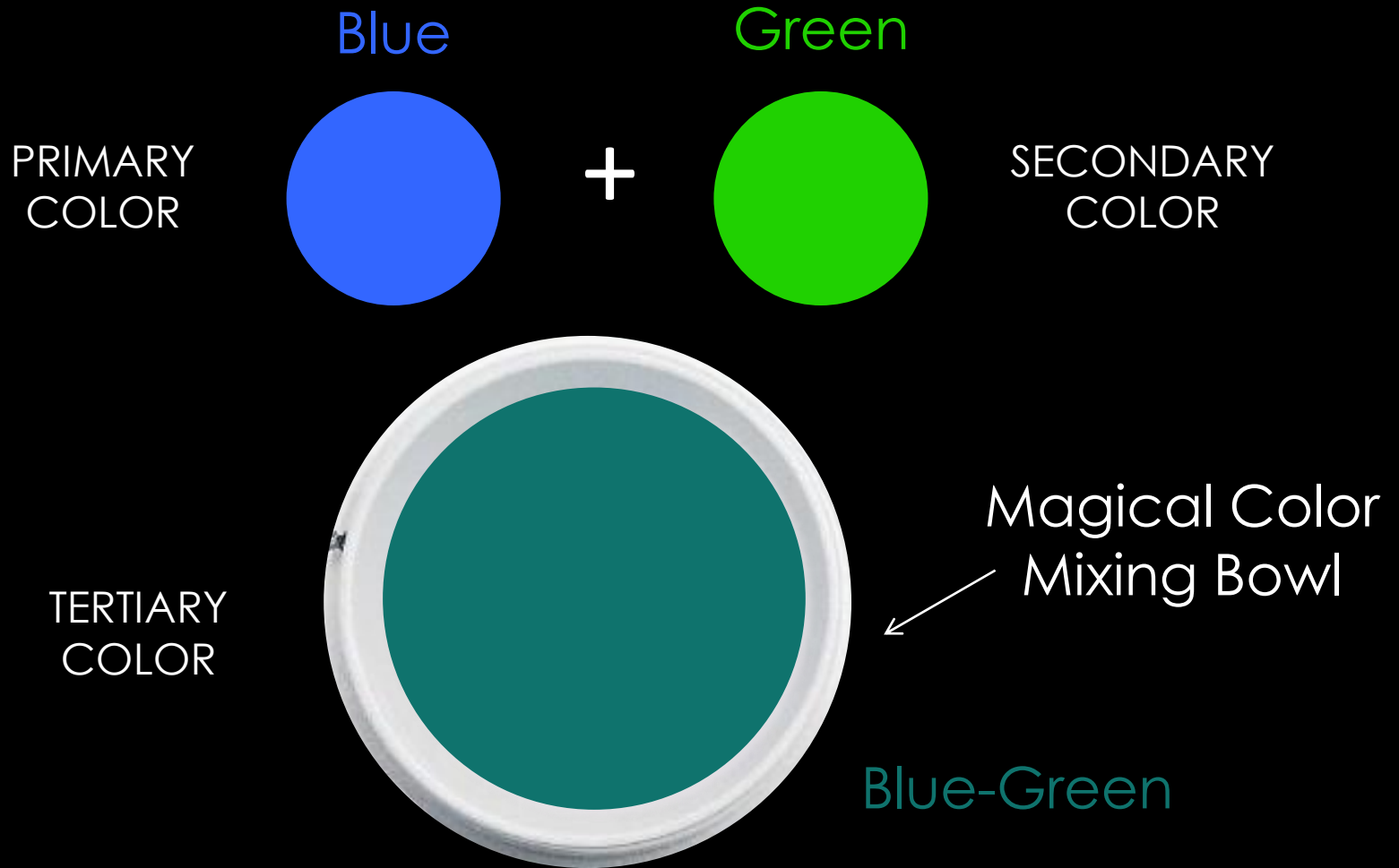


This color wheel still has a bunch of blank spots. That is because it is missing the **tertiary/intermediate colors**. Those are the colors that are created when you mix a primary color with a secondary color.

# TERTIARY/INTERMEDIATE COLORS



# MIXING TERTIARY COLORS



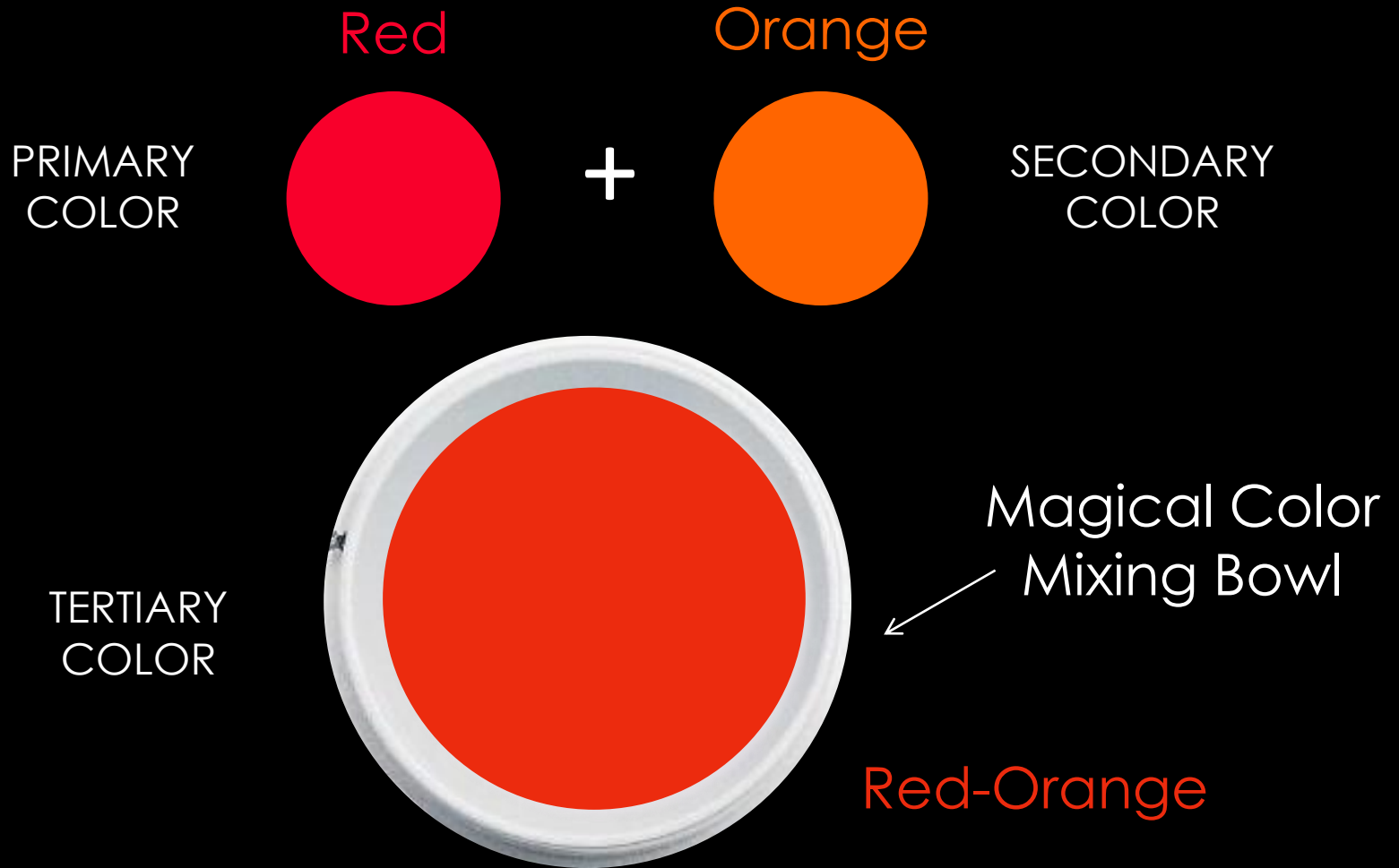
# MIXING TERTIARY COLORS



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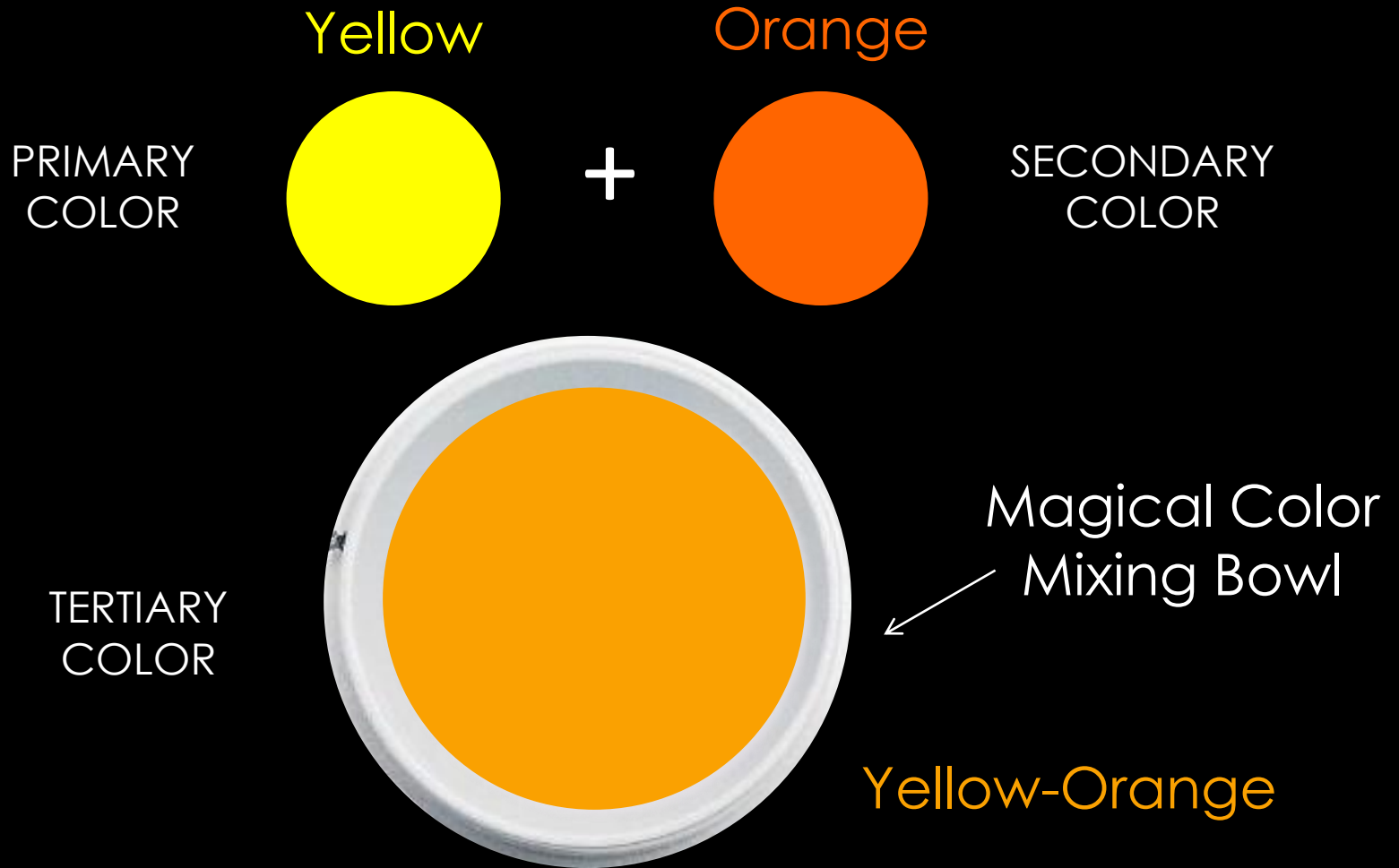


# MIXING TERTIARY COLORS

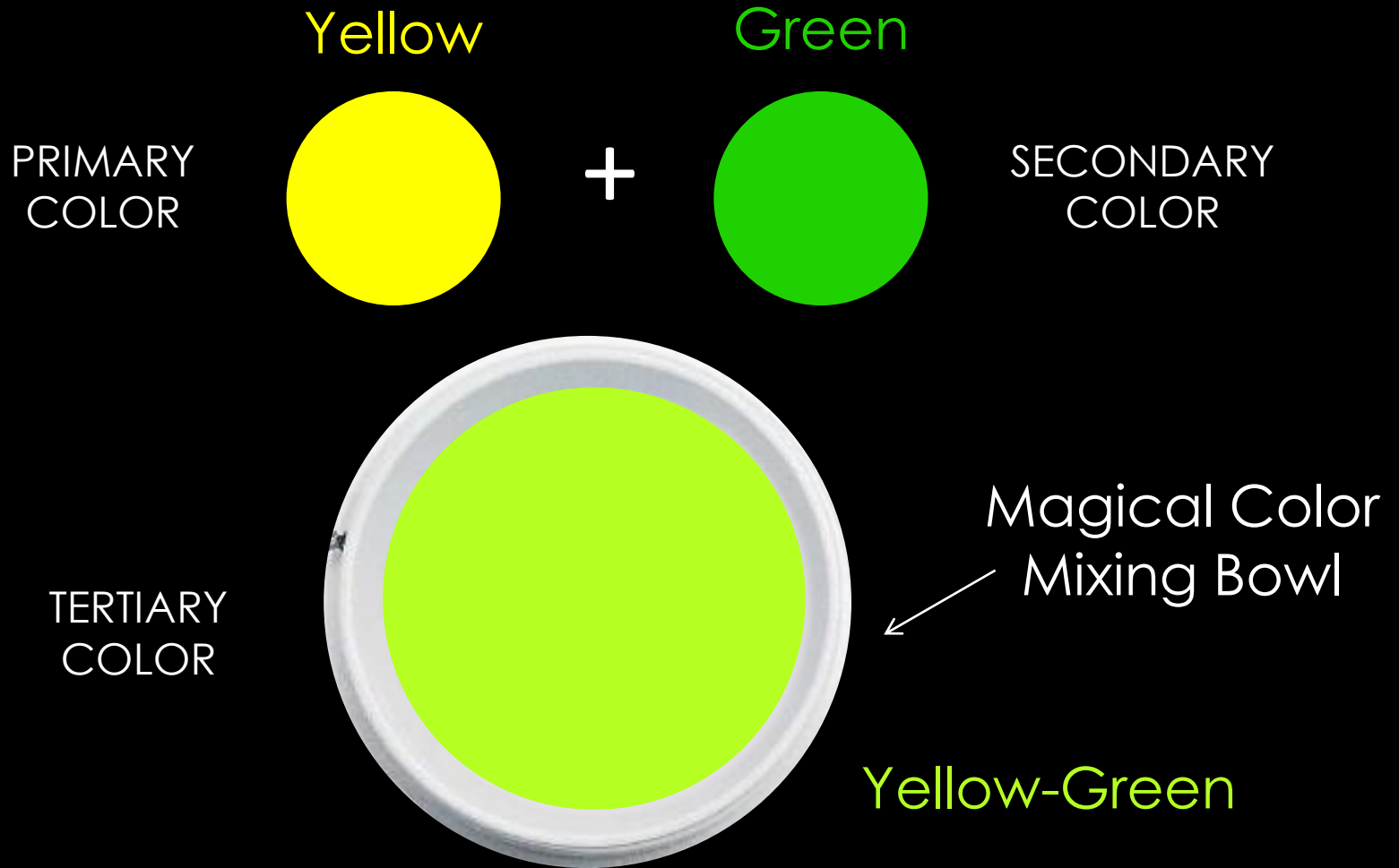




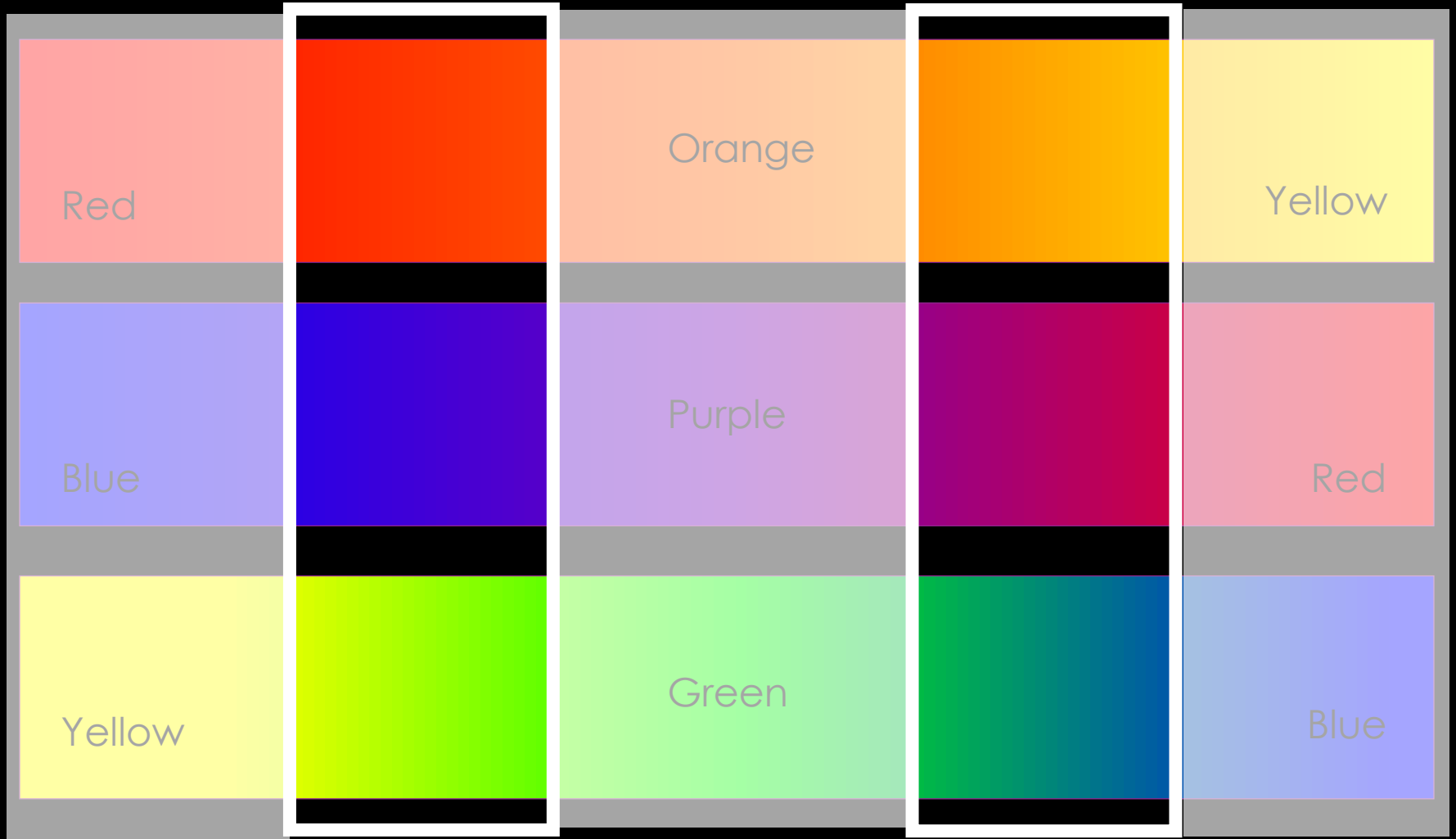
# MIXING TERTIARY COLORS



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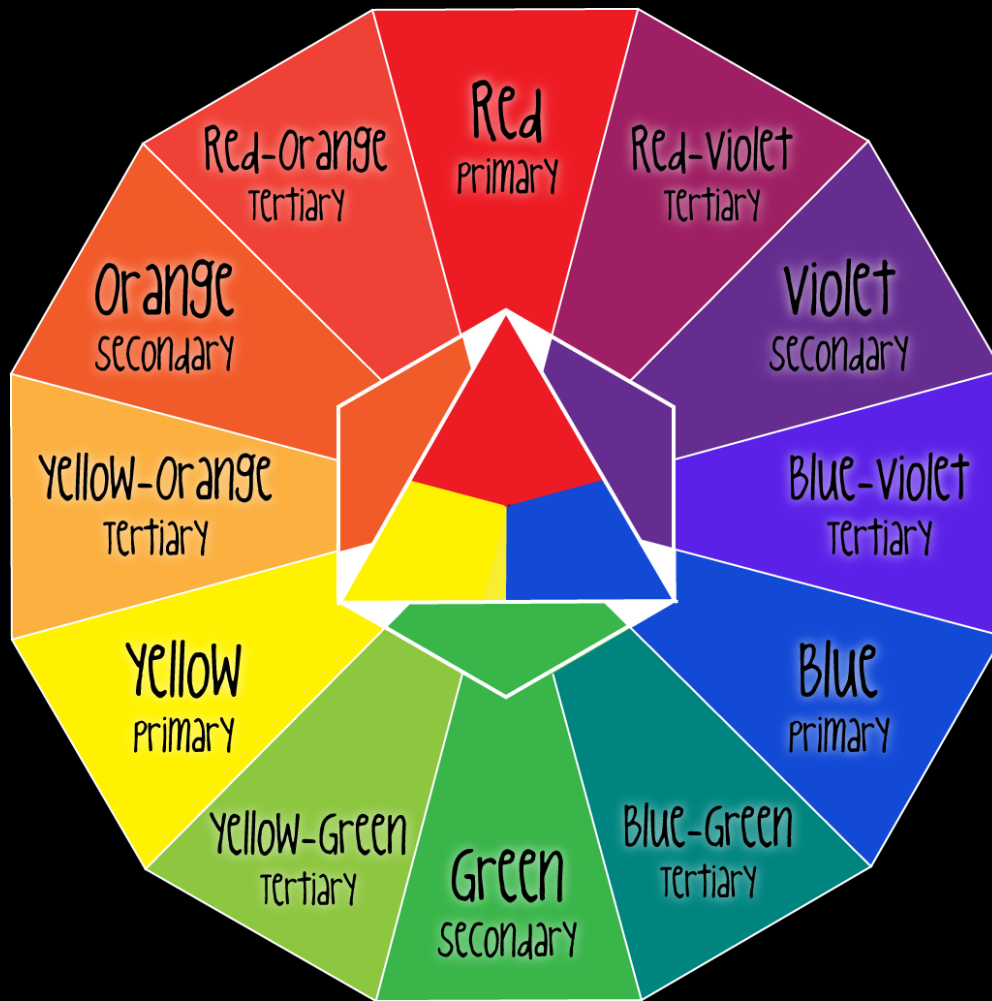


# BLENDING COLORS



TERTIARY COLORS

# COLOR SCHEMES



Color schemes are sets of colors that are specifically chosen from the color wheel to create certain effects in pieces of art.

# COLOR SCHEMES

The following are examples of color schemes that are very common:

**Primary**      **Complementary**

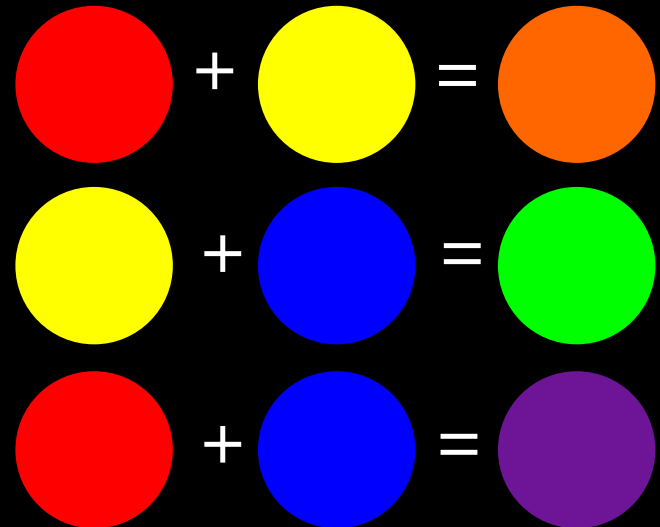
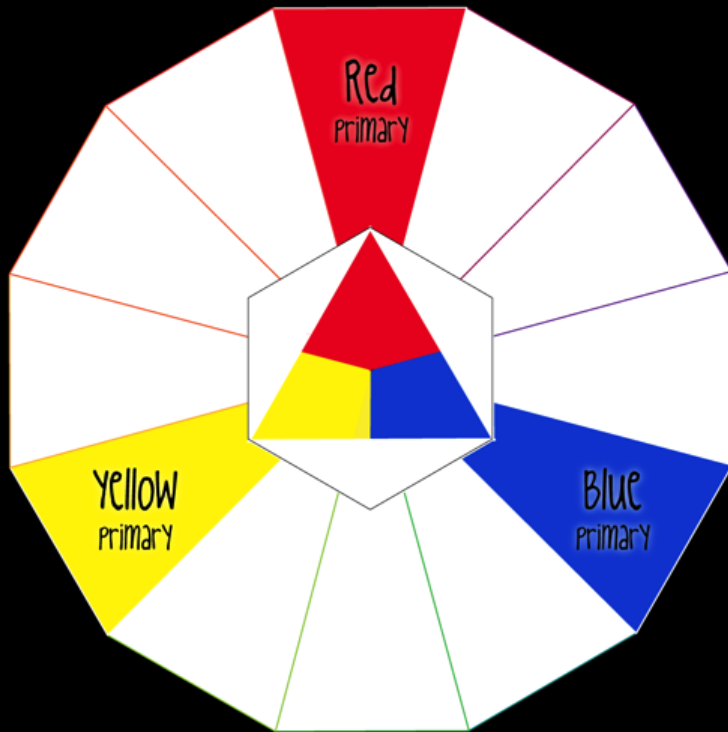
**Secondary**      **Neutral**

**Warm**      **Cool**      **Analogous**

**Monochromatic**

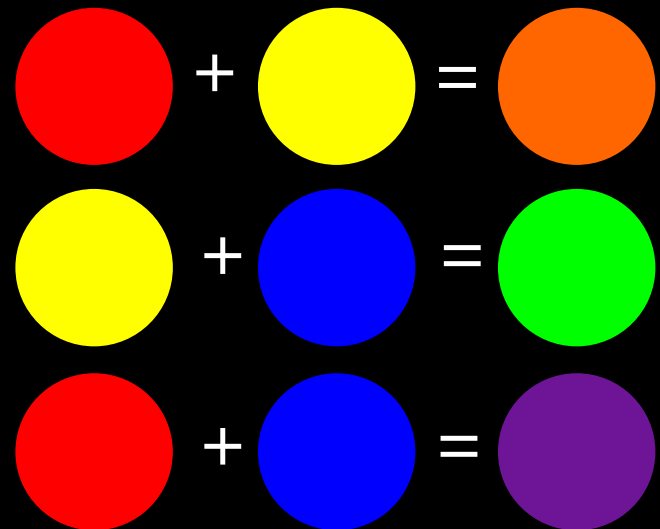
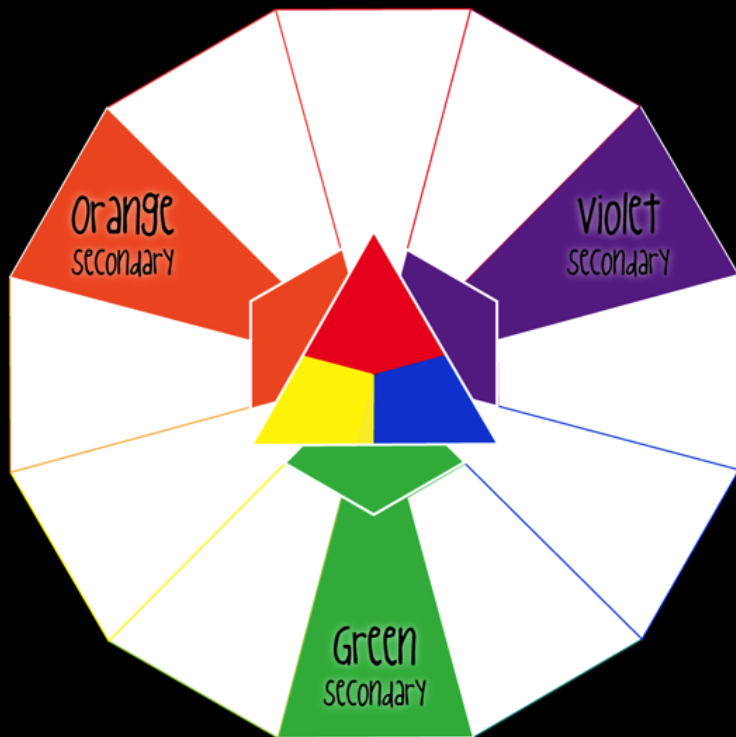
# PRIMARY COLORS

The **primary colors** are **red**, **yellow**, and **blue**. If you mix sets of primary colors, you can create **secondary colors**!



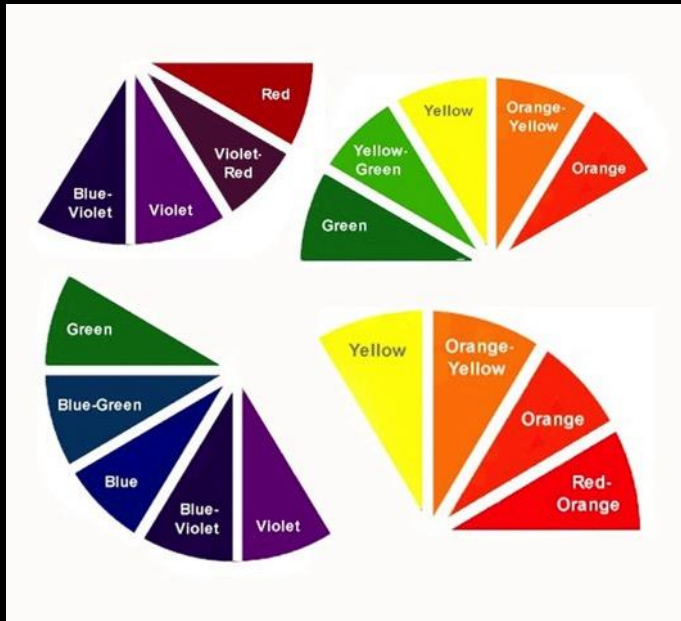
# SECONDARY COLORS

The **secondary colors** are **orange**, **purple**, and **green**. You can make these colors by mixing sets of **primary colors**!



# ANALOGOUS COLORS

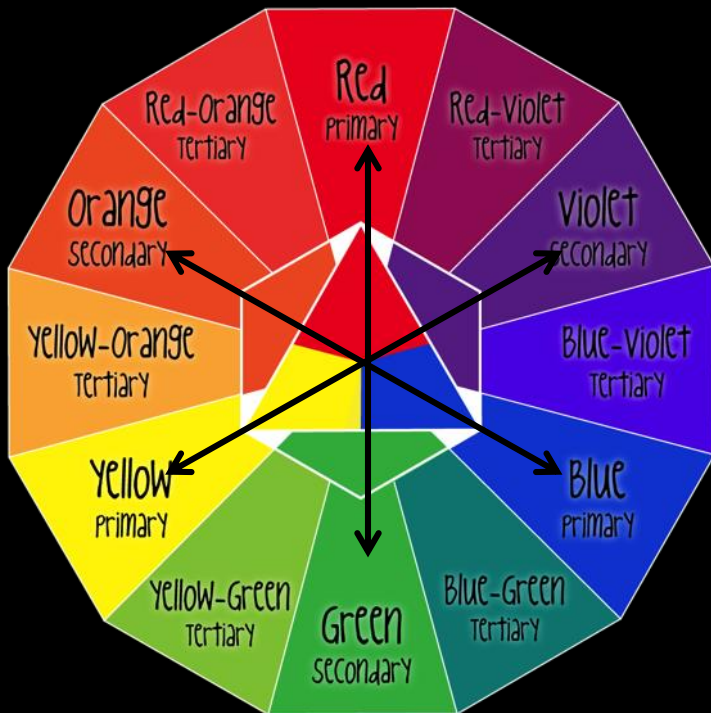
**Analogous color schemes** are made up of colors that sit next to each other on the color wheel. These colors flow well together because they are closely related (sharing at least one color in common with another). Analogous colors are pleasant and harmonious.





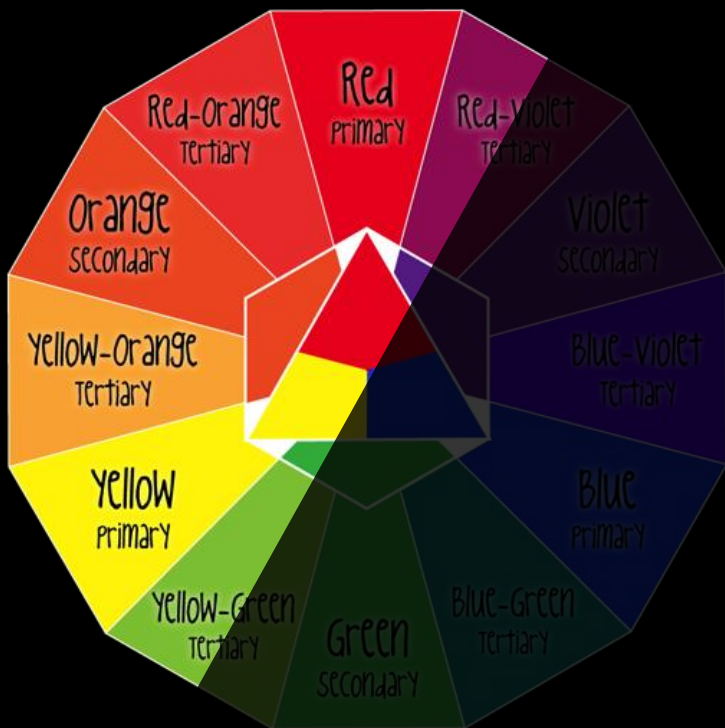
# COMPLEMENTARY COLORS

**Complementary colors** sit across from each other on the color wheel. They are considered “opposites” and create a lot of contrast when they are placed next to each other. That means they look brighter and sharp!



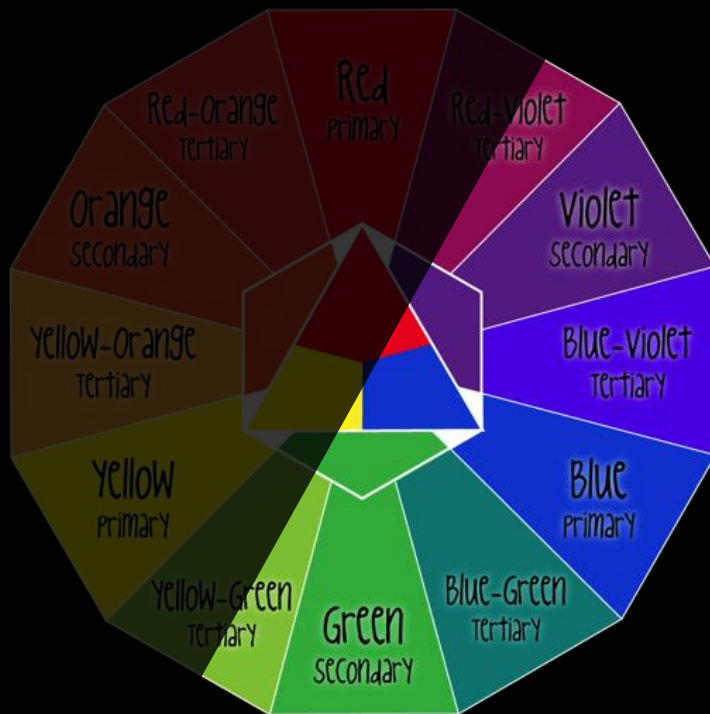
# WARM COLORS

The **warm colors** are the hues **red**, **orange**, **yellow**, and all the colors in between. Warm colors are vivid and energetic and tend to advance in space.



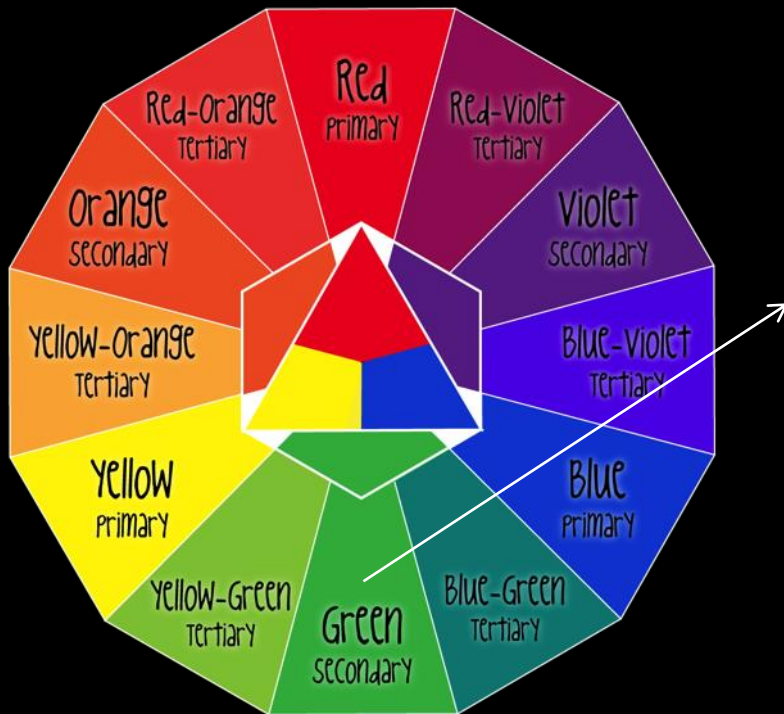
# COOL COLORS

The **cool colors** are the hues **purple**, **blue**, **green**, and all the colors in between. Cool colors are very laid back, calm, and appear to recede in space.



# MONOCHROMATIC COLORS

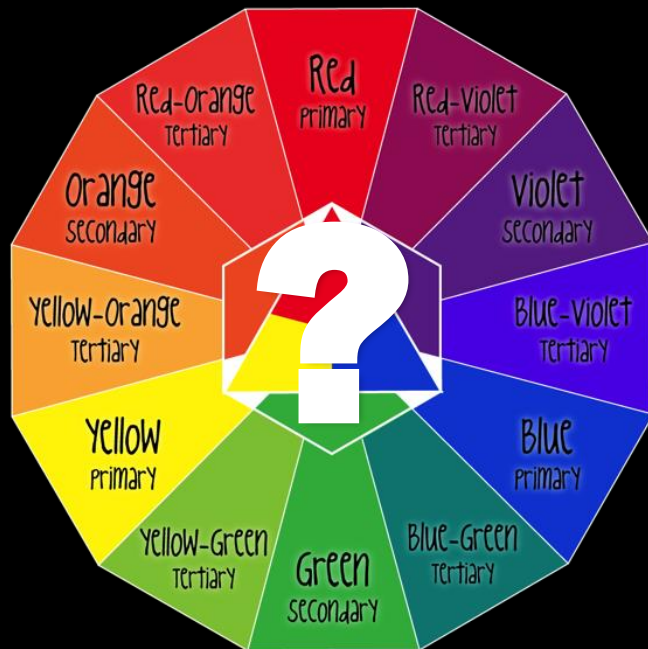
**Monochromatic** simply just means “one color.” A monochromatic color scheme is made up of tints, shades, and variations of the same hue.





# NEUTRAL COLORS

Neutral colors don't appear on the color wheel. They are white, black, gray, and sometimes brown. These colors are very muted and earthy. They are not bright and exciting.



Pablo Picasso, "Still Life with a Bottle of Rum" (1911)

# COMMON COLOR SCHEMES

**PRIMARY**

Red, Blue, and Yellow

**SECONDARY**

Purple, Orange, and Green

**COOL**

Purple, Blue, and Green

**COMPLEMENTARY**

Colors that sit across from each other on the color wheel (blue/orange, red/green, purple/yellow).

**WARM**

RED, ORANGE, AND YELLOW

**NEUTRAL**

White, Black, Gray, and Brown

**MONOCHROMATIC**

Variations of the same hue.

**ANALOGOUS**

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

# EXPRESSIVE COLOR

Color isn't always used realistically in artwork. Sometimes artists use colors symbolically to help get an idea, feeling, or mood across to their viewer.

What mood or feeling do you think Pablo Picasso was trying to convey by using this much blue?

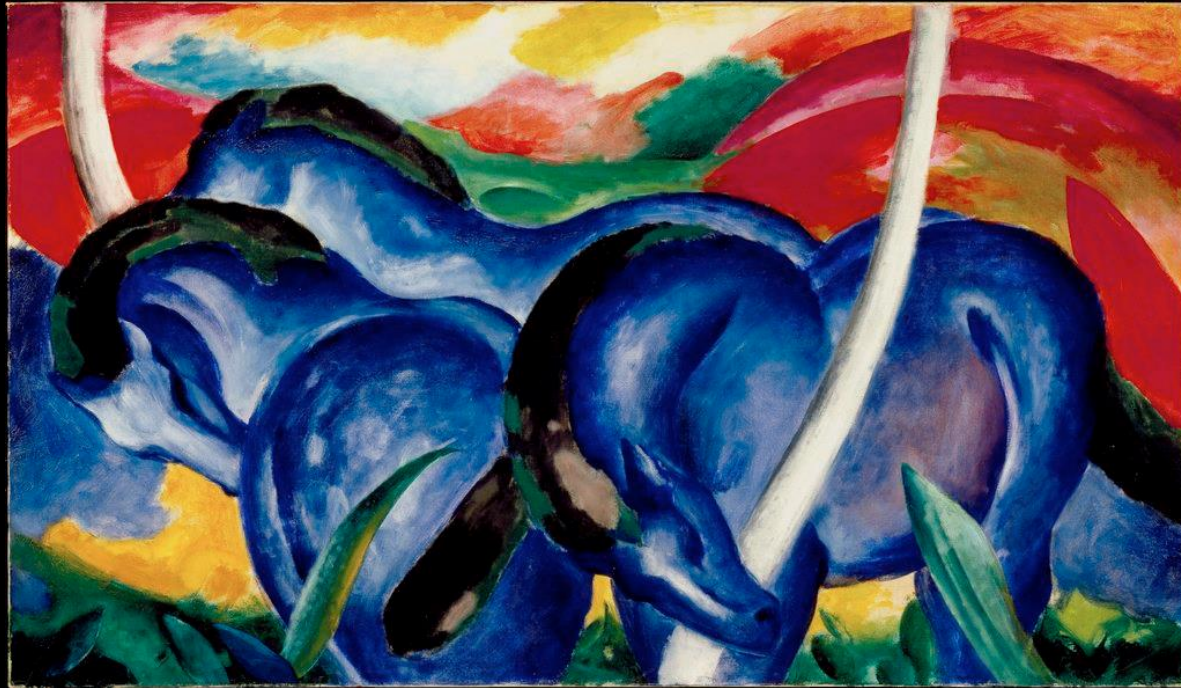


Pablo Picasso, "Woman with Bangs" (1902)



# Expressive Color

Do you think famous painter Franz Marc thought horses were really blue? Or was he trying to tell us something else?



Franz Marc, "Blue Horses" (1911)



# EXPRESSIVE COLOR

Colors can have more than one meaning, so when deciding what the artist/designer was intending for it to imply, you should always look for more context clues!



Is this sign supposed to imply happiness at the idea of slipping and falling?

## **Red**

+

Love  
Power  
Strength  
Passion

-

Anger  
Danger  
Warning

## **Orange**

+

Courage  
Confidence  
Friendliness  
Success

-

Ignorance  
Sluggishness  
Loud

## **Yellow**

+

Bright  
Energy  
Happy  
Creativity

-

Irresponsible  
Caution  
Cowardice

## **Green**

+

Growth  
Fertility  
Freshness  
Healing

-

Envy  
Jealousy  
Guilt

## **Blue**

+

Peacefulness  
Trust  
Security  
Sincerity

-

Sadness  
Coldness  
Fear

## **Purple**

+

Royalty  
Luxury  
Ambition  
Wisdom

-

Mystery  
Moodiness  
Aloof

## **White**

+

Innocence  
Purity  
Clean  
Simplicity

-

Emptiness  
Cold  
Clinical

## **Black**

+

Sophisticated  
Dramatic  
Formal  
Classy

-

Death  
Evil  
Depression