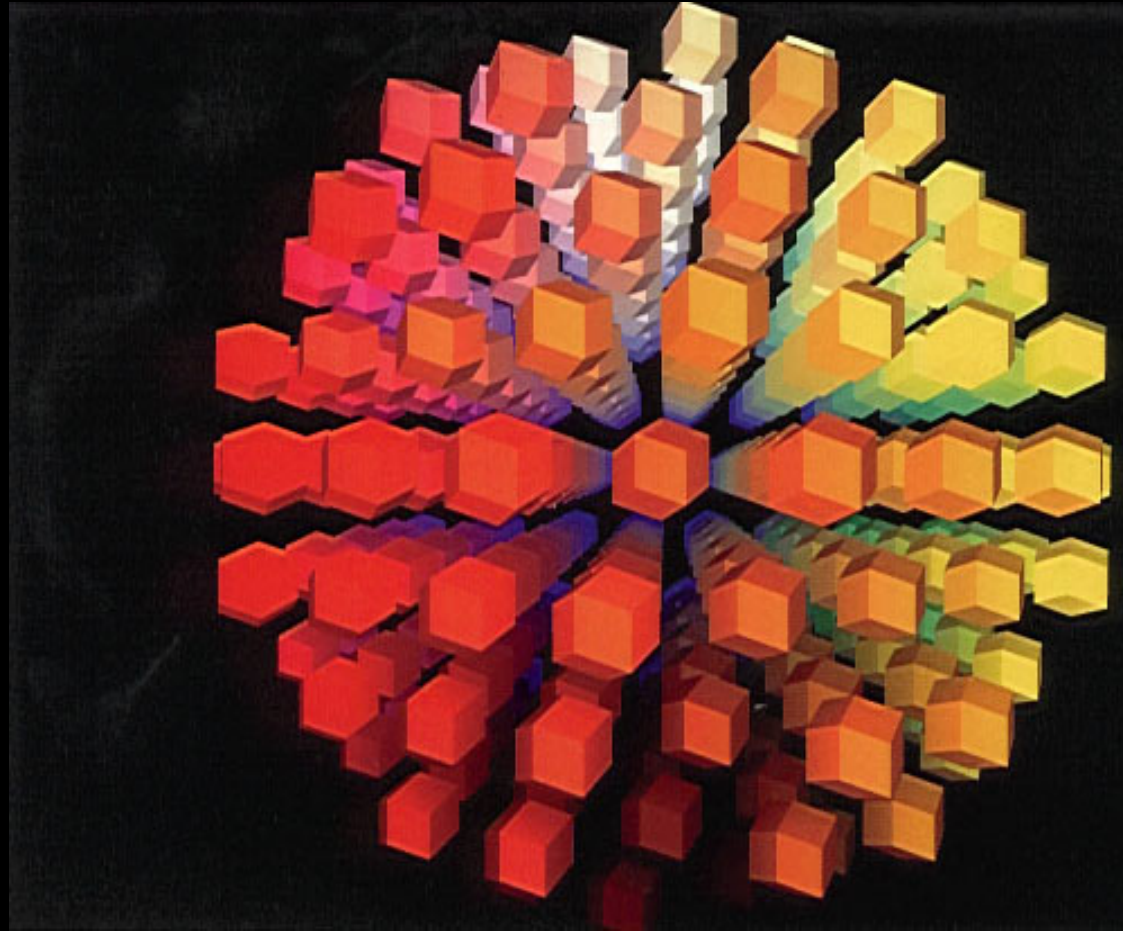
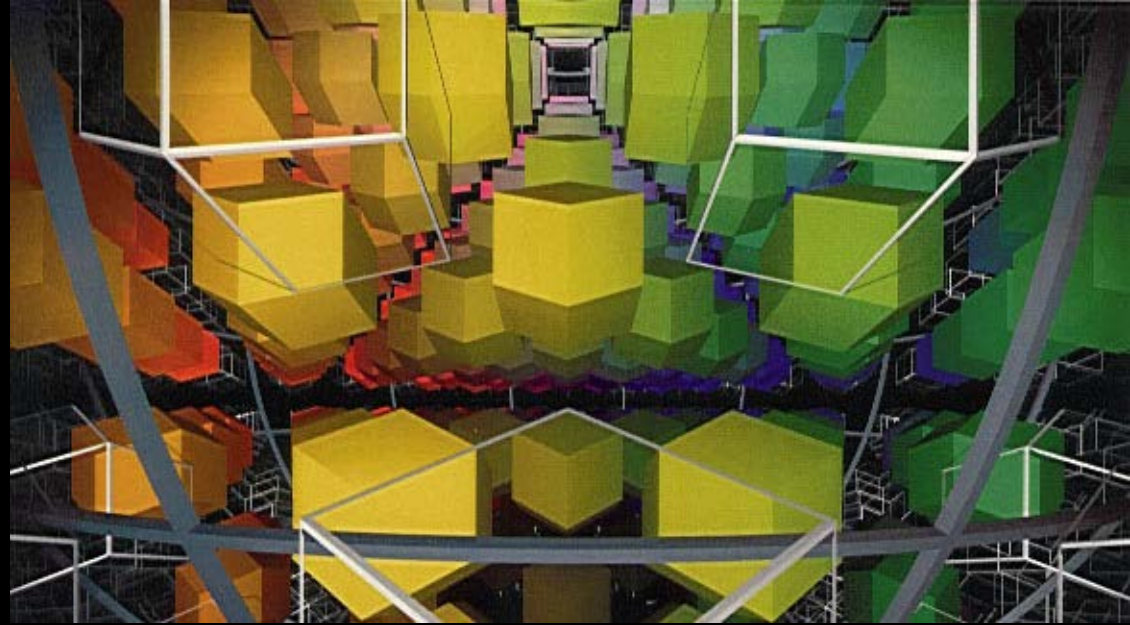


Color Theory

- Chapter 1 —
Why study color?
- Chapter 2 —
Color Basics

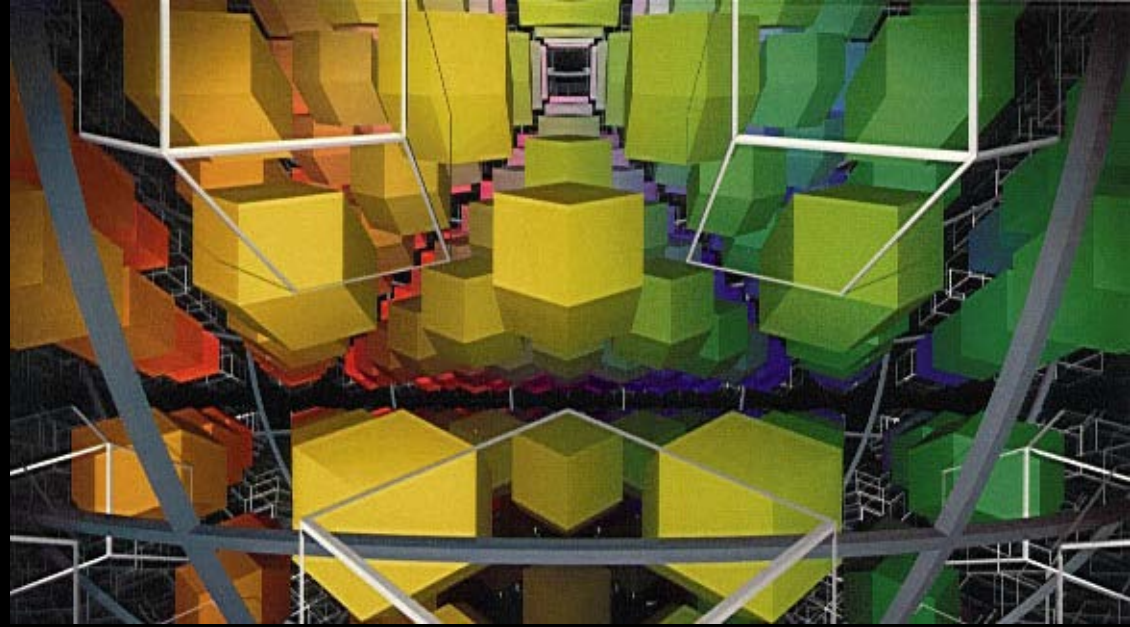


From the Self-Intro Survey...



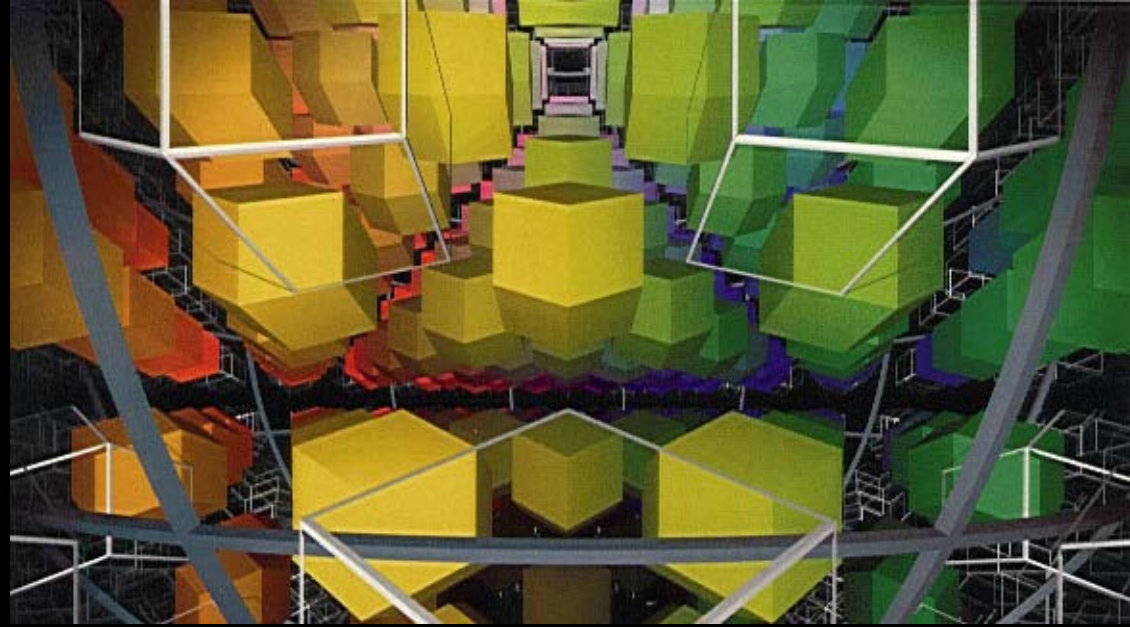
- What difference does good color make in your field?
- Why should your client's care about your color-design skills?

From the Self-Intro Survey...



- What makes one design's color use better than another?
- What is "*excellence*" in color design?

From the Self-Intro Survey...

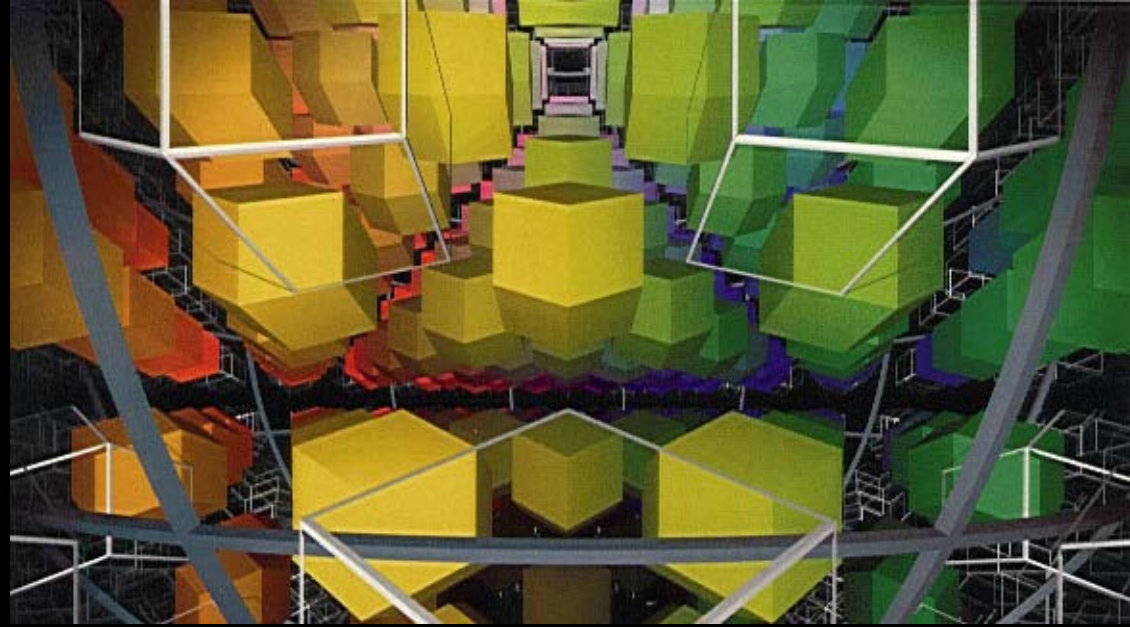


Describe some current design trends or issues in your field today.

What's happening in the field you're going into?

Who are the leading artists/designers?

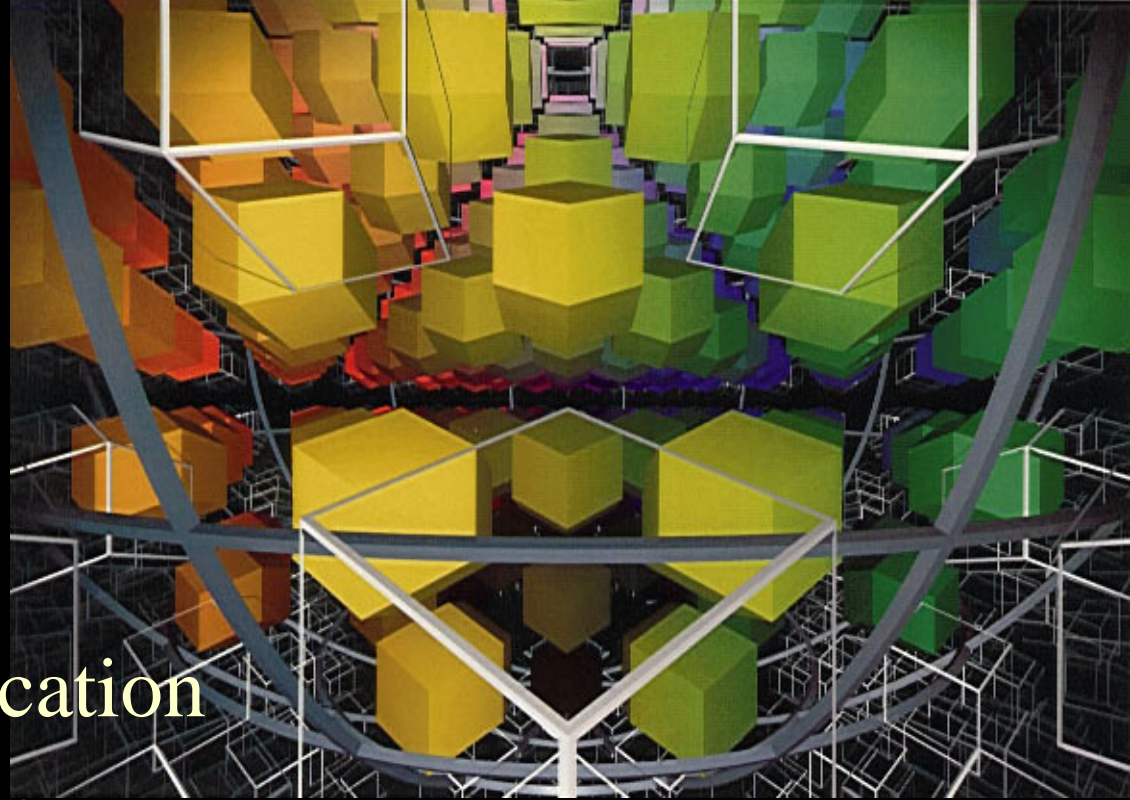
From the Self-Intro Survey...



- What artist or designer is your hero... and why?
- Who is your personal favorite?
Whose work do you like to see over and over?
Whose work would you most like your work to be like? (or better than!)
What impressed you about their work?
What is it that draws you back to them?

Basic terms & concepts:

- Color as communication
- Color as expression
- Color influence
- 3-Dimensions of Color
- Color models



A vertical strip on the left side of the slide features a grid of 50 glossy spheres arranged in 10 rows and 5 columns. The spheres display a wide variety of colors, including shades of black, grey, white, green, blue, yellow, cyan, magenta, purple, brown, orange, red, and pink. Each sphere has a bright white highlight on its upper-left surface, giving it a three-dimensional appearance.

Chapter 1 – Why Study Color?

- Color is a powerful stimulant of emotion – basically, people *respond* to color.
- In art, design, marketing and communication, color effects the viewer—it has *impact*.



Chapter 1 – Why Study Color?

- Color is complex and subtle.
- Despite extensive study over many centuries, there is *no one grand, unifying theory to explain how color works*, why it works as it does, or how to *fully* anticipate what it will do.

Chapter 1 – Why Study Color?

- Color is one of the ongoing personal choices we each make – we select our clothes, the color of our car, our house, our furnishings and so forth. We respond to the labels of products, in part, according to their colors.
- We each have personal color preferences. There is something *personal* about color.

Chapter 1 – Why Study Color?

- Color is far *more available* than it ever has been.
- Technology over the past 150 years, and particularly over the past 15 years, has radically amplified the choices of color and the presence of color in our lives.
- Color production is both more affordable and more expected—designers must deliver.

- *What color is it available in?*
- Henry Ford: Any color they want... as long as its black.





- *What color is it available in?*
- Today.
Not so much.
- Order your car color online.

0	1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24	25
26	27	28	29	30	31	32	33	34	35	36	37	38
39	40	41	42	43	44	45	46	47	48	49	50	51
52	53	54	55	56	57	58	59	60	61	62	63	64
65	66	67	68	69	70	71	72	73	74	75	76	77
78	79	80	81	82	83	84	85	86	87	88	89	90
91	92	93	94	95	96	97	98	99	100	101	102	103
104	105	106	107	108	109	110	111	112	113	114	115	116
117	118	119	120	121	122	123	124	125	126	GTA-SA car col's		





*Color is an aspect
of culture — we
distinguish who we
are by our color.*

- Every culture, every generation and every event has *some* color associations—colors that are *right* in that context.



- Korean Dancer
at the Mayor of London's Thames River
Festival 2007

- Australian Aboriginal





- Buyeo, Korea.
Korean fan dance
performance.
- And drummer...



Native Americans...

- Traditional inter-tribal Native American dancers...the extremely ornate regalia includes custom beaded arm bands and moccasins, jewelry, feathers, beaded and feathered headdress and vests, buckskin and cloth fringe that comes to life in brightly colored tribal art motifs..



Native Americans...

- (a multi-cultural ritual dancer on cellphone.)







- Cinco de Mayo Parade in Denver.













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© 2006 MICHAŁ SKRZYPCZAK

- Greek Isles











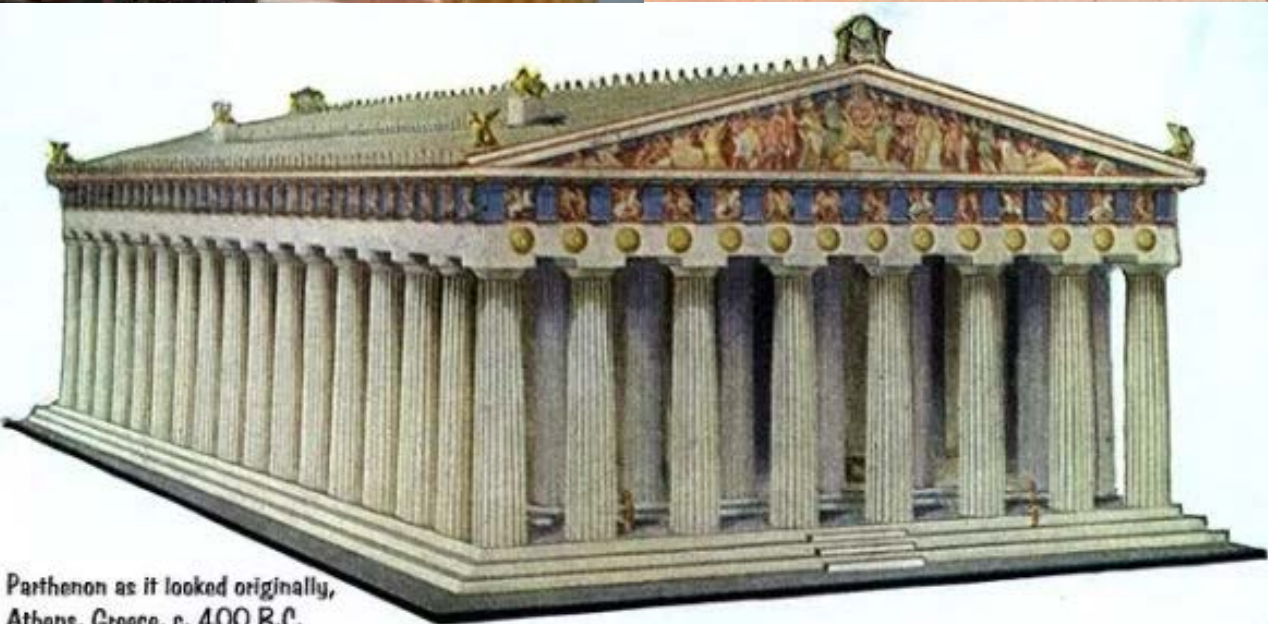
Federal Reserve, Chicago



Federal Reserve, Chicago



Parthenon, Athens



Parthenon as it looked originally,
Athens, Greece, c. 400 B.C.



Parthenon, Athens – original colors...







A bride in Chinese traditional wedding costume (known as ' Qi Pao') seen during a wedding photo shoot.



Aplusphotography7

Indian wedding gowns.





Korean Brides













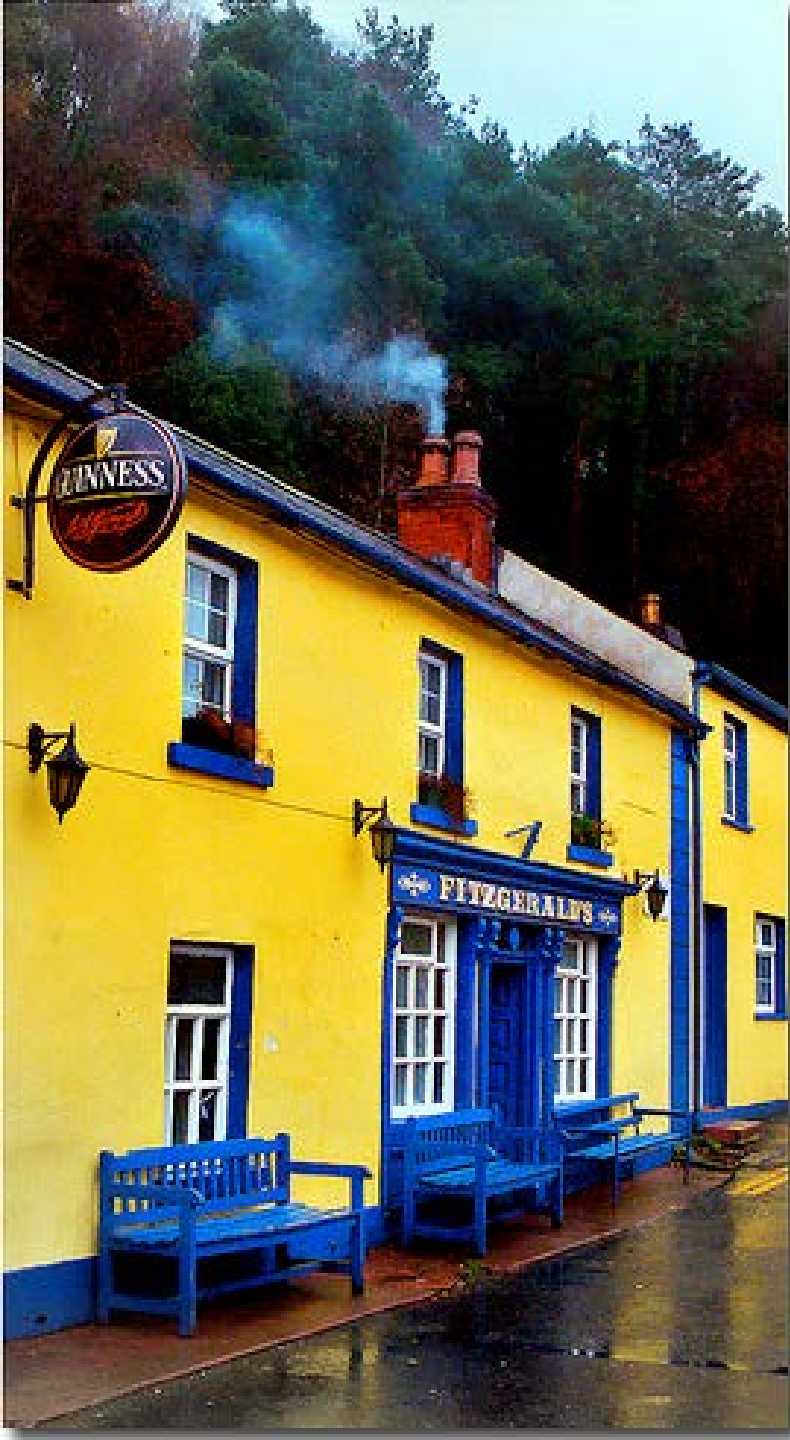




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Doors of Dublin



- In Ireland, hospitality is a must.
- What better way to greet a guest than with a brilliant, colorful, welcoming door?



- On the other hand, what happens when you change your mind?
(a Dublin door)

















Albania's capitol city of Tirana

has been transformed by
mayor-artist Edi Rama.

“Rama's Return to Identity project rid the city of many illegally constructed buildings on municipal lands such as local parks and the banks of the Lana. His Clean and Green project in 2000 resulted in the production of 96,700 square metres of green land and parks in the city and the planting of nearly 1,800 trees.” [WikiP](#)





“He also ordered the painting of many old buildings in what has come to be known as Edi Rama colours (very bright yellow, green, violet). Rama's critics claim that he is focusing too much attention on cosmetic changes without fixing any of the major problems such as shortages of drinking water and electricity.” [WikiP](#)







Imagine these
buildings
without color.
What kind of
home,
neighborhood,
or building
would these
be?















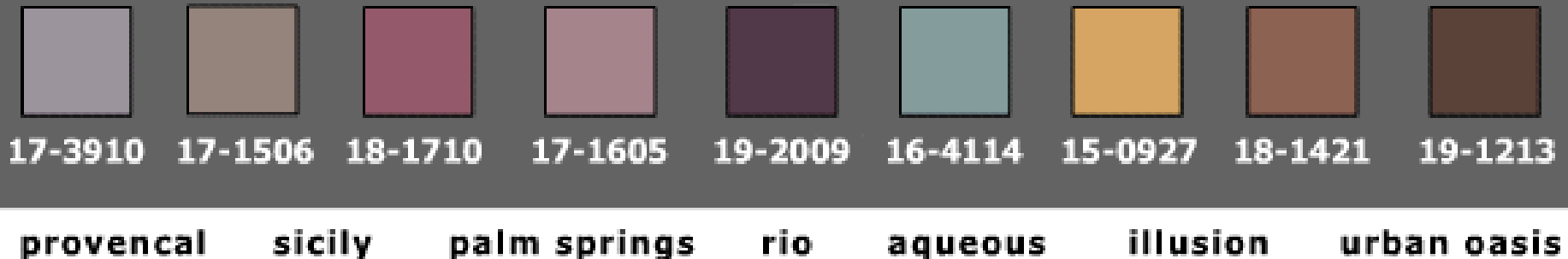
Any idea where?



Pyongyang,
North Korea

Color as fashion or trend

- In advertising, fashion design and interior design color trends are anticipated and, to some extent, planned for marketing purposes.
- Yet the trends of popular colors are, to some extent determined by what customers will buy – and that cannot be reliably anticipated



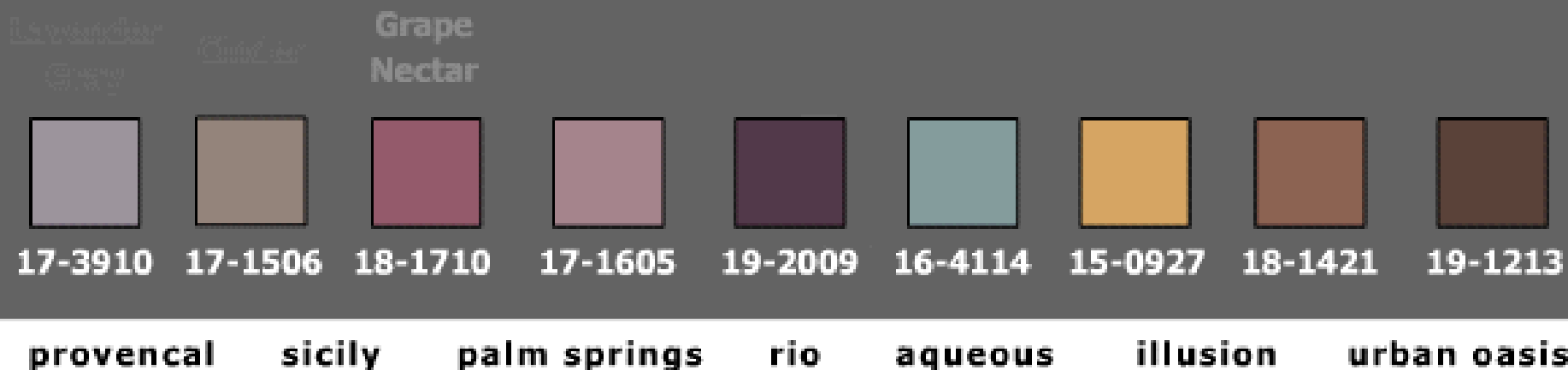
Color itself is big business

- Color-related decisions are often made many months, even years in advance.
- Commitments to fabrics, paints and inks all come with a cost -- misjudge customer preferences and millions of dollars of product may sit on the shelves.
- Many industries pay a great deal to anticipate color demand.



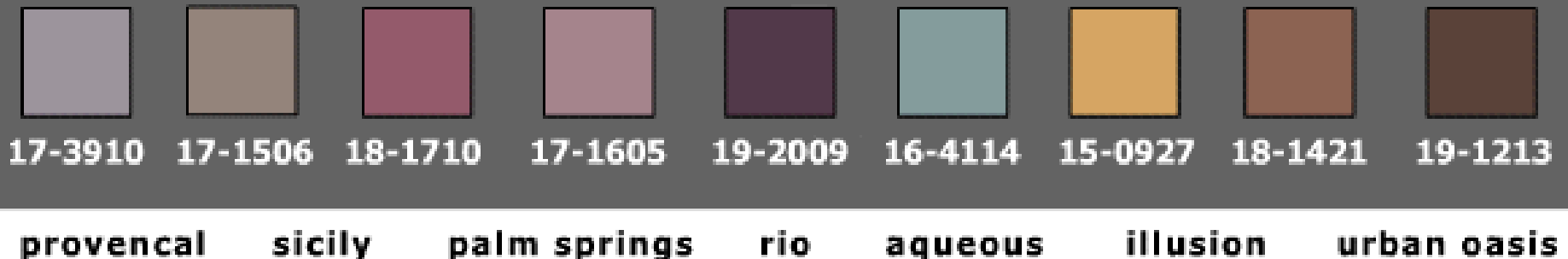
Color Forecasting

- Pantone and other major color management services, sell subscriptions to forecasts of color palettes that will prevail in fashion design, interior design, graphic design and industrial design.
- Manufacturers, designers and retailers must select colors long before customers make final product selection...to buy or not to buy.



Color as fashion or trend

- Advertisers and marketing folks work very hard to persuade customers to follow trends rather than lead the trends.
- Each year professionals announce the colors they believe will be *the* popular colors for the coming season or year.
- Do a journal search on “color trends” and see what’s current.



Color Forecasting



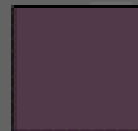
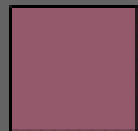
home colors 2002

Urban Oasis: Urban oasis reflects all that speaks of the big city at dusk. The cool, "metallic" colors of the waning light, of concrete, cement and stone. Of the blues and grayed lavenders of descending night shot with threads of cognac and pale gold. It is an intimate, sophisticated palette, a group of elegant shades meant for those who revel in the rhythm of big city life, yet seek a calming respite at the end of the day.

Lavender
Gray

Cinder

Grape
Nectar



17-3910

17-1506

18-1710

17-1605

19-2009

16-4114

15-0927

18-1421

19-1213

provencal

sicily

palm springs

rio

aqueous

illusion

urban oasis

Color Forecasting



home colors 2002

Sicily: An homage to traditionalism, but with an Italian touch of diversity and color that results in rococo meeting rustic. The hot new place to visit on the continent, Sicily inspires palettes that celebrate its history spiced with the colors of the region. Shades such as rich wines, olive green, rosewood, mineral yellows and mocha conjure up the spirit of the country: its antiquity, vistas and vineyards.

Malaga



provencal

sicily

palm springs

rio

aqueous

illusion

urban oasis

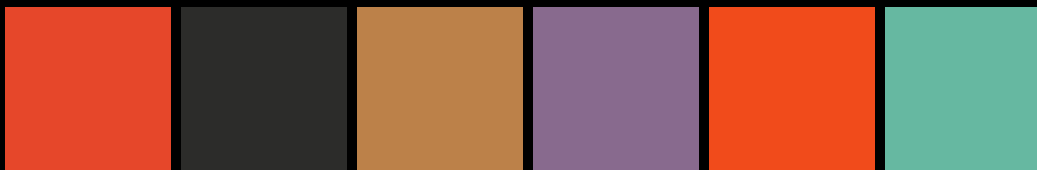
Sherwin-Williams Color Forecasts: http://www.sherwin-williams.com/pro/paint_colors/paint_color_trends/2006_2007_2008

'08 Around
the World

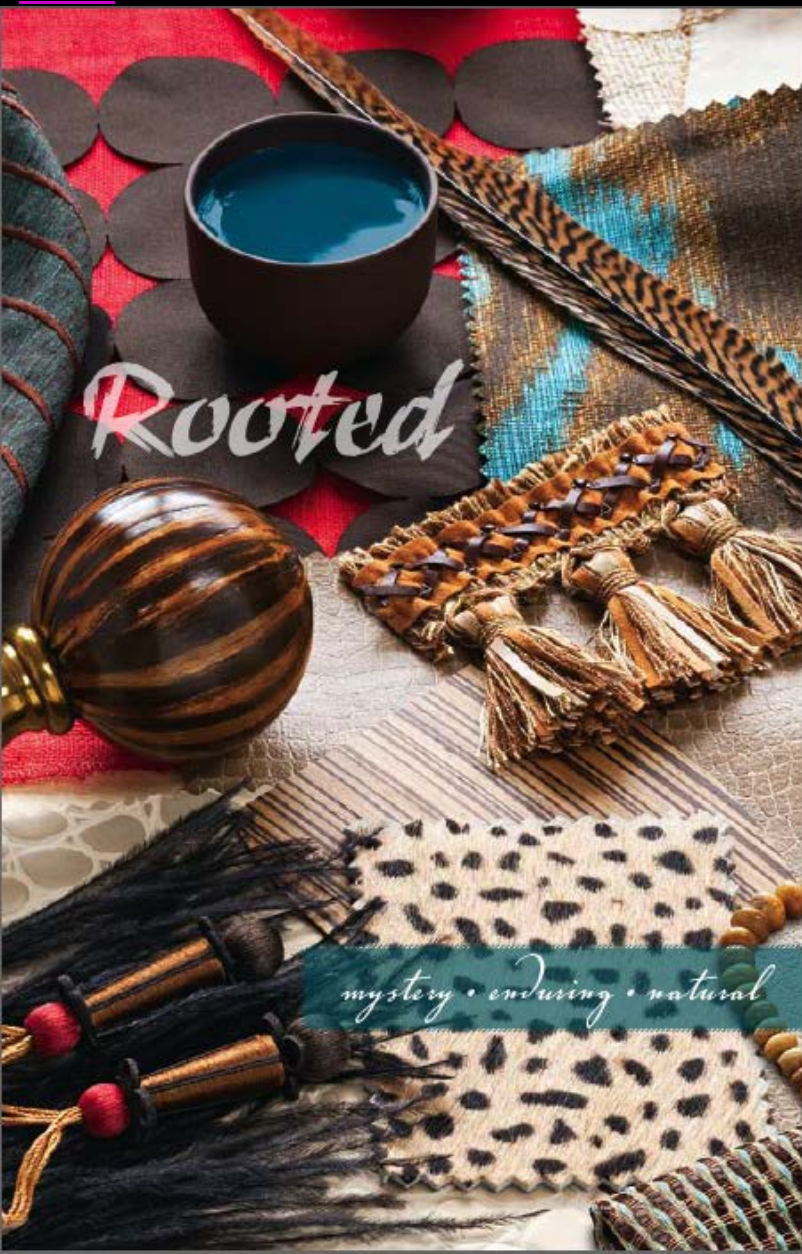


*

'08 Expand
Your
Horizons



*



Rooted

It's human instinct to seek the safety of the tribe. In today's complicated world, there's something deeply satisfying about re-exploring the world's oldest, most enduring cultures. African, Aboriginal and Native American influences are converging to create a new tribal style with a drumbeat all its own. The colors are rich and earthy, with a hint of mystery. The appeal is as natural as the elements.



Nomadic Desert
SW 6107



Rookwood Amber
SW 2817



Oceanside
SW 6496



Foothills
SW 7514



Red Tomato
SW 6607

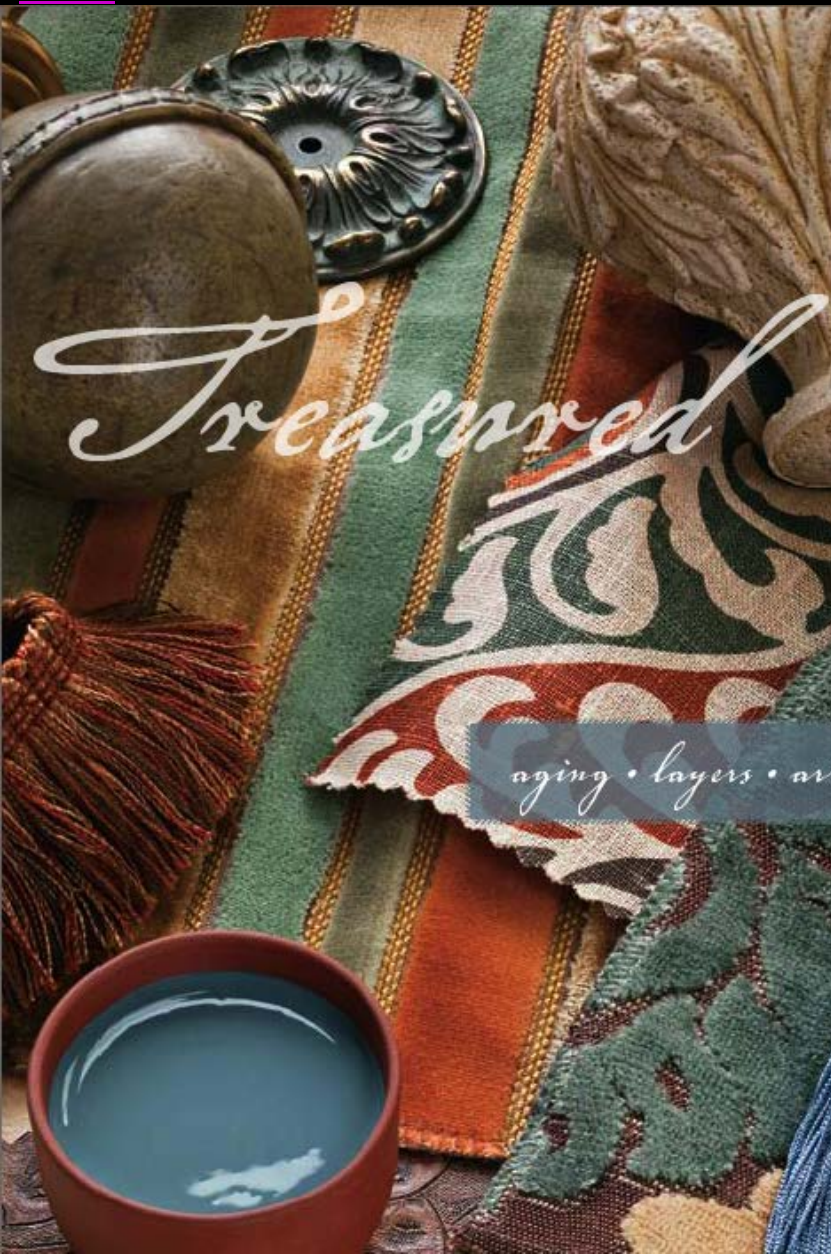


Darkroom
SW 7083

Sherwin-Williams Color

Forecasts:

2010



colormix™ two-thousand-ten

Treasured

A throwaway society? That's so yesterday. We're now making savvy, resourceful use of what we have, discovering untold stories in exposed, painted layers. From flea-market finds to artisan-made pieces, imperfection can lend rich character to our environments. The palette reflects the beauty of natural aging, mellowing and weathering, evoking quality materials that have stood the test of time and become heirlooms.



Interactive Cream
SW 6113



Gallery Green
SW 0015



Caribbean Coral
SW 2854



Sequin
SW 6394



Smoky Blue
SW 7604



Sturdy Brown
SW 6097

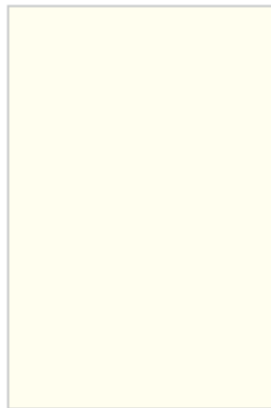
Sherwin-Williams Color
Forecasts:
2010



colormix™ two-thousand-ten

Simplified

"Simplicity is the ultimate sophistication." That timeless wisdom from Leonardo da Vinci is now a modern mantra. Less is clearly the new more. But the aesthetic is artful rather than austere, with well-tailored lines and sheer, translucent materials that reveal shape and structure. Clarity and integrity are critical. We need to know and trust what we're bringing into our environments. The hues are calm, subtle and nuanced, with undertones that shift according to their surroundings, for easy versatility.



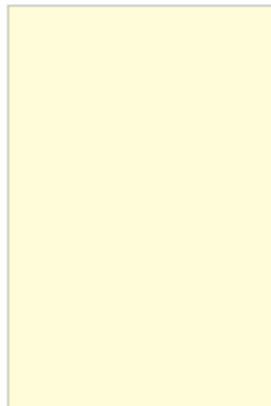
Whitetail
SW 7103



Butter Up
SW 6681



Magnetic Gray
SW 7058



Moderate White
SW 6140

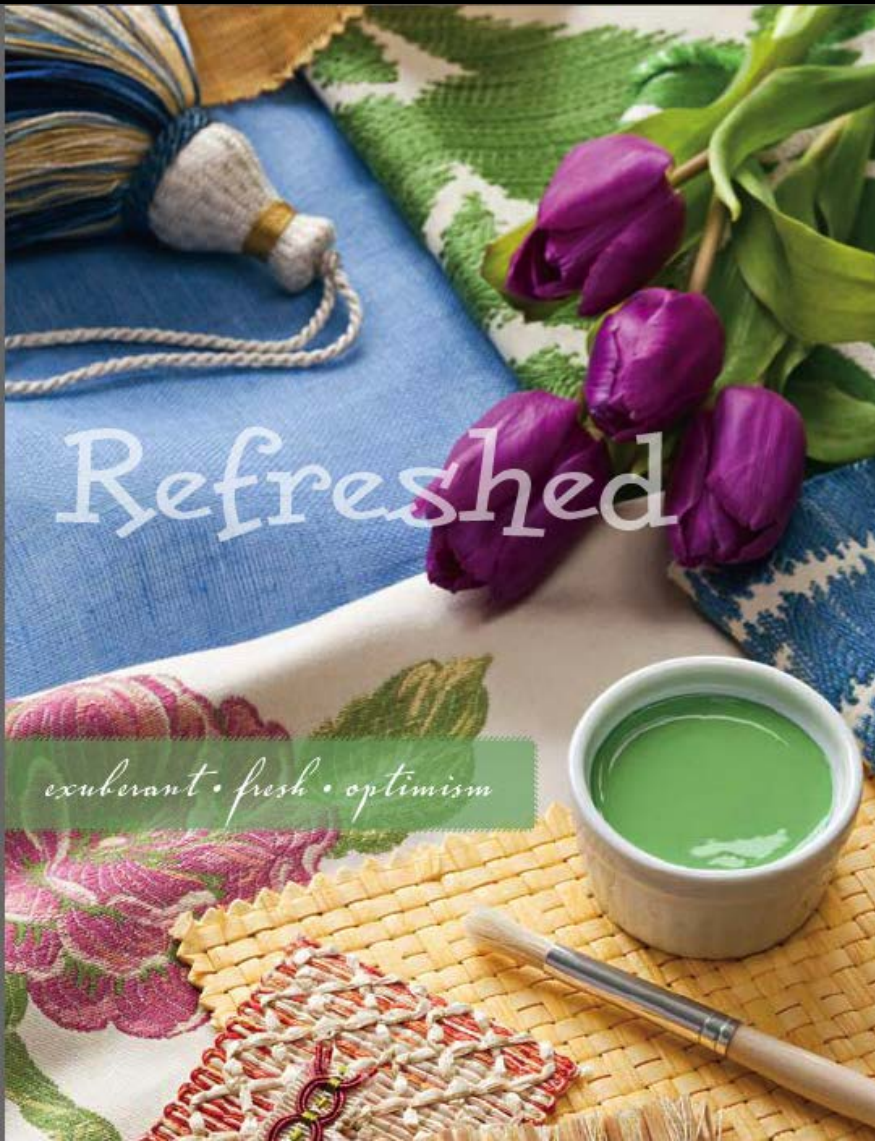


Enigma
SW 6018



Serious Gray
SW 6256

Sherwin-Williams Color
Forecasts:
2010



colormix™ two-thousand-ten

Refreshed

Tropical blooms. Sunny days. Playful exploration. It's time to take a vacation and let our cares melt away. Happy spaces are here again, bringing fresh florals, bright juicy colors and exuberant combinations. It's the kaleidoscopic spirit of the '60s married to the jewel tones of the '80s, with a global twist. Cultural influences and motifs mingle freely, creating a bohemian mosaic that sings in perfect harmony.



Fun Yellow
SW 6908



Summer Day
SW 6662



Animated Coral
SW 6878



Pickle
SW 6725

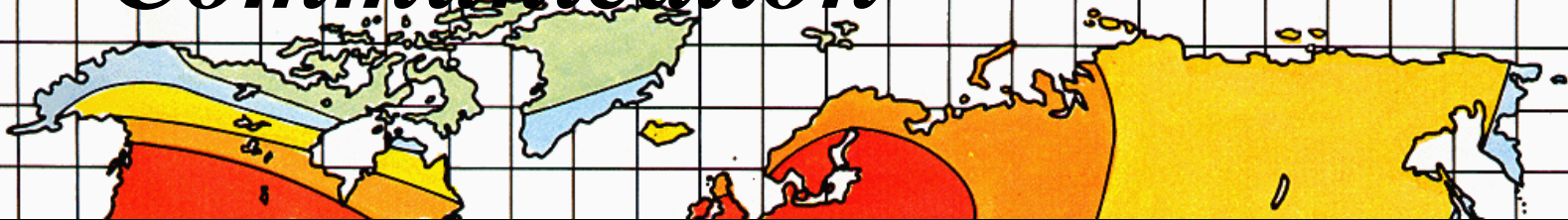


Sapphire
SW 6963



Verve Violet
SW 6979

Color for Communication

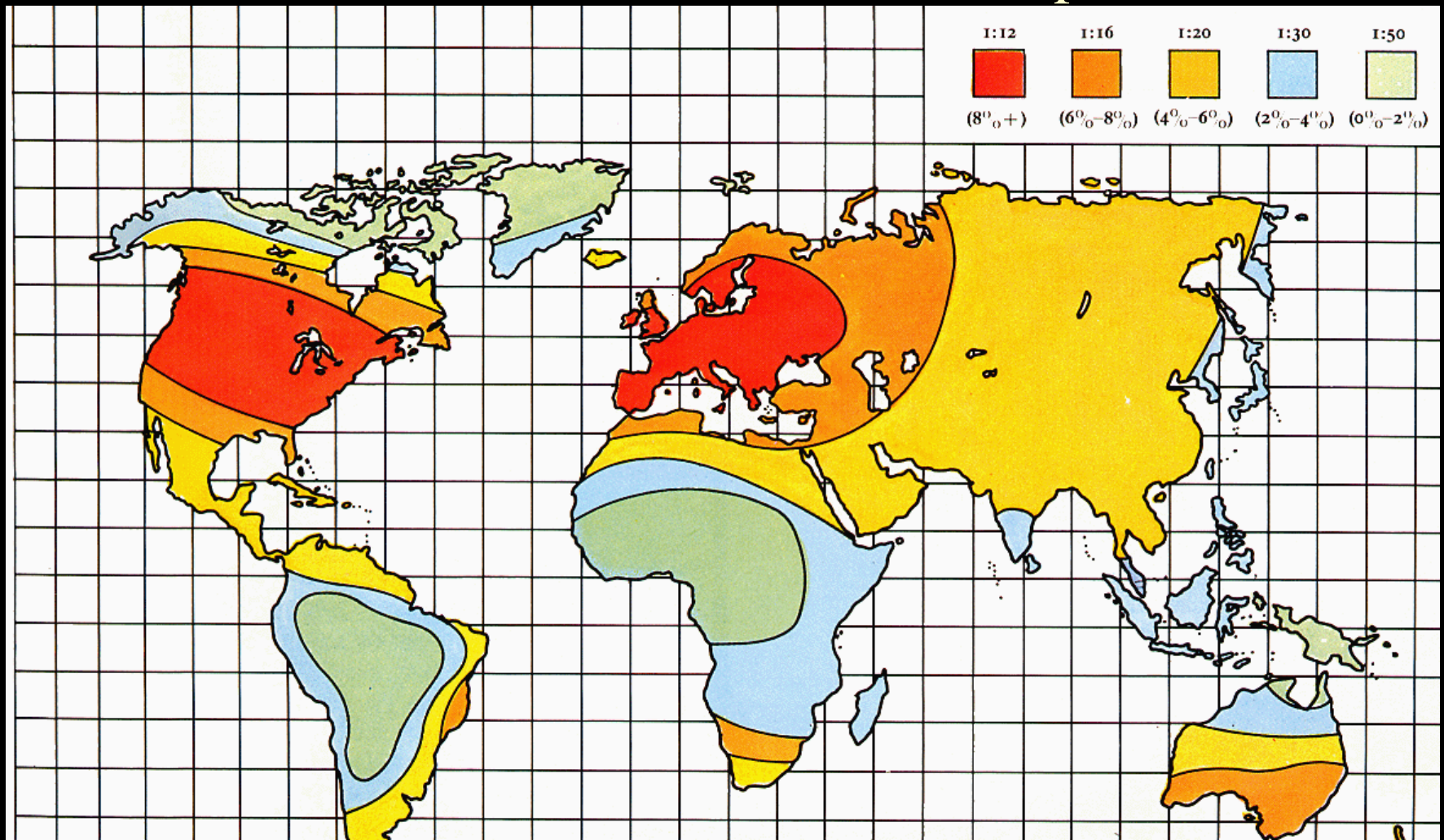


- Color can quickly communicate helpful information by representing or suggesting things that the user/viewer is already experienced with – a red light on a stove-top can communicate that the surface is hot – like a red fire.
- Color communicates symbolically and by association.

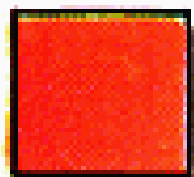


Color-Coding/Communication

- Color blindness worldwide.
- Color code communicates incidence and pattern.

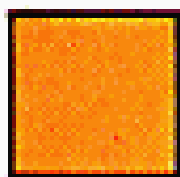


1:12



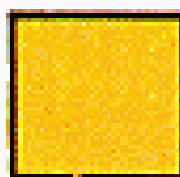
(8%+)

1:16



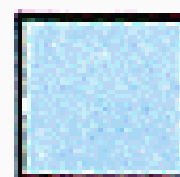
(6%-8%)

1:20



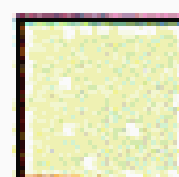
(4%-6%)

1:30

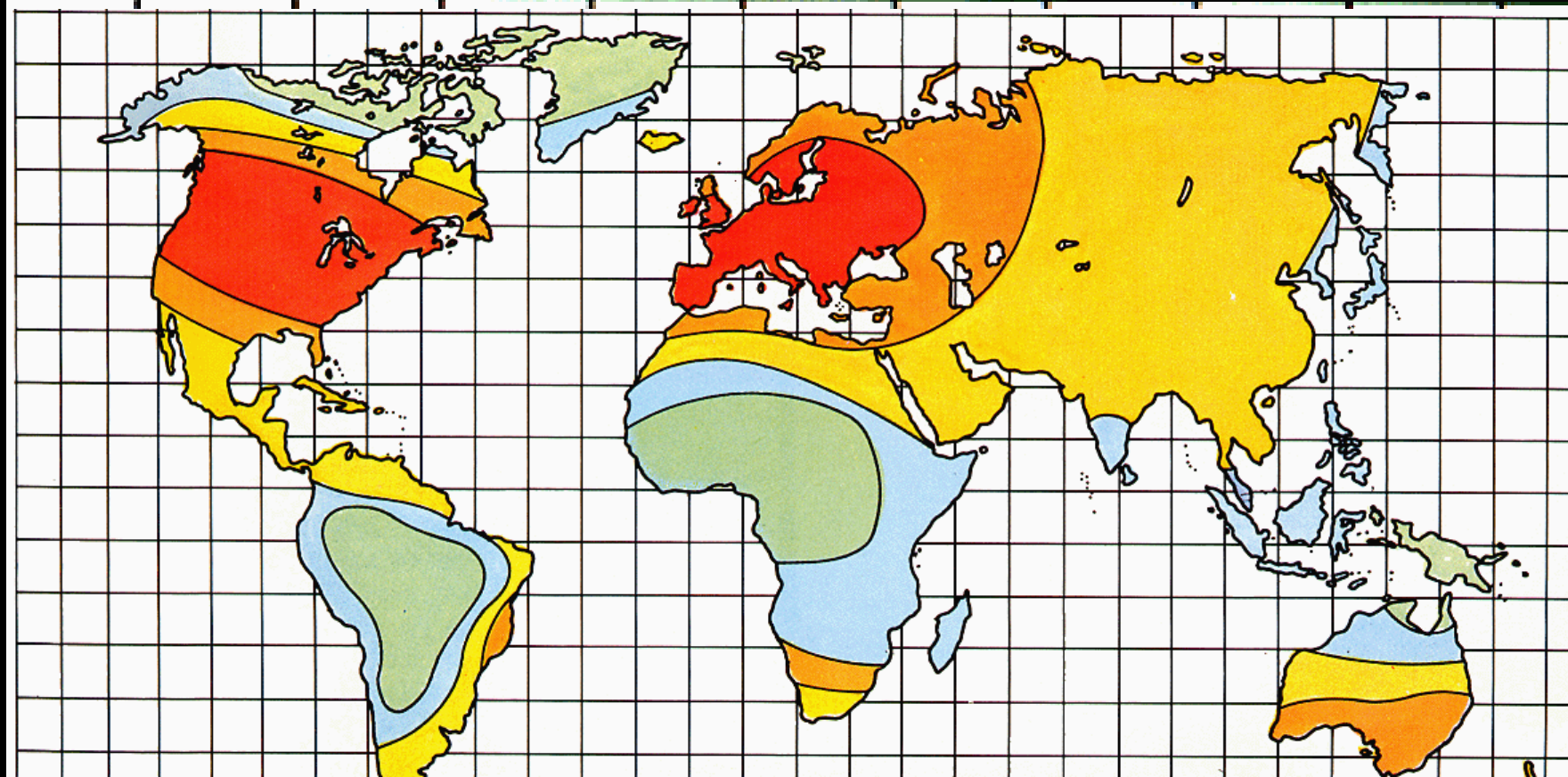


(2%-4%)

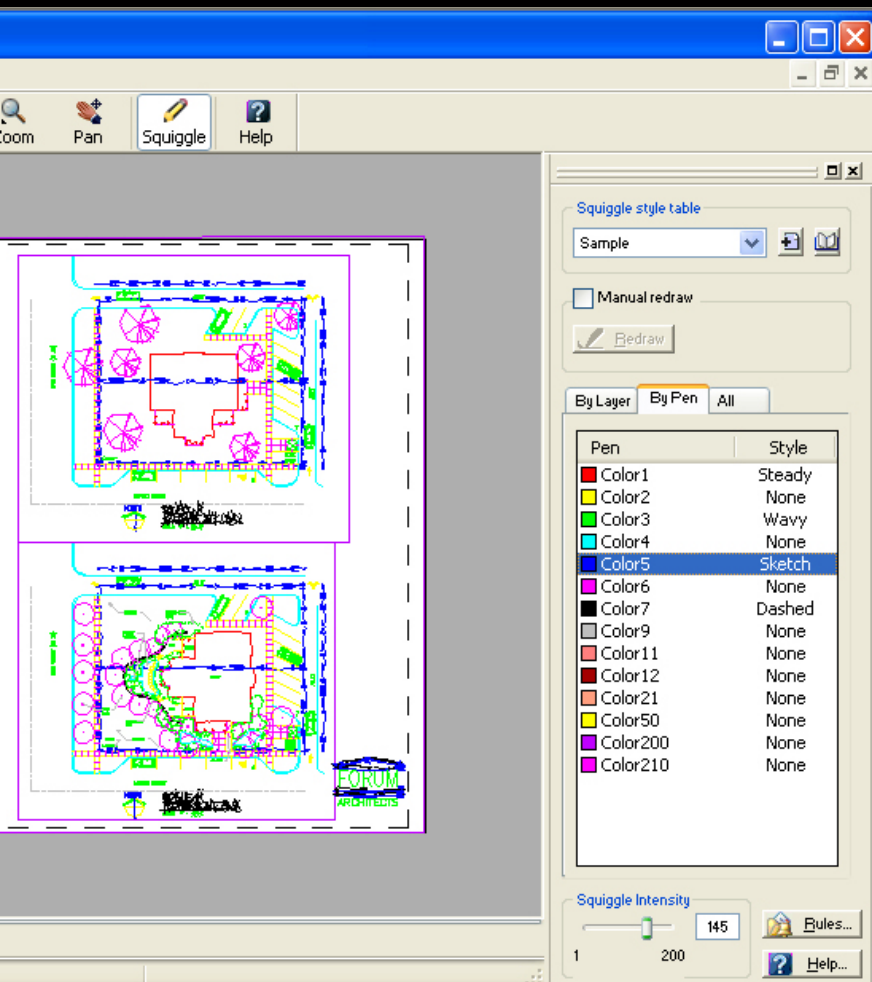
1:50



(0%-2%)



Color-Coding/Communication



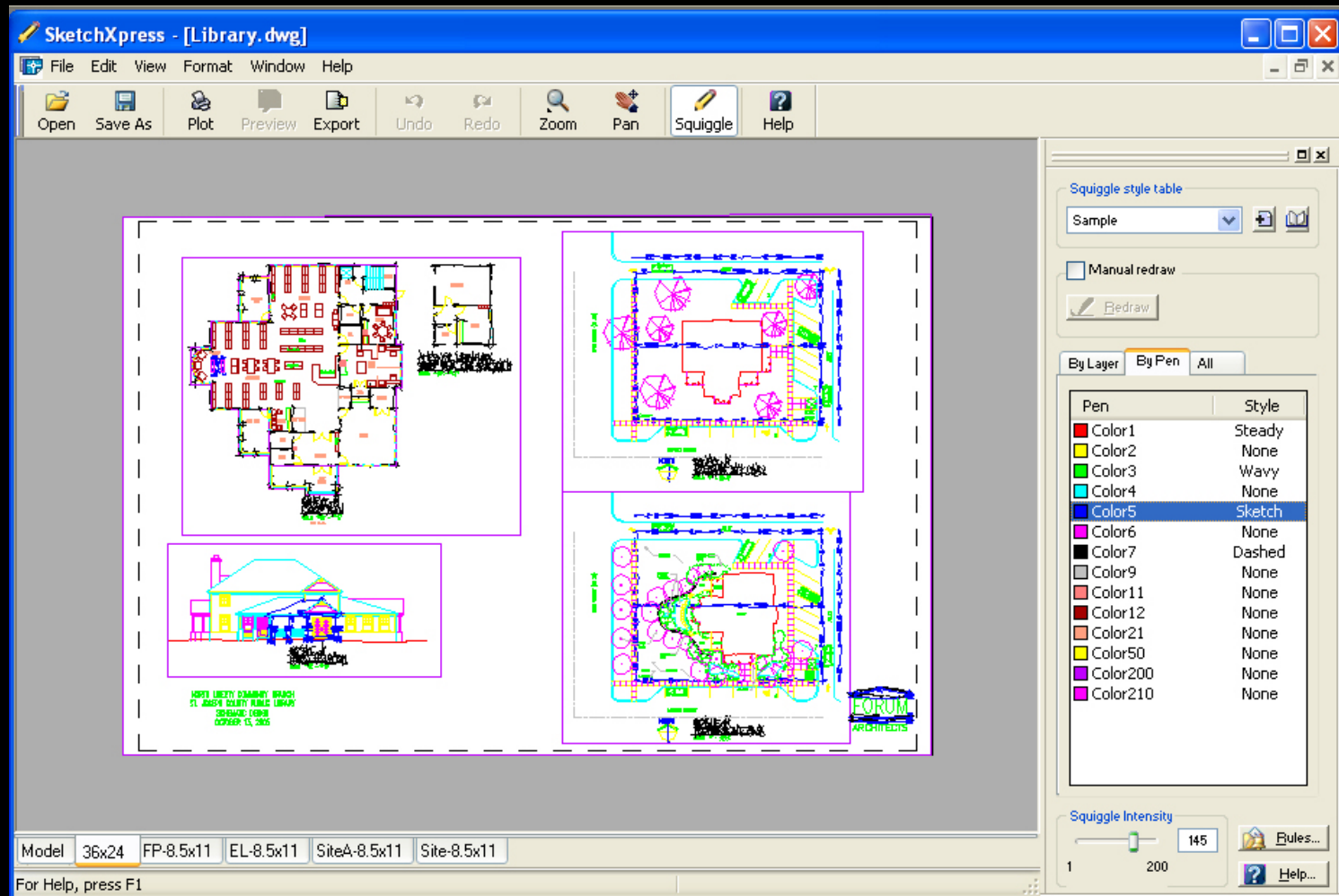
Use of color in graphic design, industrial design is *color-*

or to consistently represent the viewer can quickly assess less reading or study.

differentiate meaning by color.

Color-Coding/Communication

- CAD drawings differentiate meaning by color. Objects of different function or material can be rendered in (false) color that conveys meaning, but



Color-Coding/Communication

- For instance, in an elementary school, the boy's bathroom and locker room doors could be painted blue and the girl's painted pink.
- This is terribly politically incorrect, but it is a simple statement of meaning – *this* room is for boys, and *that* one is for girls.
- That's color coding.

Color-Coding/Communication



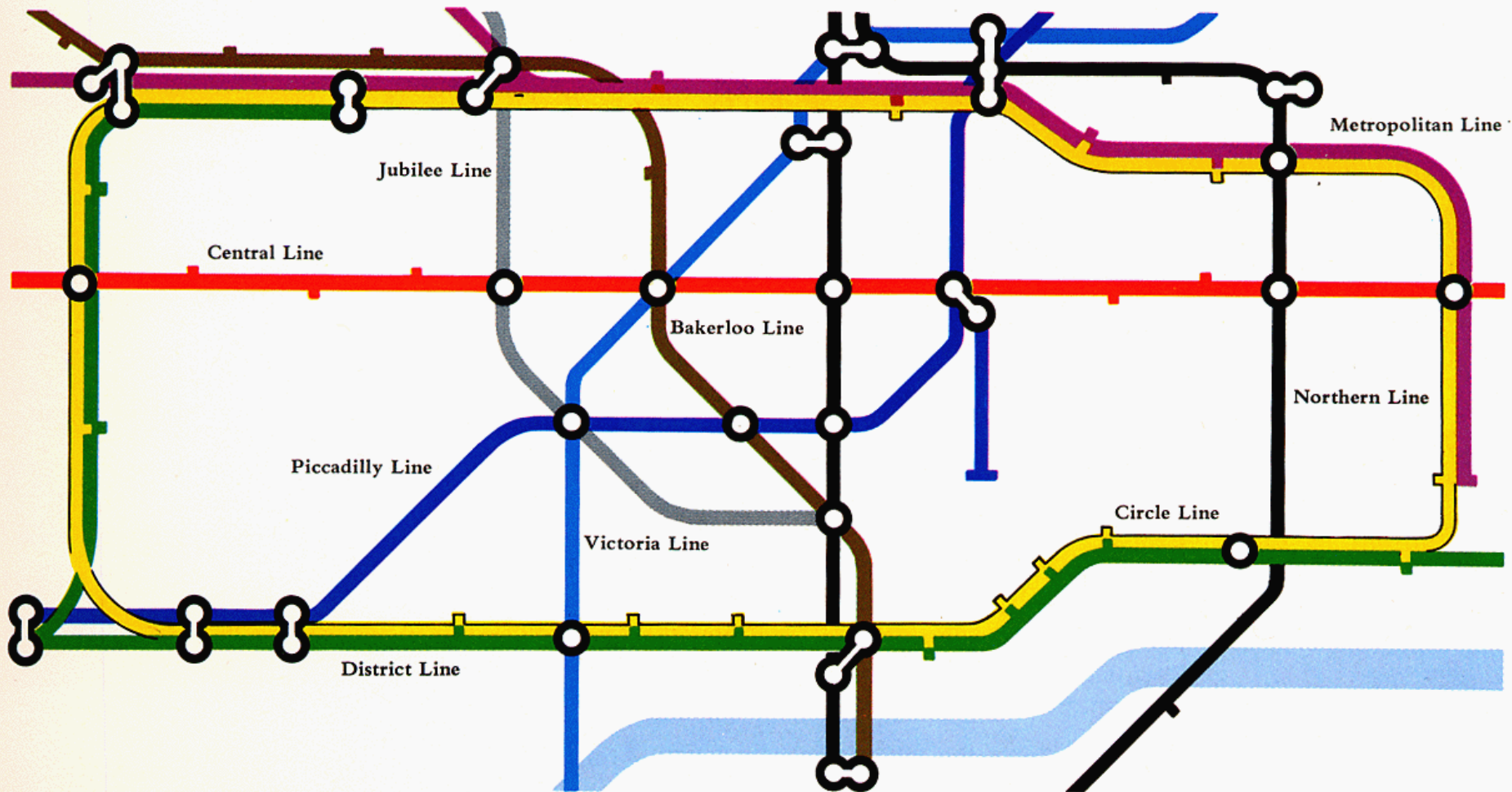
- The sales tags in a retail store may be color-coded according to the current discount on prices. Items at full price have no sticker. Items at 15% off may be green, and items at 25% off might be orange. Items at 50% off might be marked red.
- In this way, the shopper very quickly learns what to look for and how to evaluate what they see – after a brief introduction, **color-coding saves time and allows more information to be conveyed with fewer words.**



Color-Coding/Communication

- London Underground/Subway map.
- Color untangles the knot of rail lines.

The London Underground



Color-Coding/Communication

- Scientists use color to study the vast quantities of data generated by current research technologies.
- Each region of color “means” that some condition is present -- it does NOT mean that the cloud is actually *that* color to the naked eye.



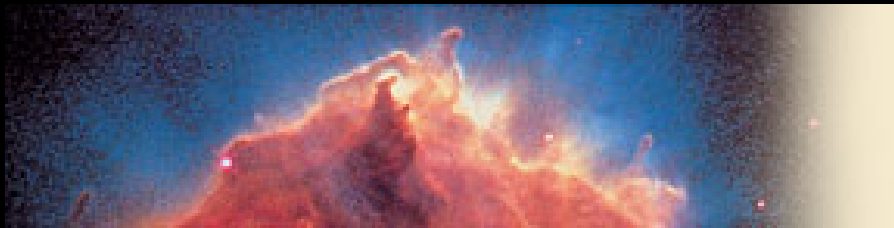
Color-Coding/Communication

- Galactic photos are color coded so that patterns of particular gasses/substances can be discerned by the astronomer.



Color-Coding/Communication

- The images we see from the Hubble telescope of the most distant reaches of our galaxy are not, usually in their “natural” color, but are colored by computers according to other factors.
- In particular, our telescopes look for other characteristics than the naked eye can see – we can discern the presence of particular gasses even though those gases would not be visible to our eyes even if we were closer.



Color-Coding Geological Data

- Geologists and ecologists study satellite photos of the earth's surface.
- The photos are not colored naturalistically, but are altered by computers according to surface temperatures, magnetic characteristics or whatever data is of interest.
- In this way, the geologist can far more **quickly recognize patterns in the colors** than would be possible any other way.
- The human eye and mind is attuned to visual patterns, and so color coding visual data highlights the very patterns the human mind can interpret.



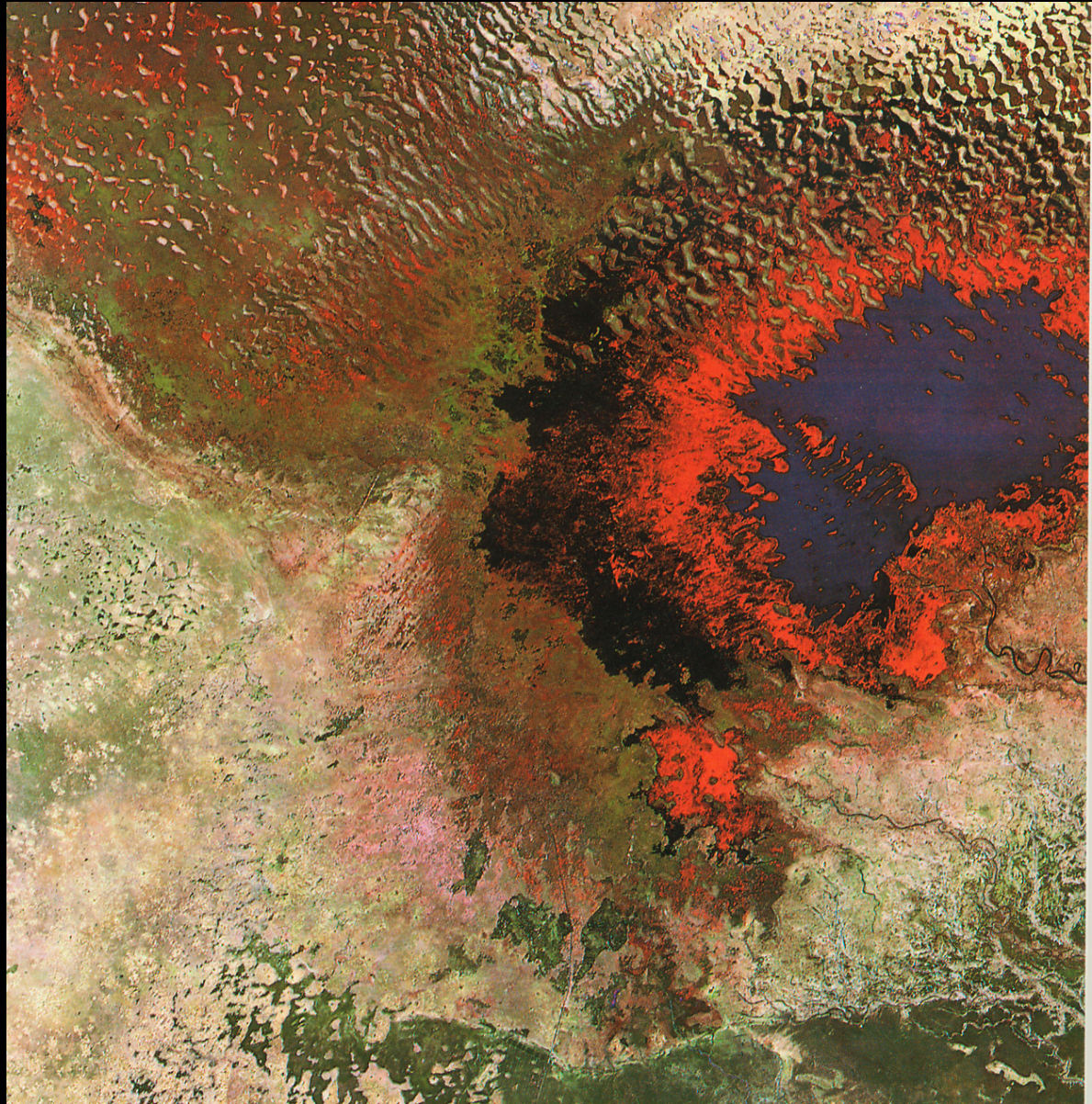
Color-Coding/Communication

- Geologists and ecologists study satellite photos of the earth's surface.
- Satellite photos are often not colored naturalistically, but are color-altered by computers according to surface temperatures, magnetic characteristics or whatever data is of interest.



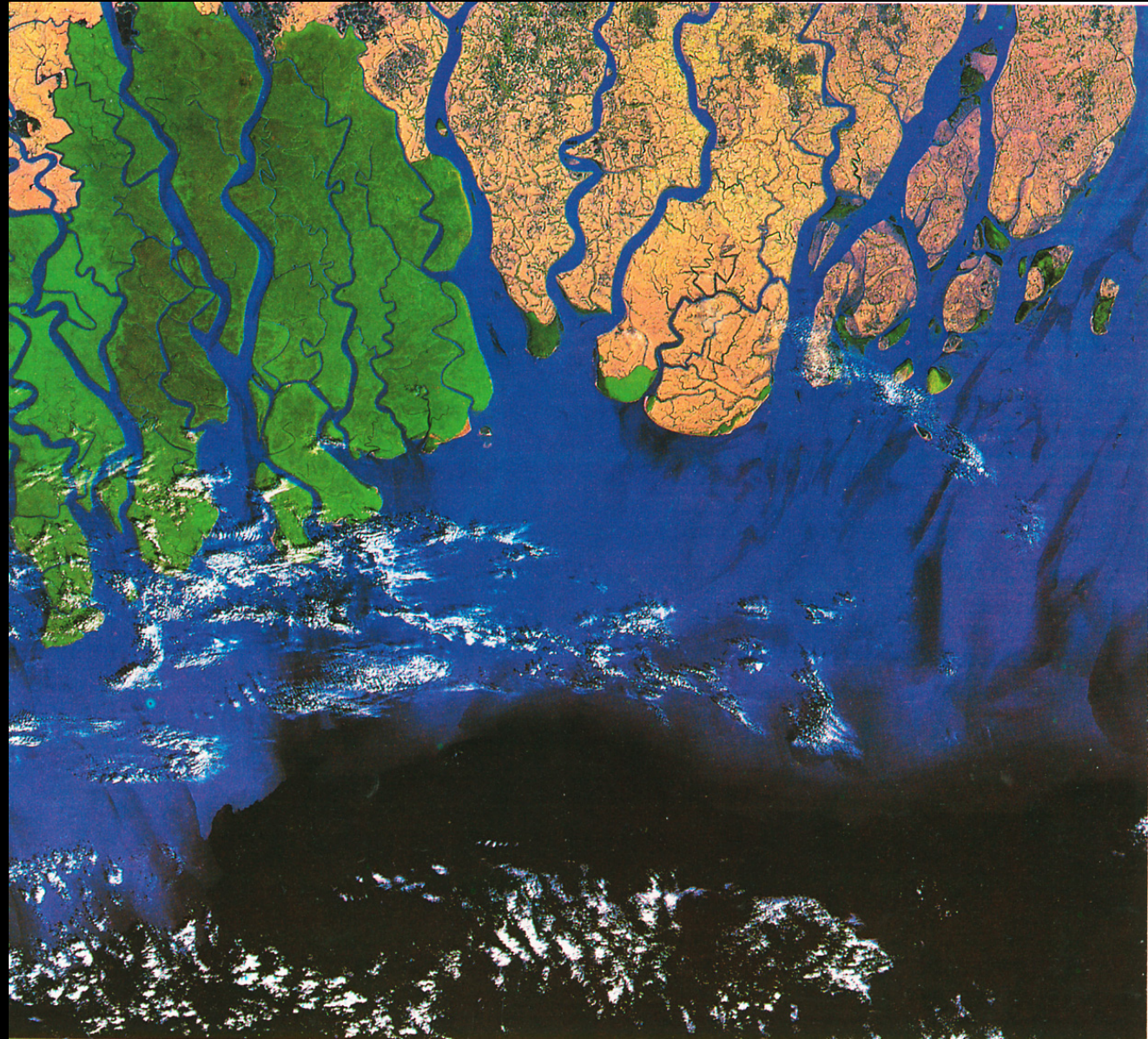
Color-Coding/Communication

- Lake Chad, Africa
- Color enhanced
- Areas of color enable researchers to quickly identify *patterns.*



Color-Coding/Geological Data

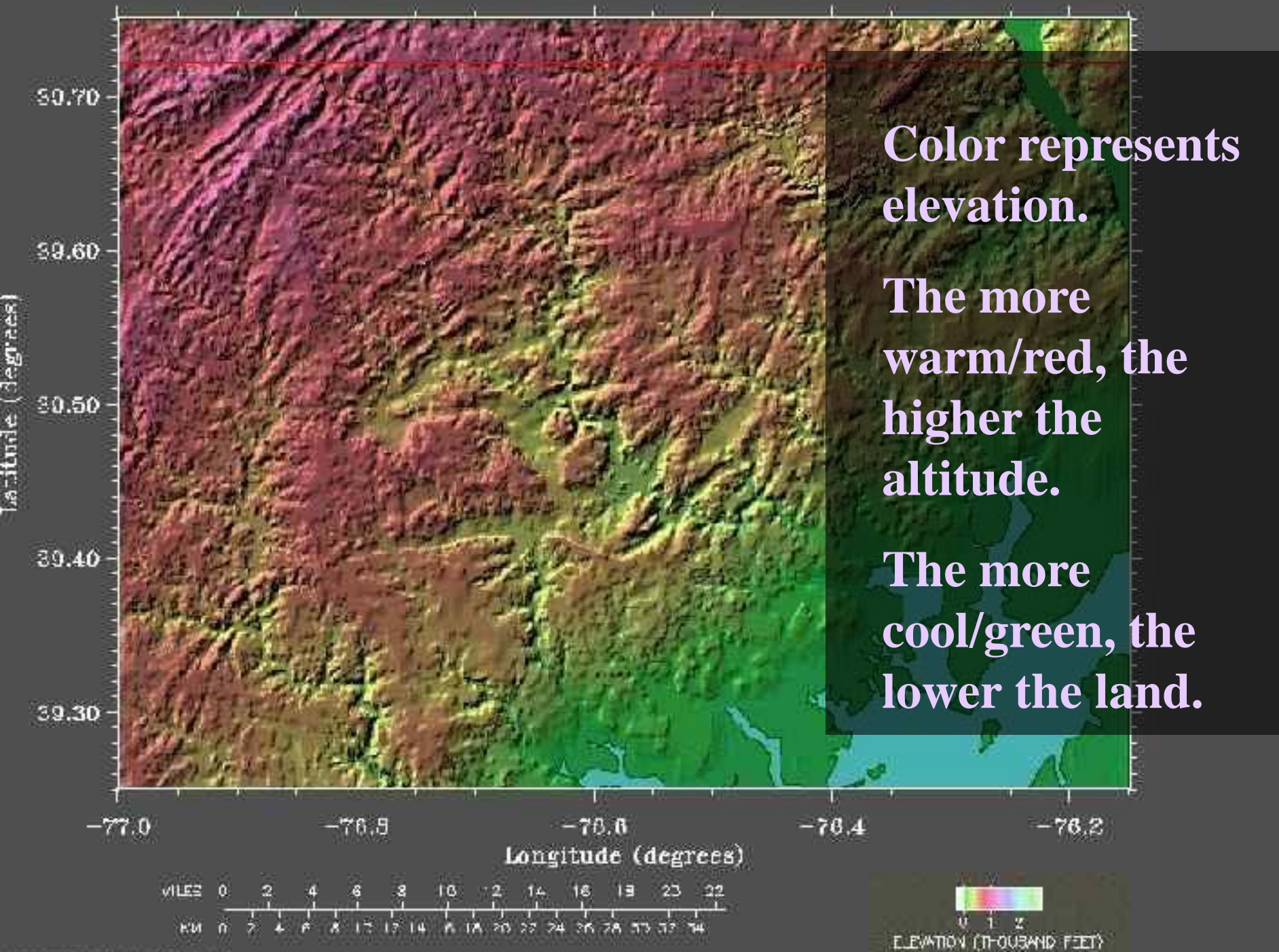
- Ganges delta
- Color enhanced



Geology of the Gunpowder Watershed

Each color
represents a distinct
type of rock or
mineral.





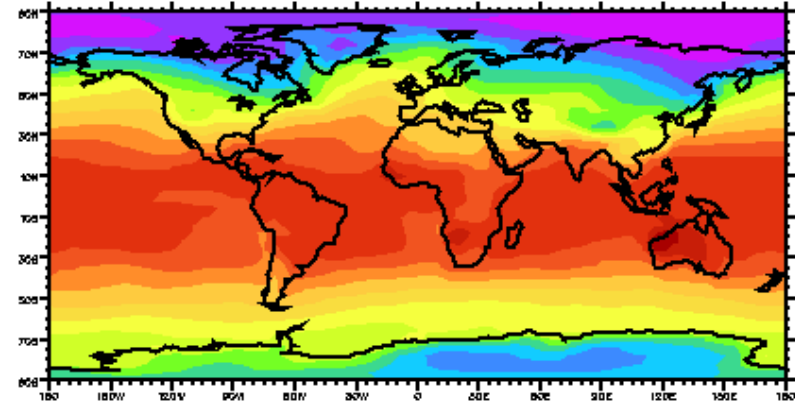
Color-Coding Weather

- Mean surface temperature around the world in January,
- July...
- & “July-January”?

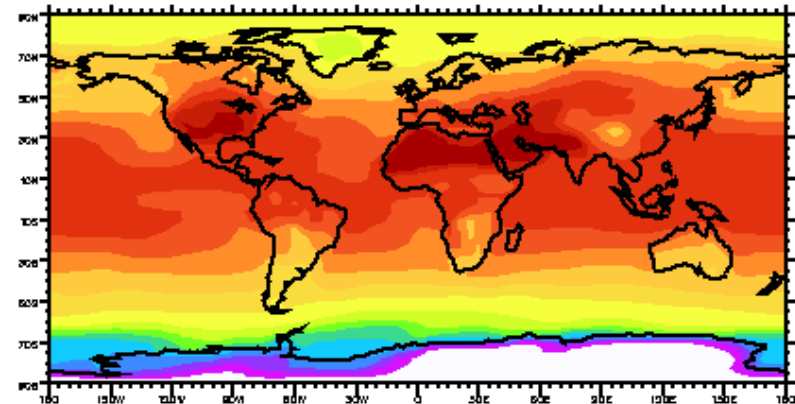


MRI Surface Air Temperature

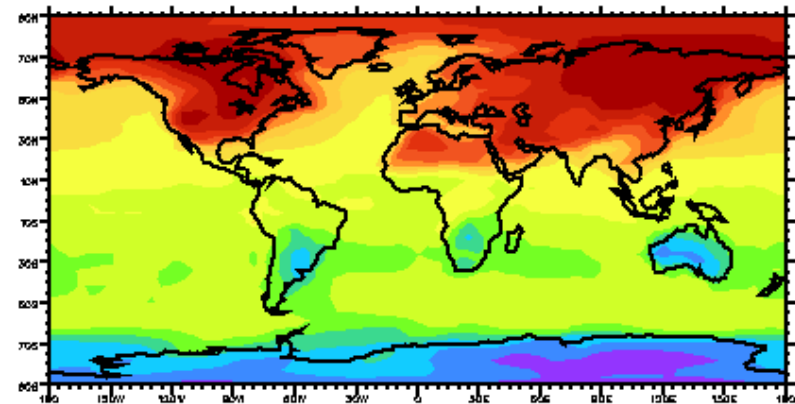
degree C



January



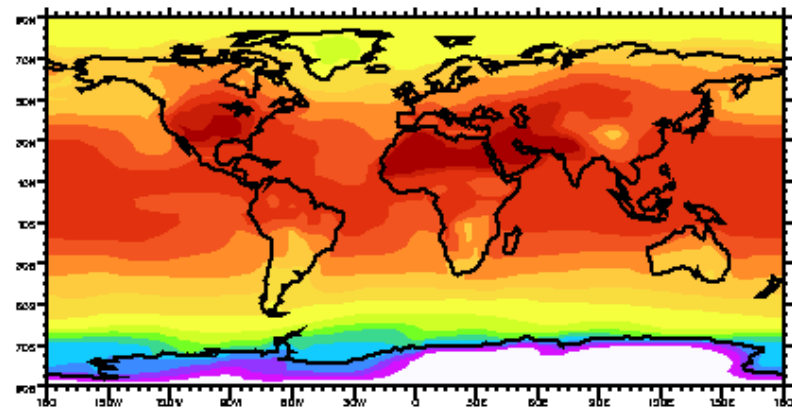
July



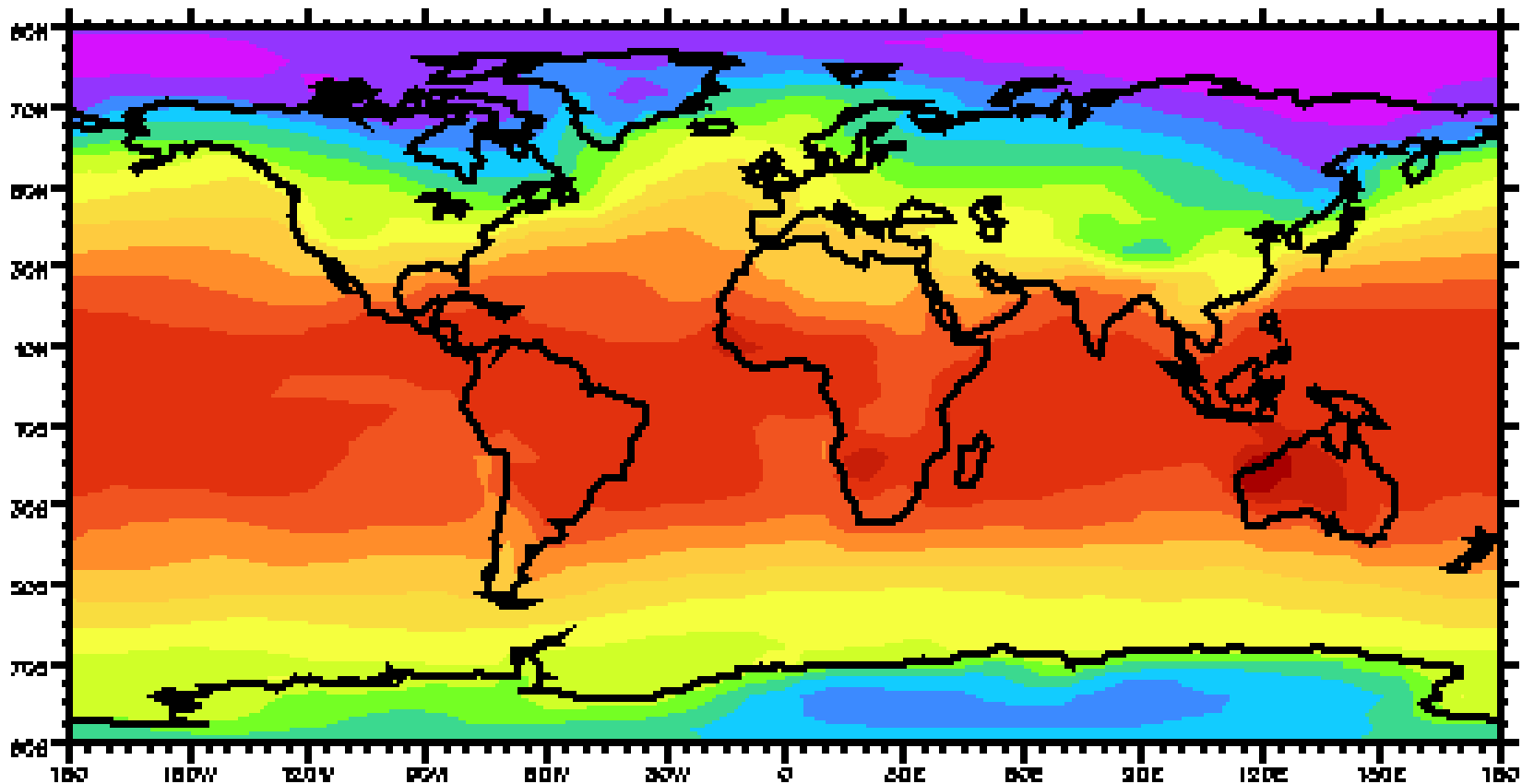
July - January

Color-Coding Weather

- January



degrees C

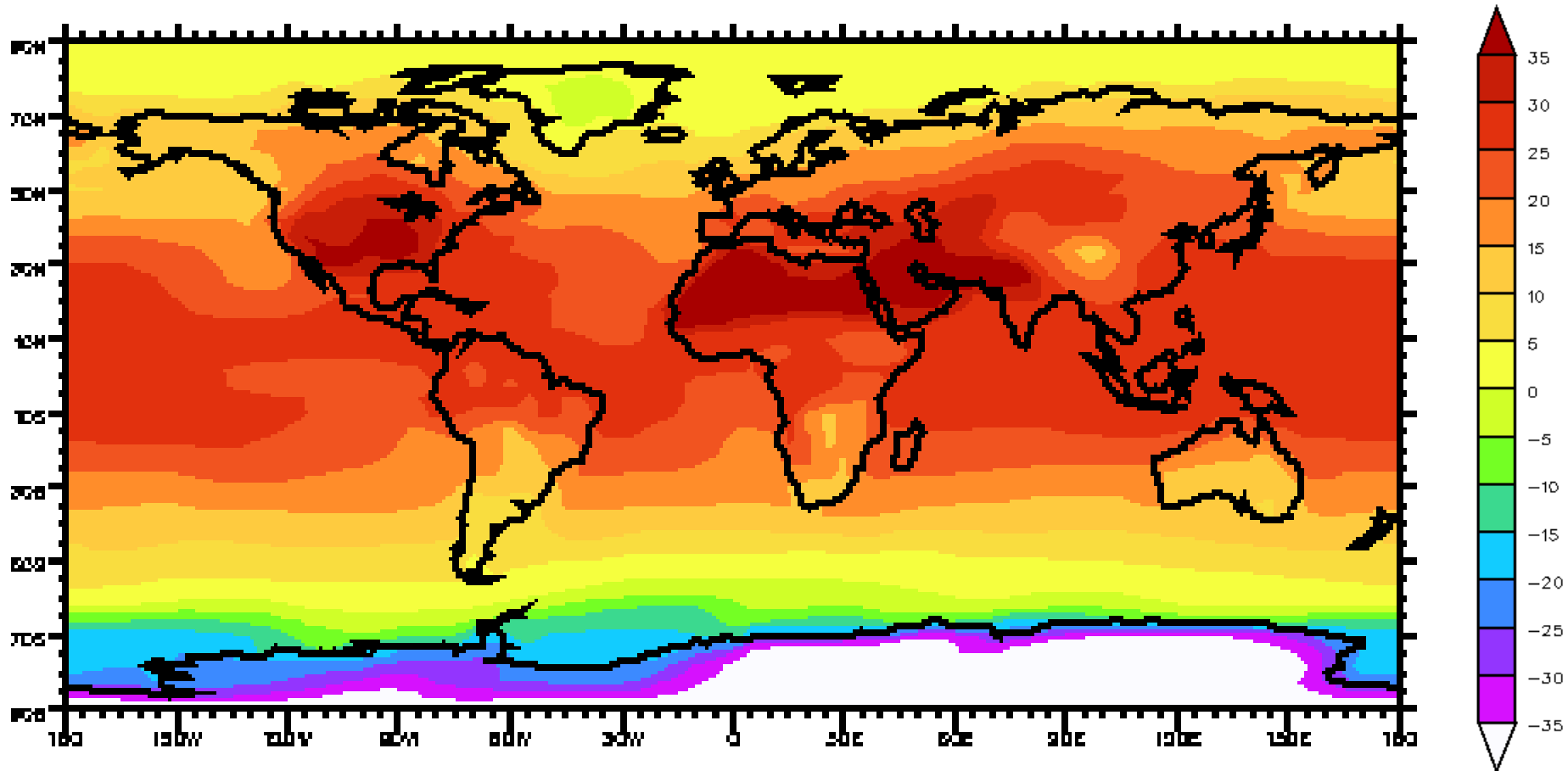
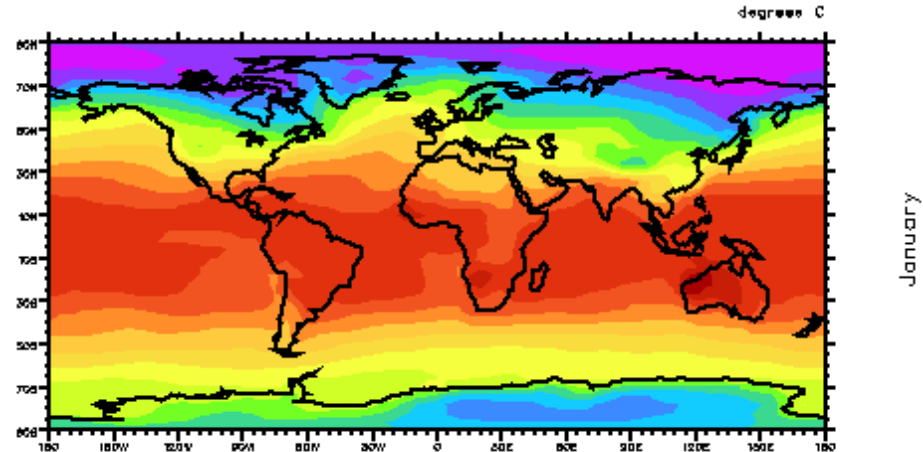


July

35
30
25
20
15
10
5
0
-5
-10
-15
-20
-25
-30
-35

Color-Coding Weather

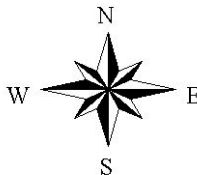
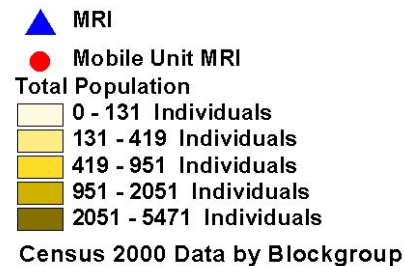
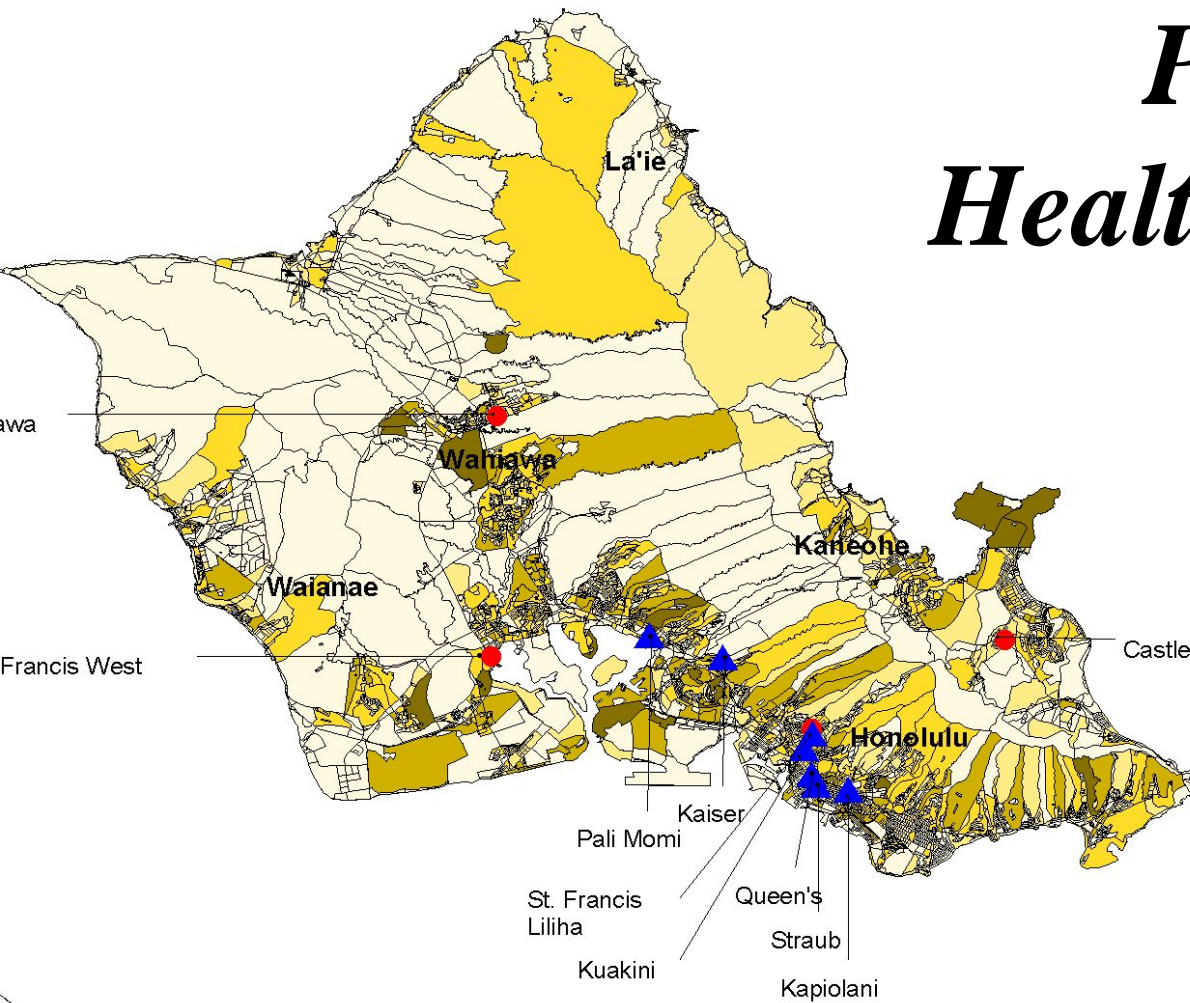
- July



Oahu

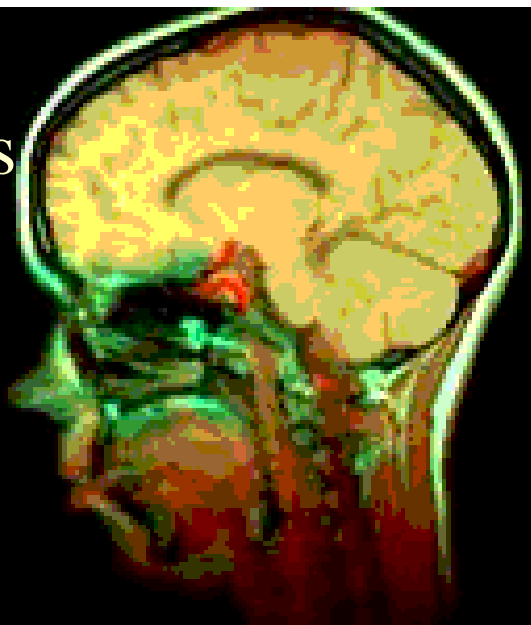
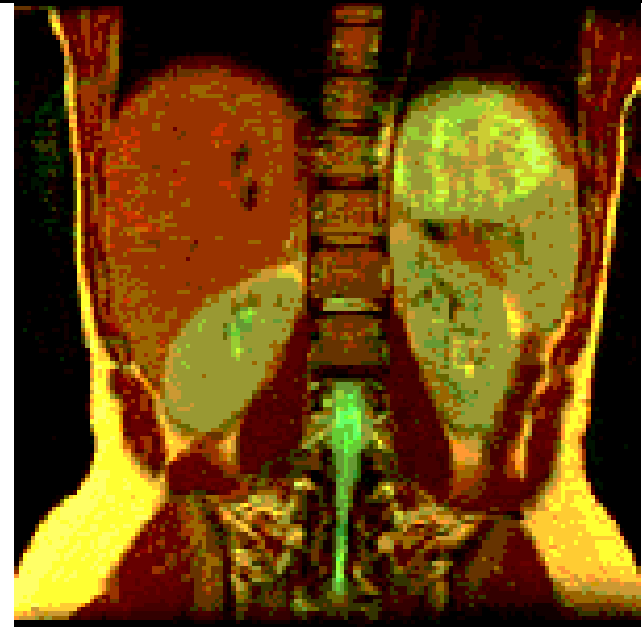
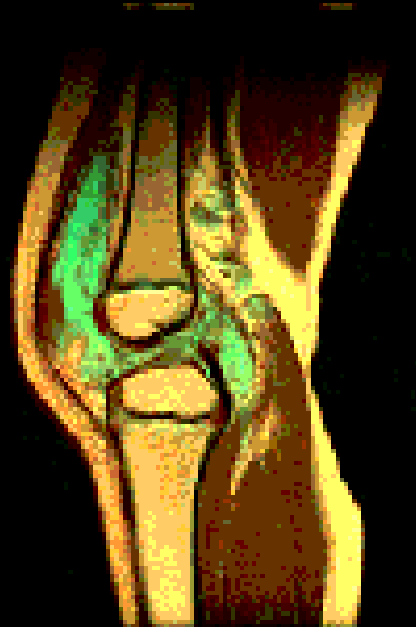
MRI and Mobile MRI

Color-Coding Population vs. Healthcare access.



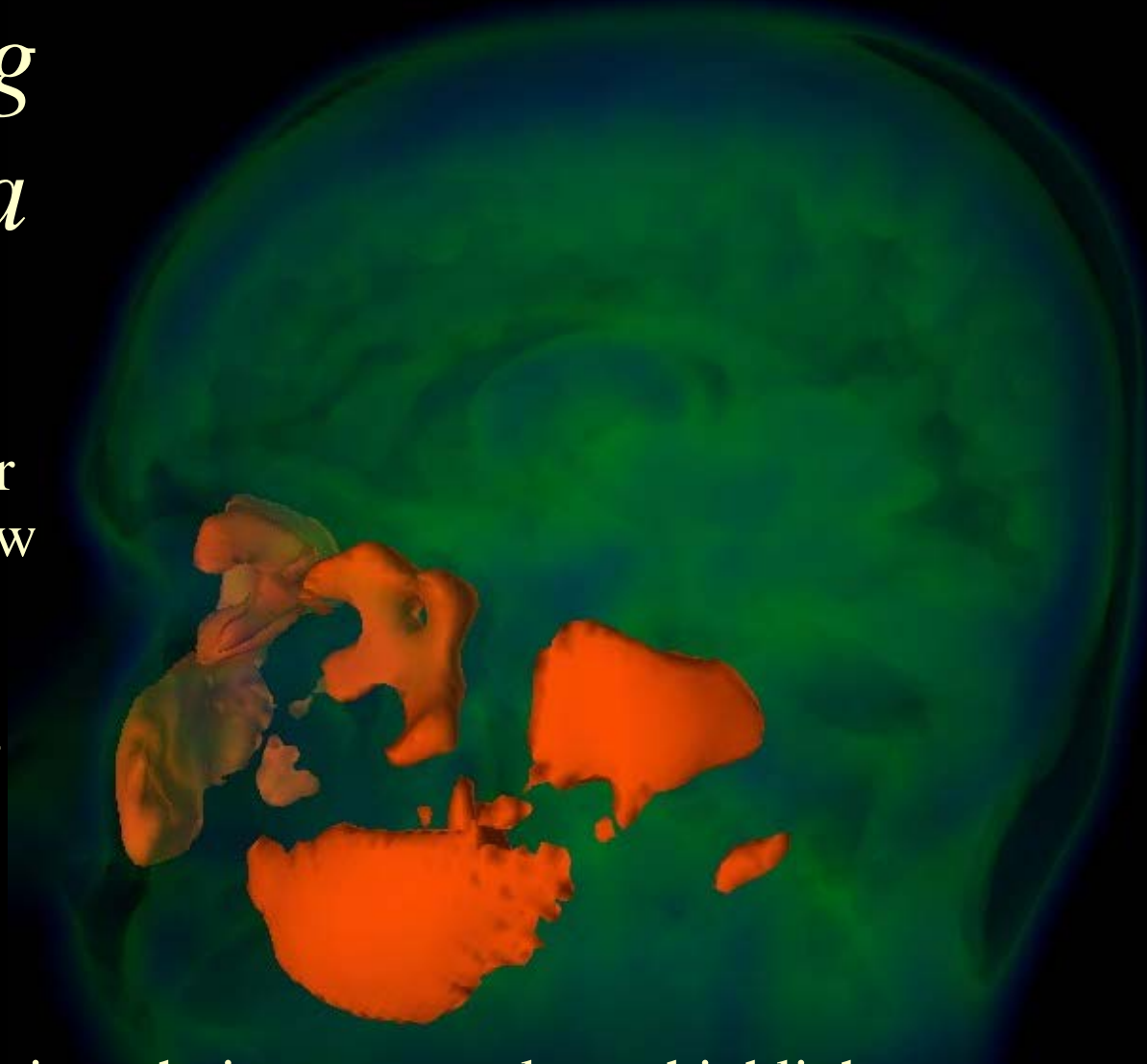
Color-Coding Medical Data

- Physicians and radiologists no longer rely solely on black-and-white X-rays, but use many computer-aided diagnostic technologies to assess the fluids and tissues within a patient's body.



Color-Coding Medical Data

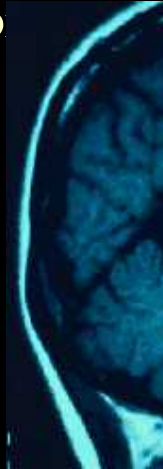
- The color of an MRI might be modified according to how hard or dense a substance, or how warm or cool, or how magnetic dyes have shifted within the MRI's great magnets.



In short, medical diagnostic techniques use color to highlight meaningful data – to reveal the tissues and conditions that help diagnose a patient's condition.

Color-Coding Medical Data

- The color of an MRI might be modified according to how hard or dense a substance, or how warm or cool, or how magnetic dyes have shifted within the MRI's great magnets.



MRI (magnetic resonance imagery)

Color-Coding/Communication

- In summary, color is an effective tool for communicating because viewers can quickly and intuitively understand well-applied color as a meaningful, distinguishing characteristic.