

Color Theory

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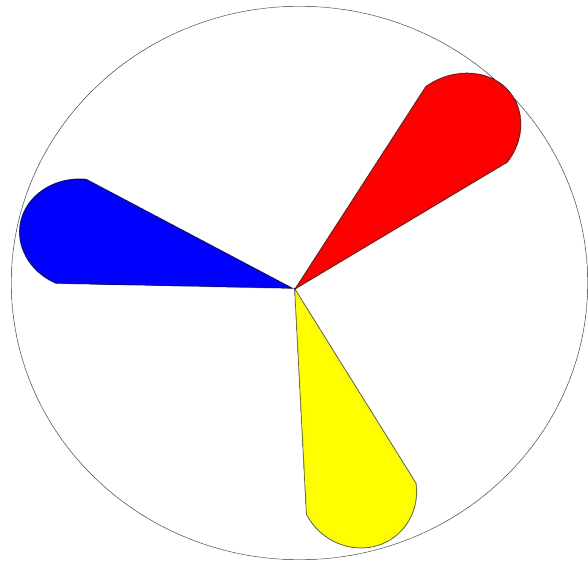


Primary Colors

Primary colors are red, yellow and blue. Primary colors cannot be made from other colors, but a varying number of colors can be created from them.

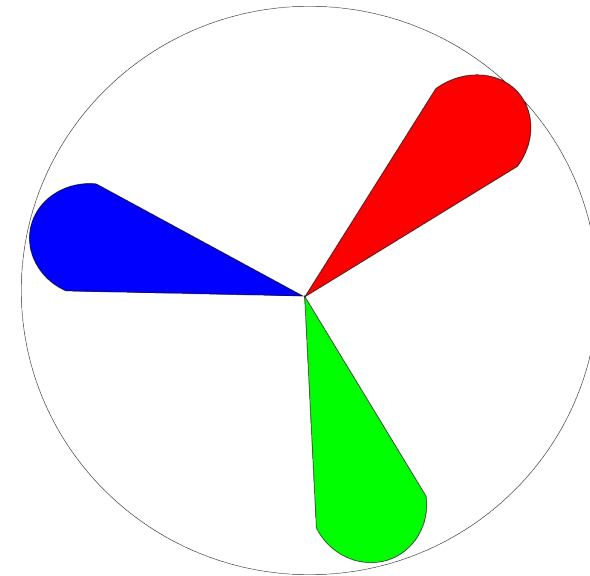
Artistic Primary Colors

Artistic primary colors are red, yellow, and blue.



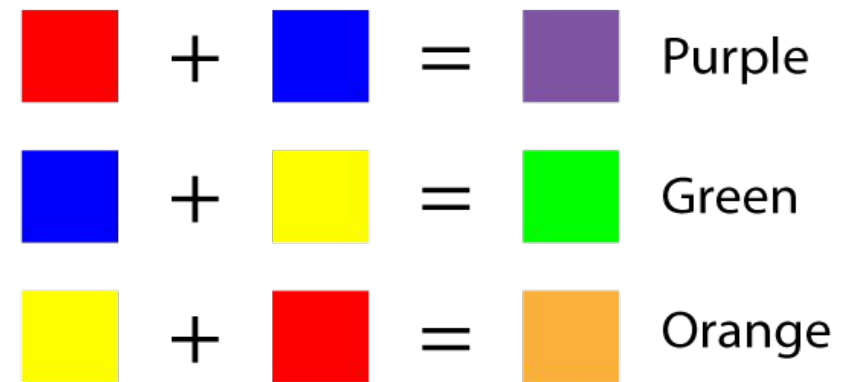
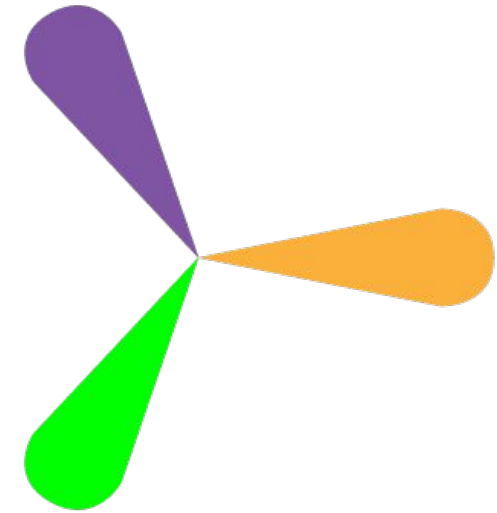
Spectral Primary Colors

Spectral primary colors are red, green, and blue.



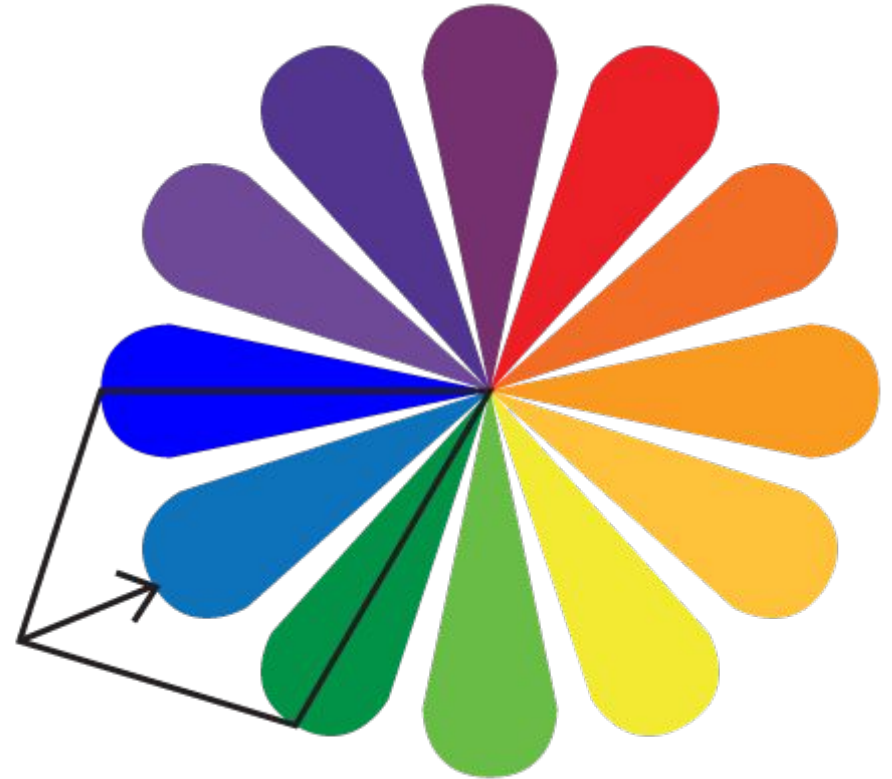
Secondary Colors

Secondary colors are green, purple, and orange. These colors can be created by mixing certain primary colors.



Tertiary Colors

Tertiary colors are created by mixing equal parts of primary and secondary colors. For example, equal quantity of green and blue makes zinc blue color.



Analogous Colors

Analogous colors are group of colors that appear next to each other on the color wheel.



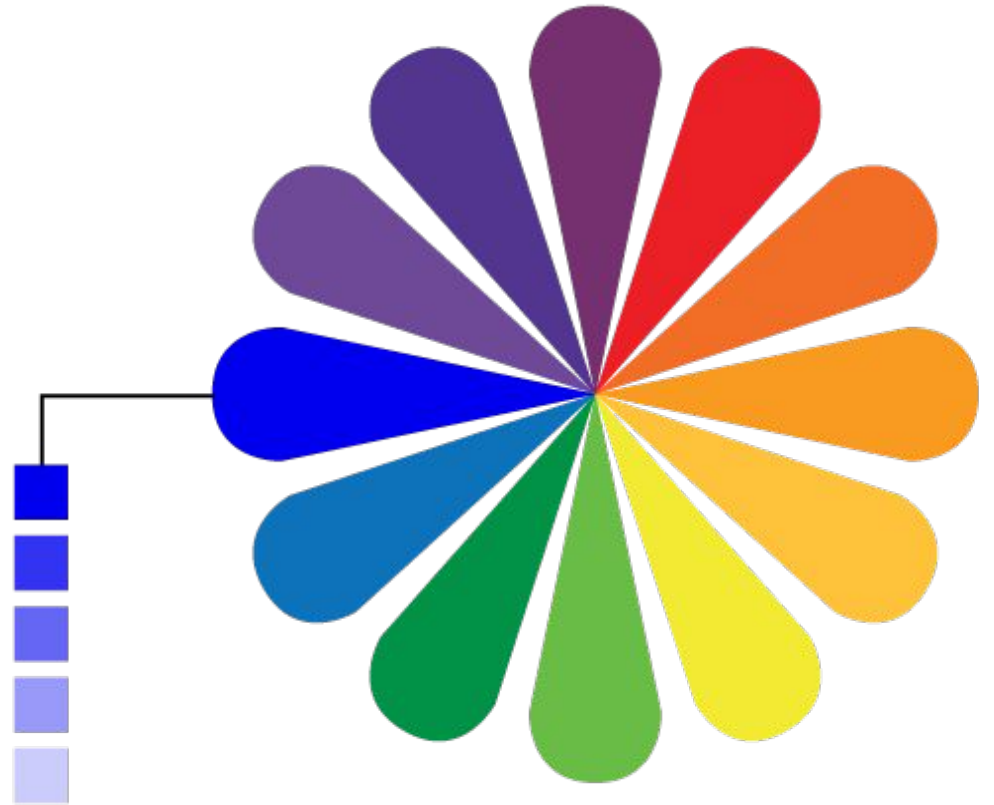
Complementary Colors

These are the colors that are opposite to each other on the color wheel.



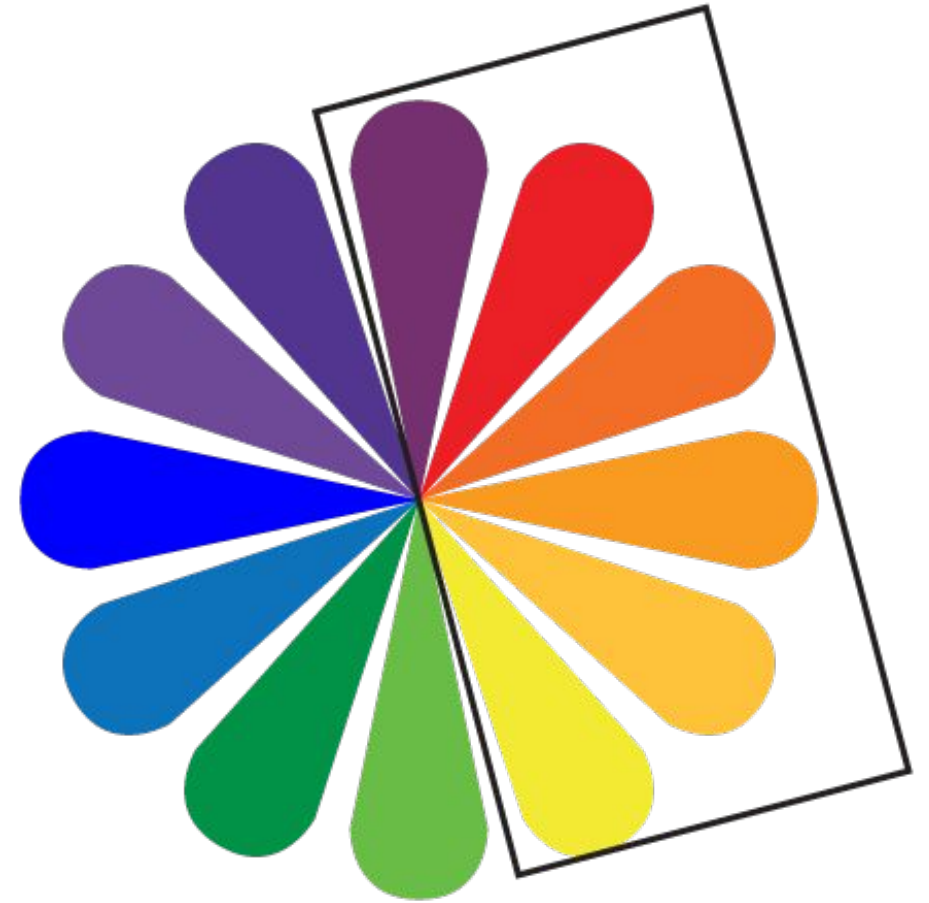
Monochromatic Colors

Monochromatic colors represent a one-color scheme that is derived by using different tones of that one color. The saturation and tone of the main color can be increased or decreased to get lighter and darker hues of the same color.



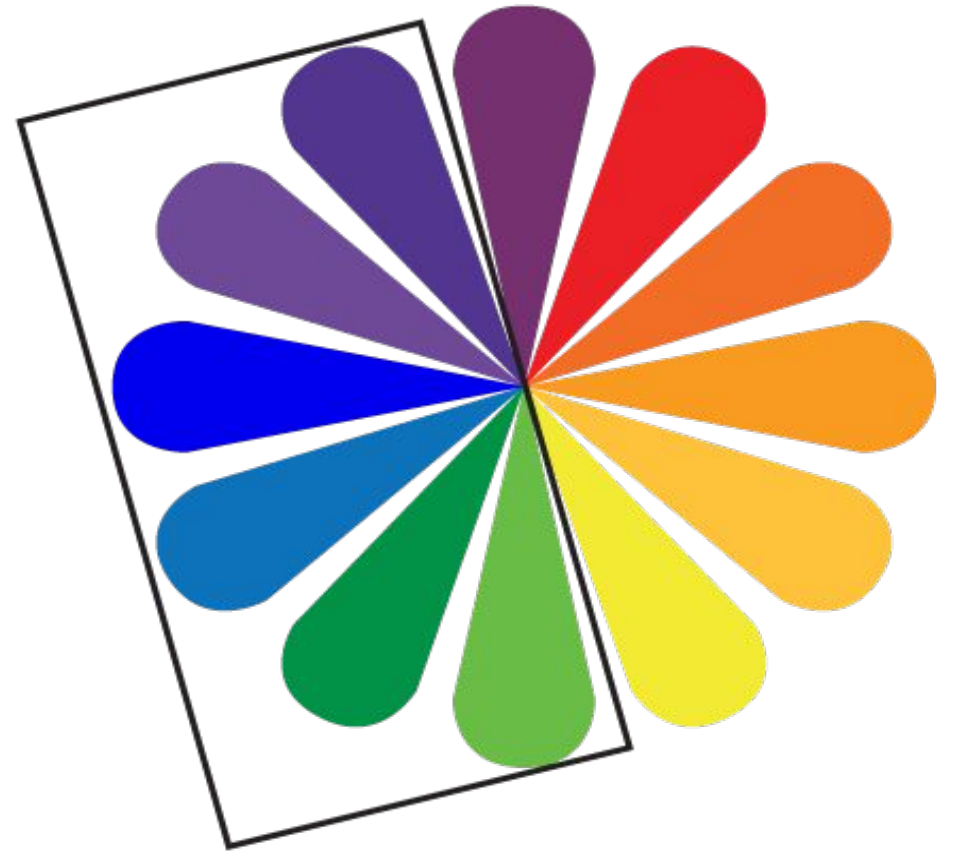
Warm Colors

Warm colors are red, yellow, and orange. Various combinations derived through these colors will also be considered warm colors. Images of sunlight, heat, and fire are triggered once we think of warm colors.



Cool Colors

Cool colors are blue, green, and purple.
They have a cool and refreshing effect.
Cool colors remind us of sky, oceans, and
grass.



References

Williams, R. (2007). *The Non-Designer's Design and Type Books, Deluxe Edition*.

