



# Colors

Can you imagine a world without colors?

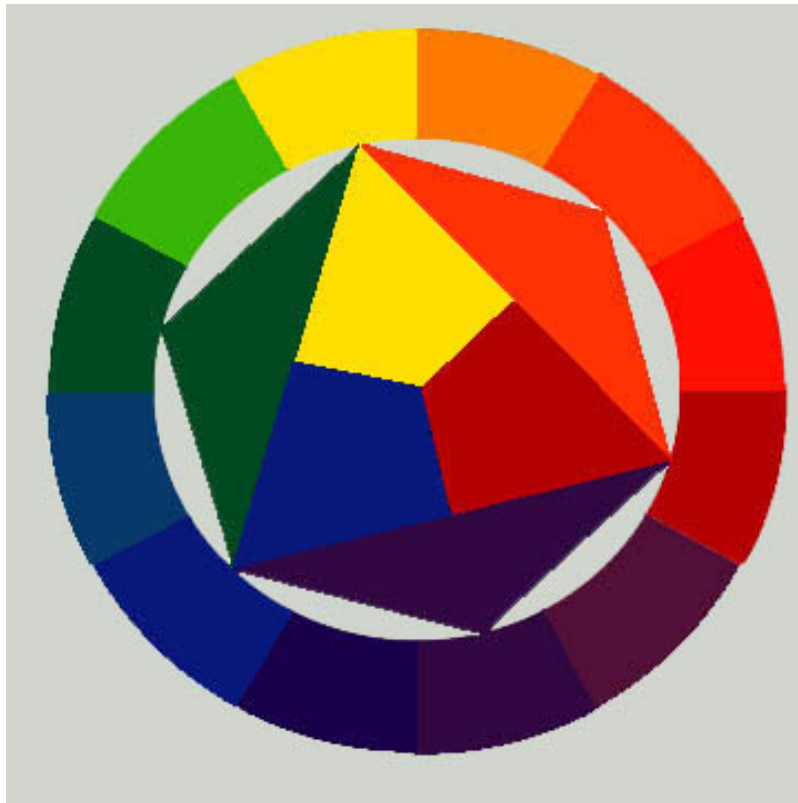


# Colors

Everything just black and white

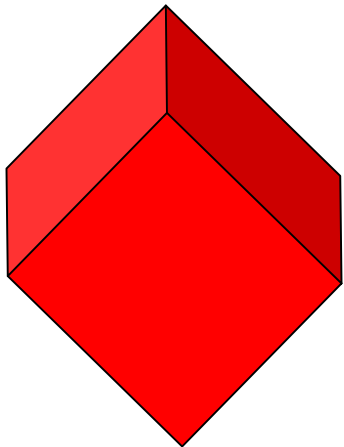
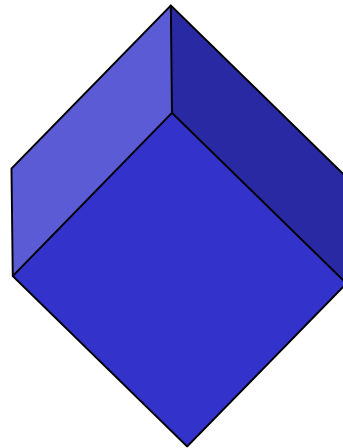
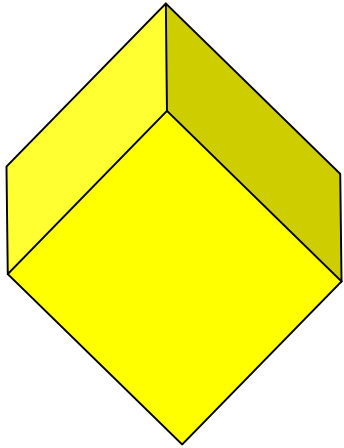
# The Color Wheel

is made up of three groups of colors



- **Primary**
- **Secondary**
- **Tertiary**

# Primary Colors

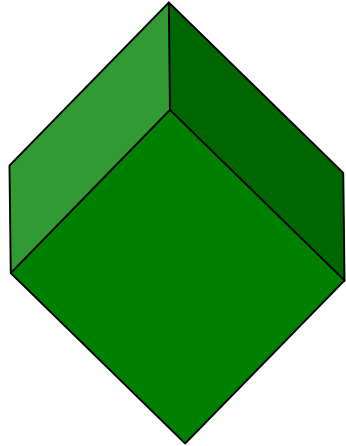


- **Yellow**

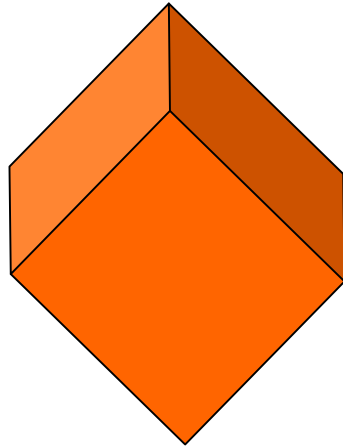
- **Blue**

- **Red**

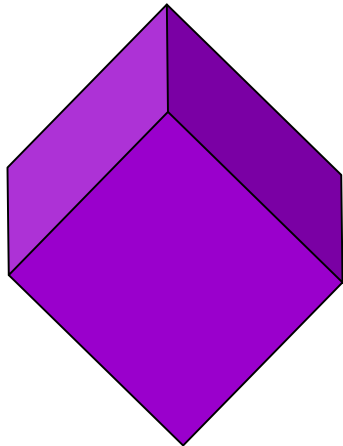
# Secondary Colors- are made when you mix two primary colors



- Yellow + Blue = Green



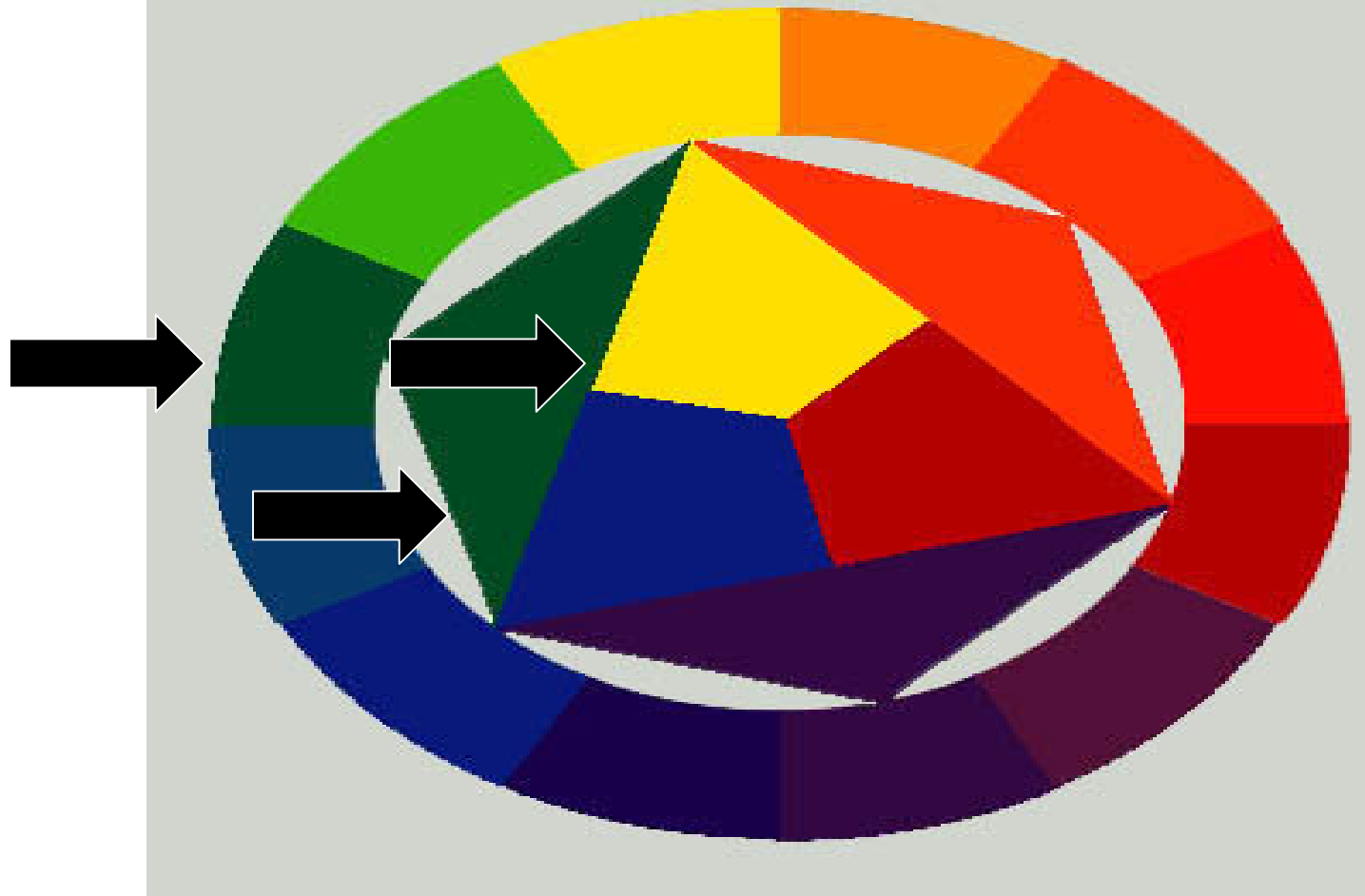
- Yellow + Red = Orange



- Red + Blue = Purple

# Tertiary Colors

are made when you mix a primary and secondary colors  
For example: blue and green make the tertiary color blue/green



# Color Characteristics

- Hue is the actual name of the color

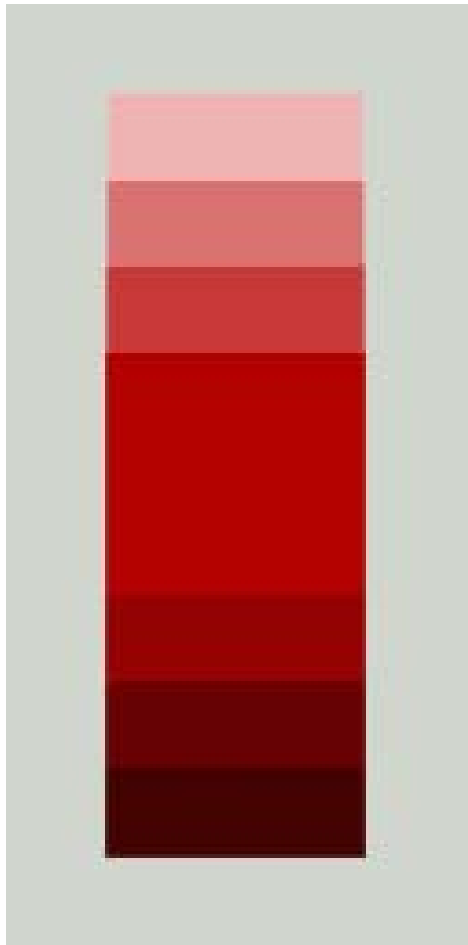
**Red**

**Blue**

**Yellow**

**Black**

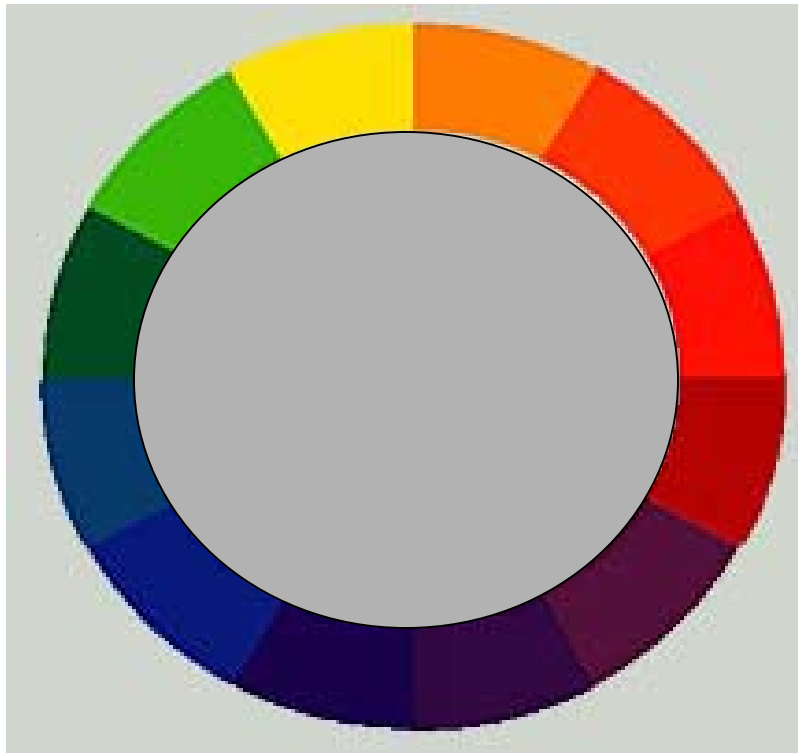
# Color Characteristics



## Value

- **Tint**-when you add white to a color. Example add white to red and get tint called pink
- **Shade**- when you add black to a color. Example add black to red you get the shade called maroon.

# Color Characteristics



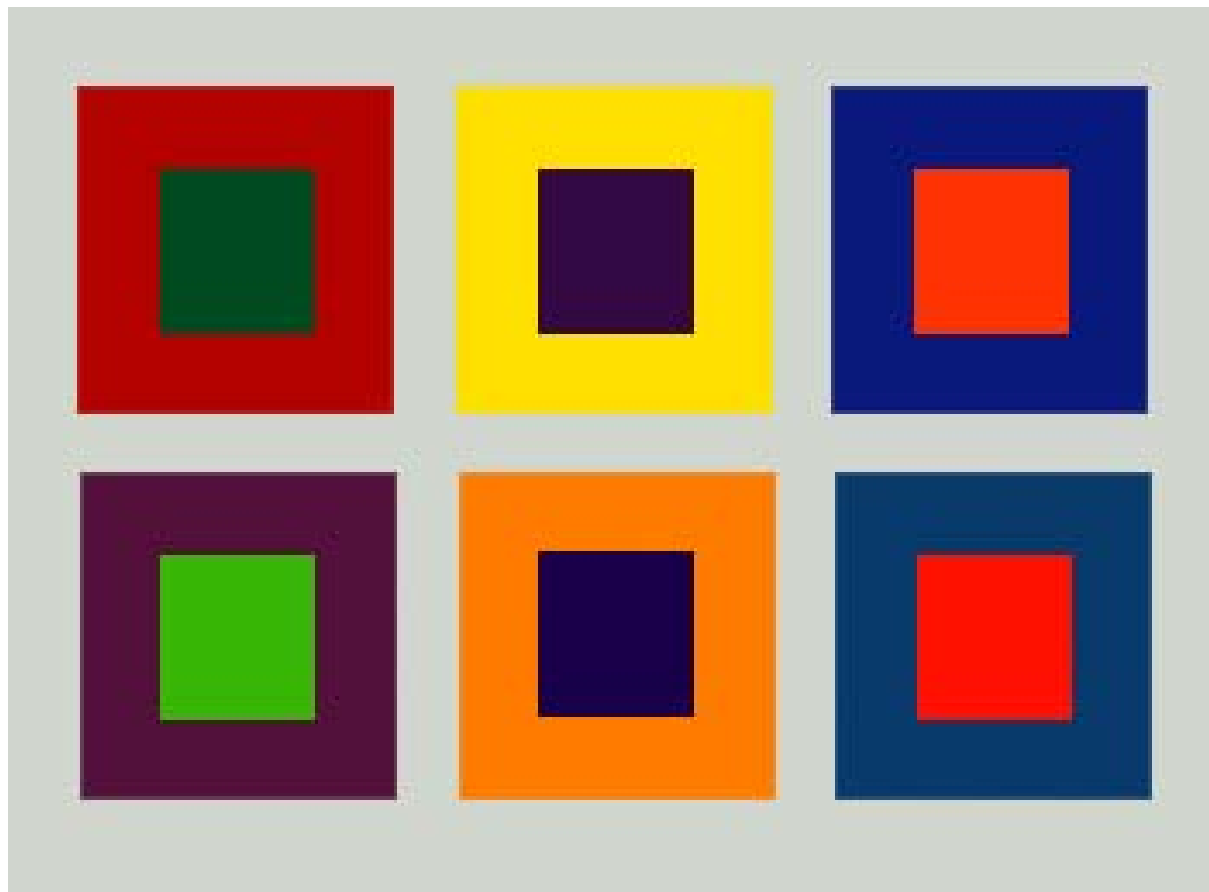
- **Intensity-** an intense color is one that is vivid and intense. It can only be muted by adding a color opposite of that color on the color wheel.

# Color Schemes

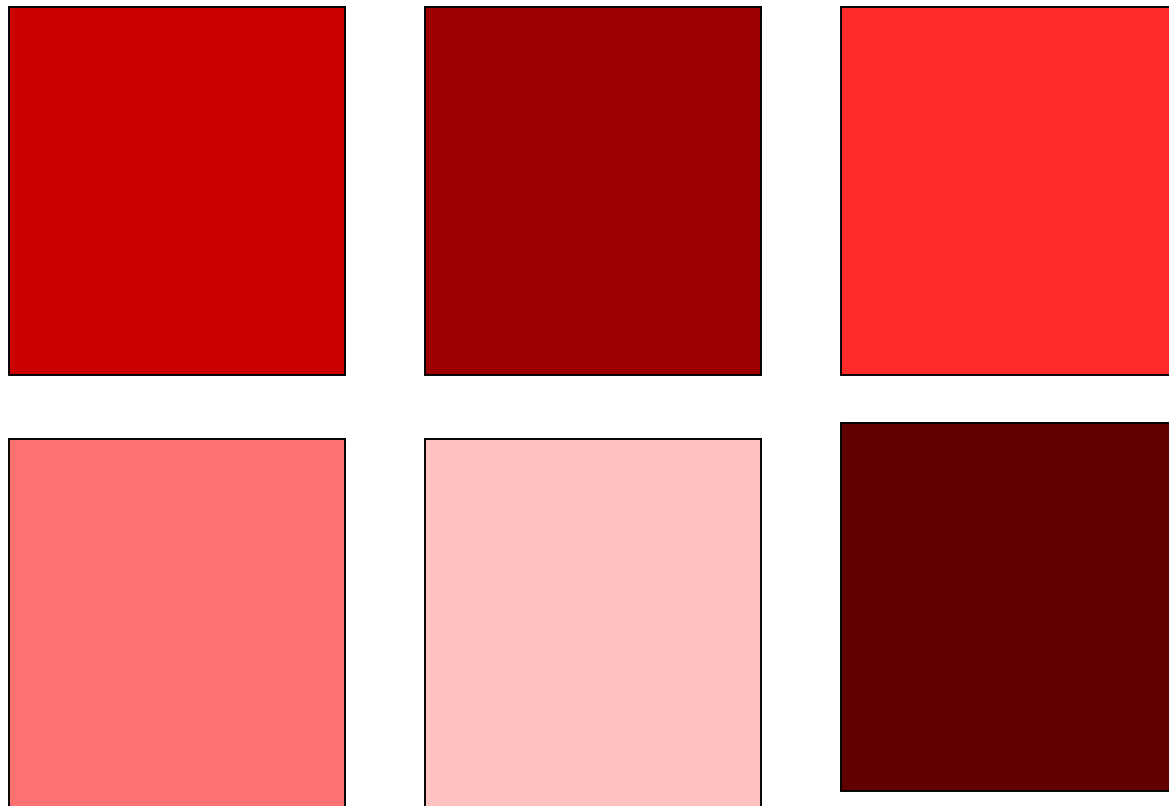
there are three types :

- **Complementary**
- **Monochromatic**
- **Adjacent**

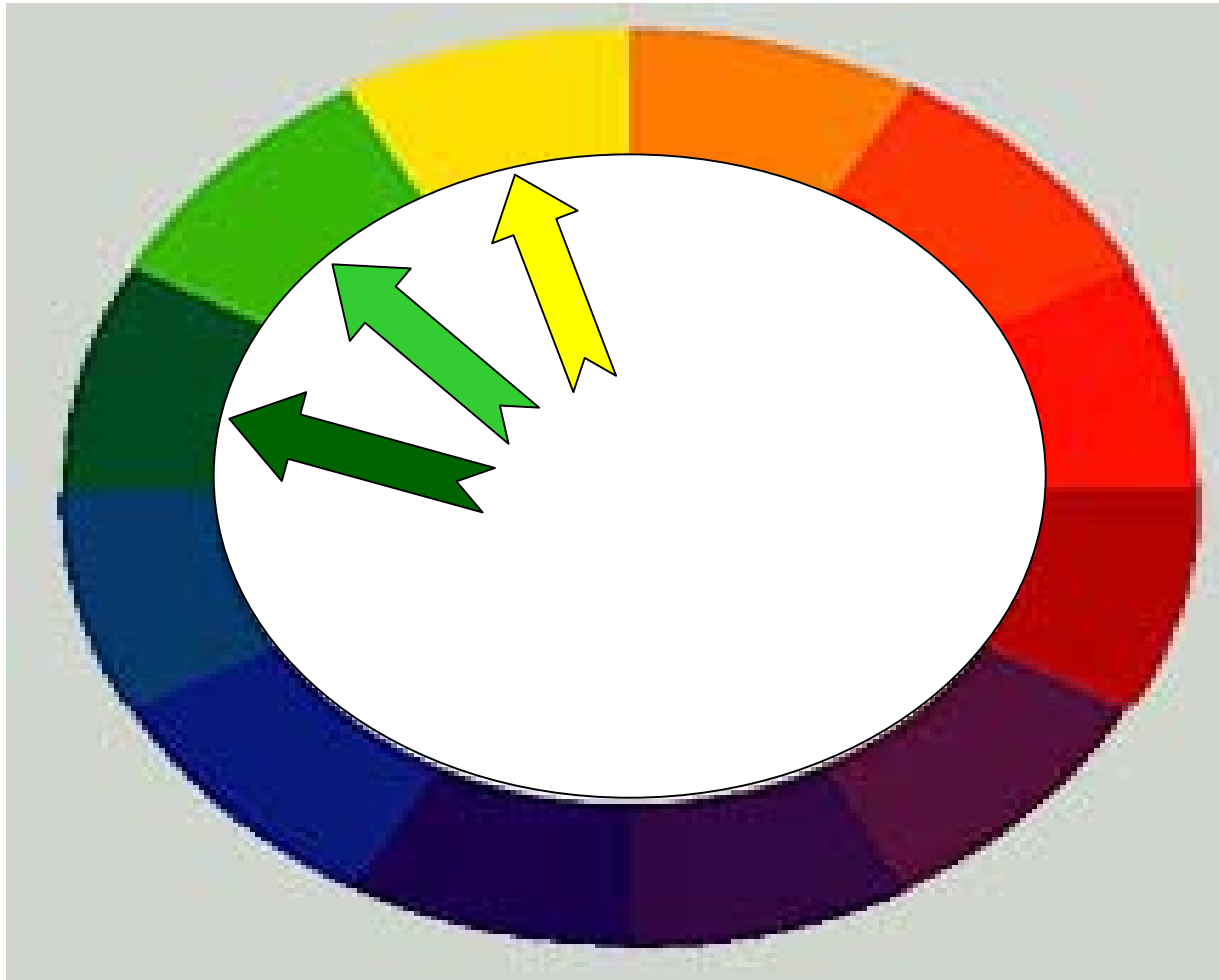
**Complementary** - uses colors that are opposite on the color wheel, here are six examples of complementary color schemes



**Monochromatic**-This color scheme uses tints and shades of one color. This is an example of a red color scheme.



**Adjacent** - This color scheme uses colors that adjoin on the color wheel. This is an example using yellow, yellow green and green.



# Colors and Moods-

Color often affects how we feel and act.



# Red



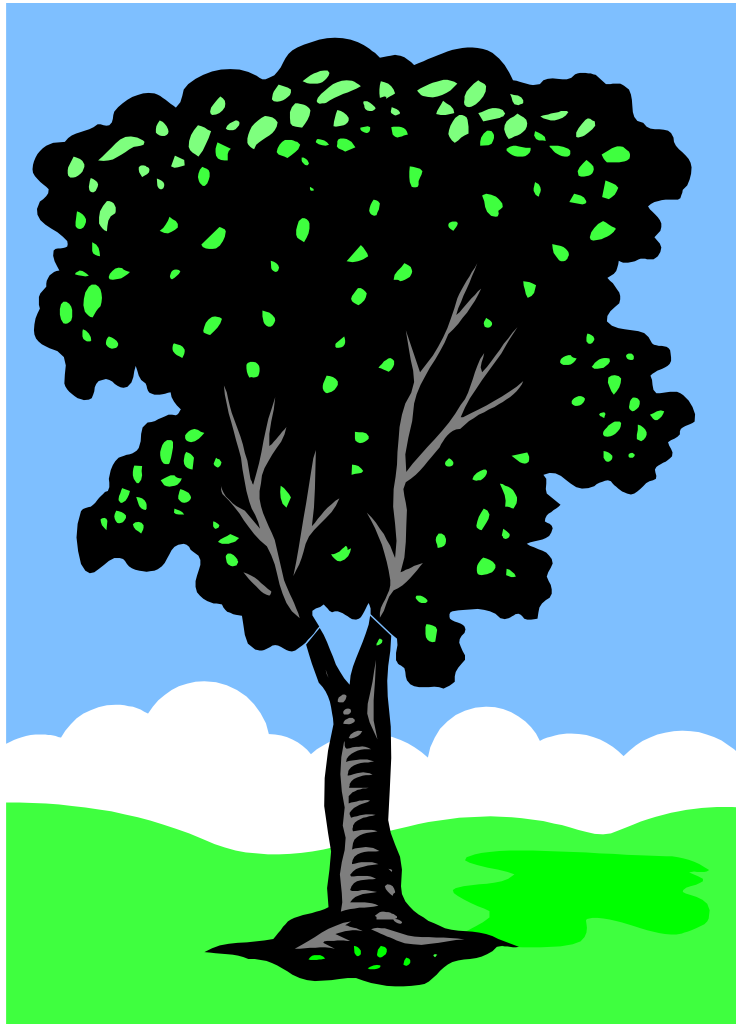
- Using red in Baby Rooms has been found to stimulate learning and development
- Creative Ideas often come easy in rooms shades of red
- It is an appetite stimulate that is why most restaurants are decorated in red.
- Some say it causes feelings of restlessness
- People often feel warmer in rooms decorated in shades of red

# Yellow

- **Yellow often causes feelings of anxiety and tempers often flare in rooms decorated in yellow**
- **Houses painted yellow sell faster than any other color house.**



# Blues and Greens



- These are nature's colors and they usually give people a peaceful and restful feeling.
- People often feel that time passes faster with these colors
- People often feel cooler in rooms decorated in tints of blue
- Dark blue is an appetite depressing color, food is not as appealing on a blue plate.

# Neutrals

- **Neutrals send calming and soothing feelings. This is why you will find most doctors offices decorated with neutrals.**



# Review

- The Color Wheel
  - Primary Secondary and Tertiary Colors
- Color Characteristics
  - Hue, Value and Intensity
- Color Schemes
  - Complementary, Monochromatic, and
- Colors and Moods
  - Colors can affect the way we feel and





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