

COLOR

Color has 3 properties:

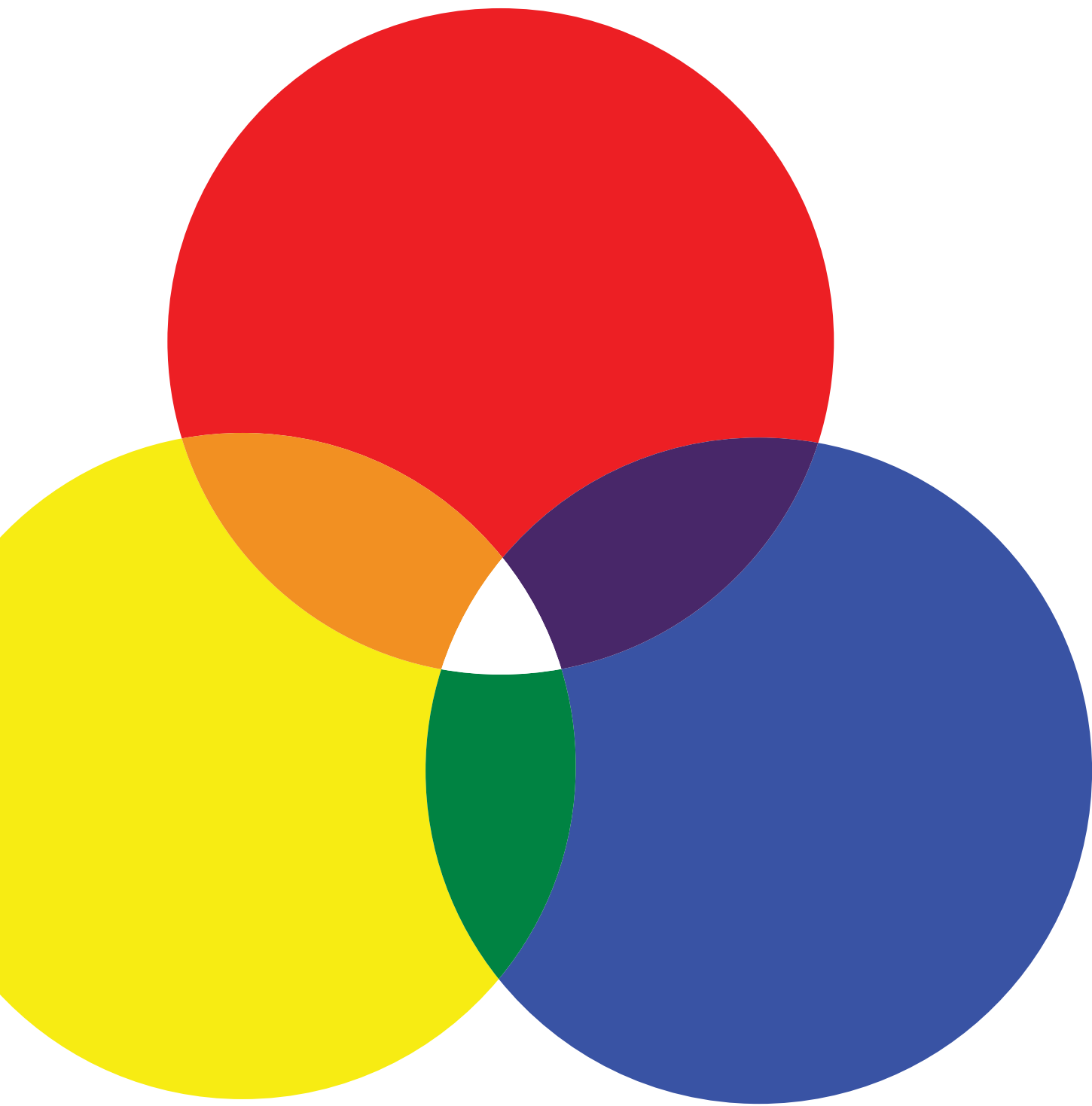
hue: the spectral name of the color (the pure color)



value: the lightness or darkness of the color




intensity: the saturation or purity of a color



A color wheel shows the
relationship between colors.



Primary colors can't be mixed.
They are combined to make the
other colors.

The image features three large, abstract geometric shapes in the background: a purple shape on the left, an orange shape at the top center, and a green shape at the bottom center. These shapes are composed of straight lines and curves, creating a modern, minimalist aesthetic.

Secondary colors can be mixed.
They are created by combining
two primary colors.



red + blue = violet



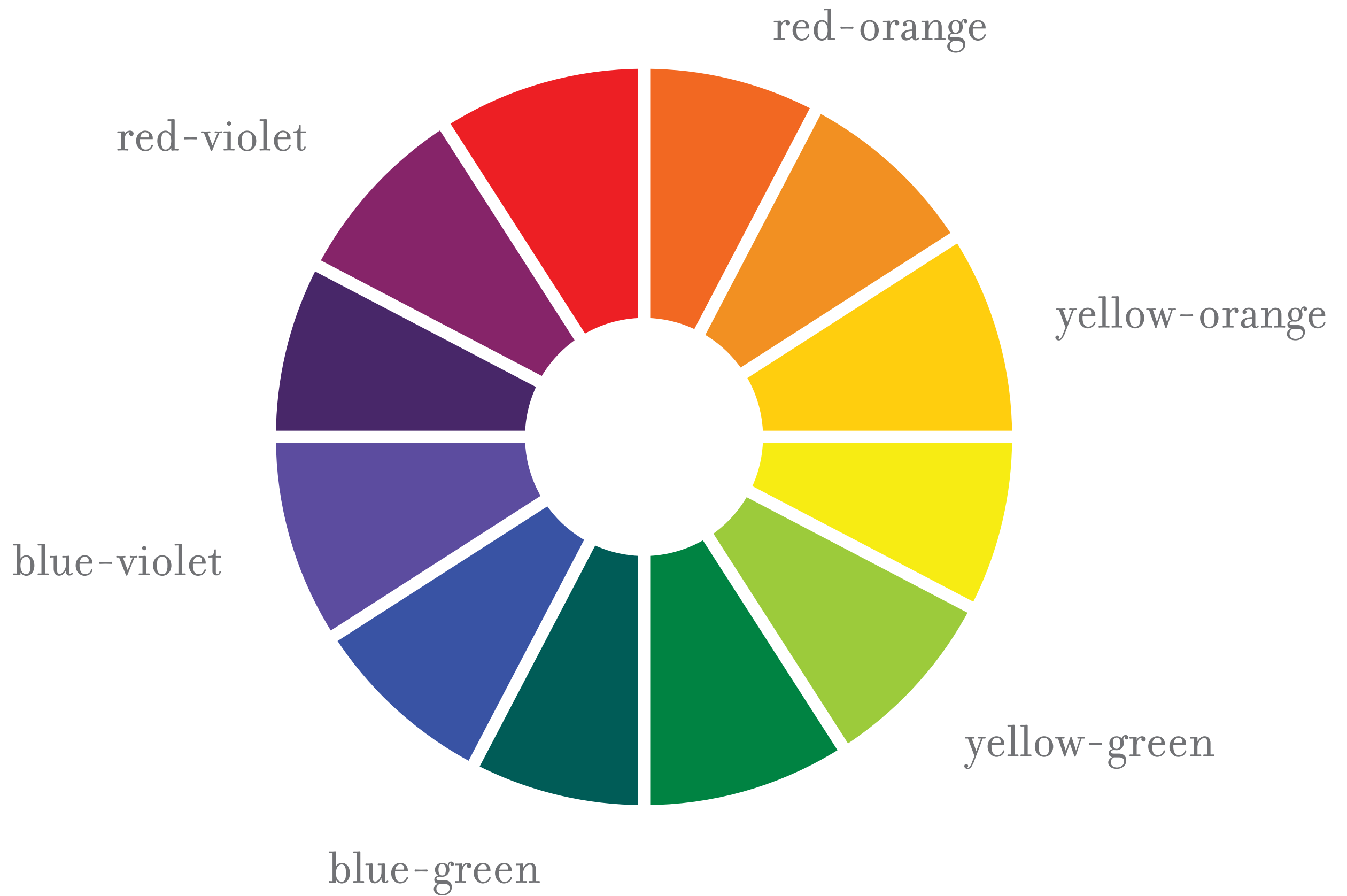
yellow + blue = green



red + yellow = orange

TERTIARY COLORS

Colors made from mixing a primary and a secondary color.



primary-secondary



red-violet

blue-violet

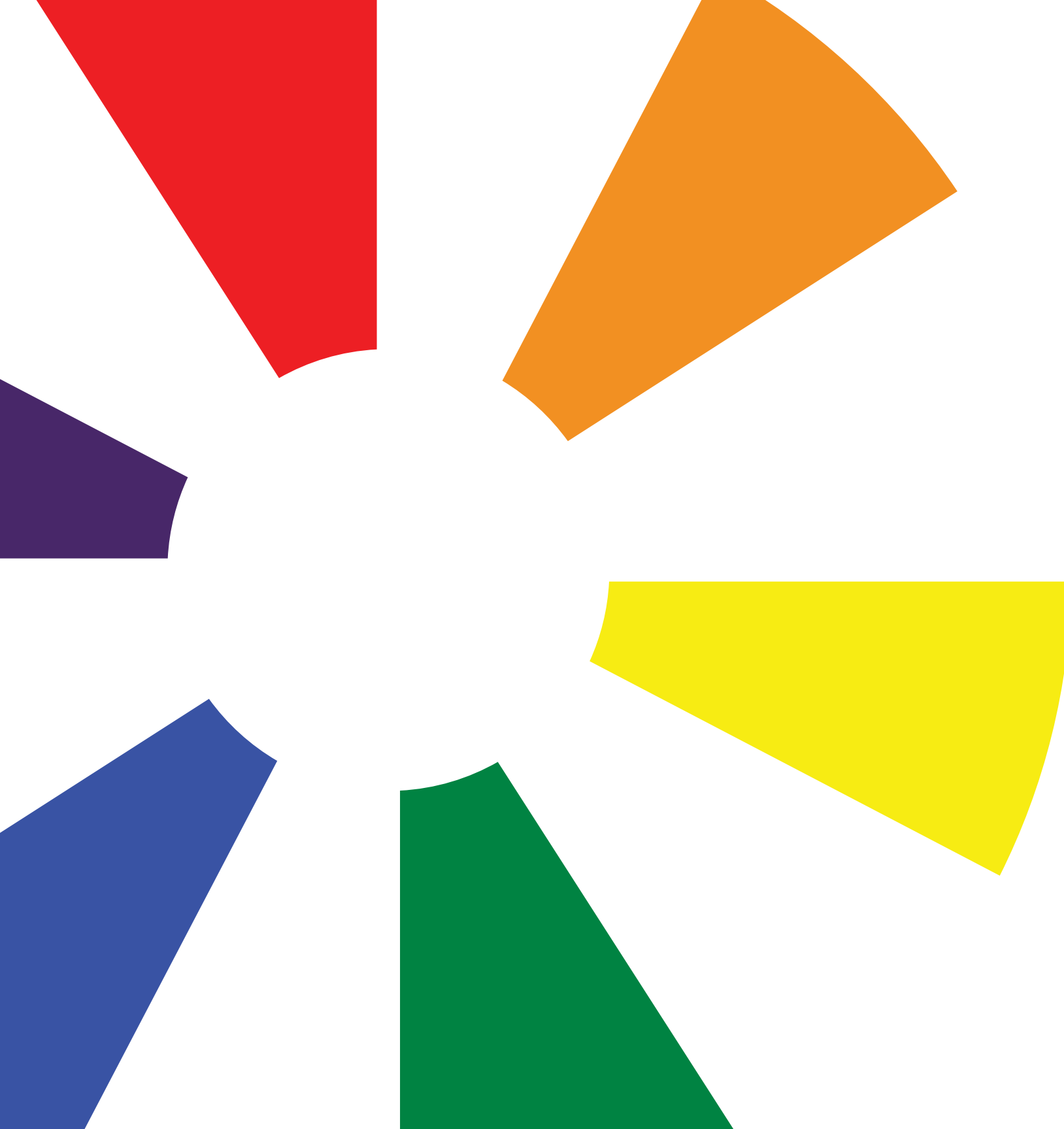
blue-green

yellow-green

yellow-orange

red-orange

COMPLEMENTARY COLORS



Colors that are opposite each other on the color wheel are complementary colors.



blue & orange





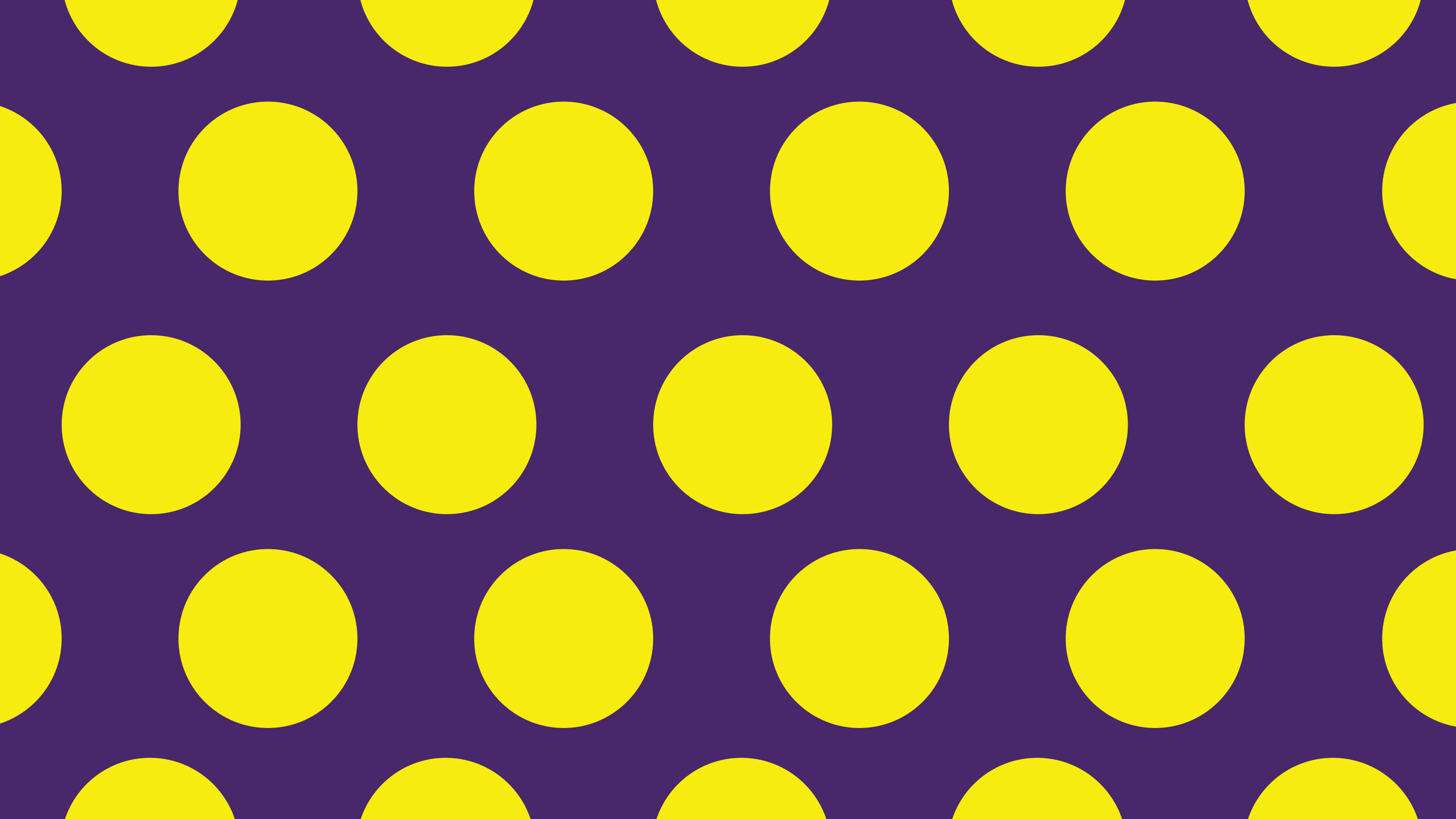
yellow & violet

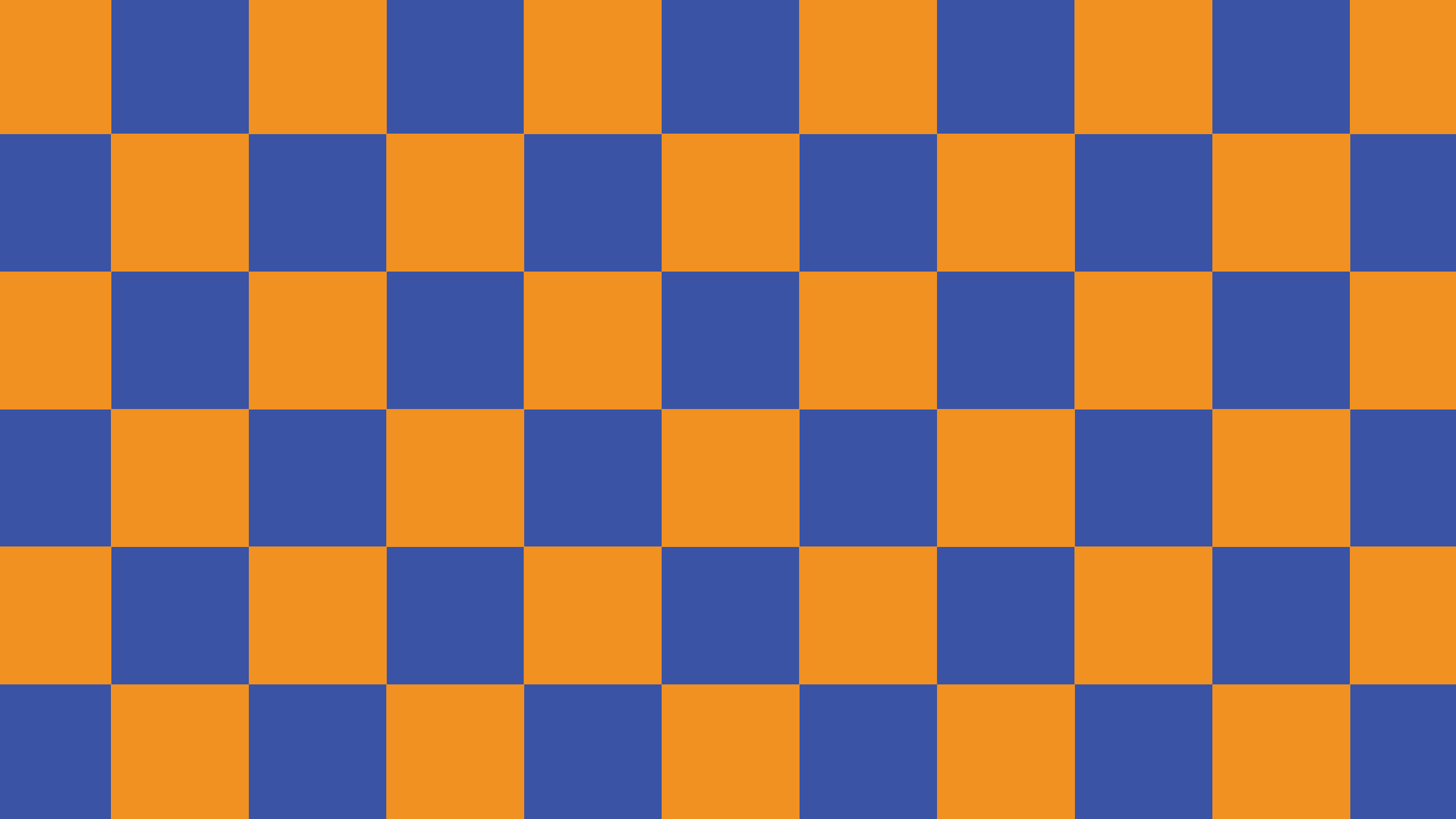


red & green



The high contrast of complementary colors creates a vibrant look.





TONE

Tone is a color muted by its complement.

ANALOGOUS COLORS

Analogous colors are next to each other on the color wheel.

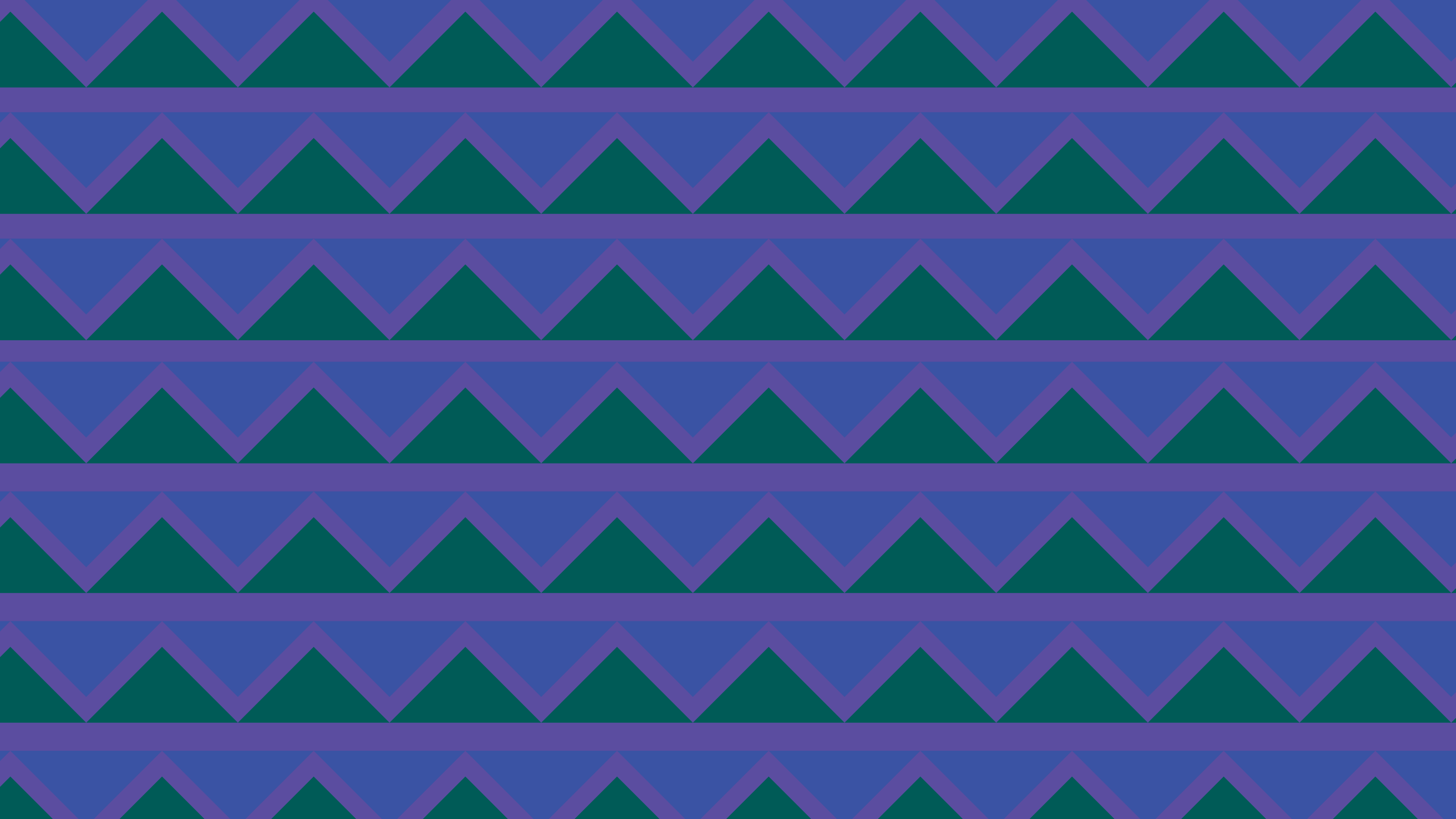
One color is usually a primary or secondary color.
The other two are on either side of it.



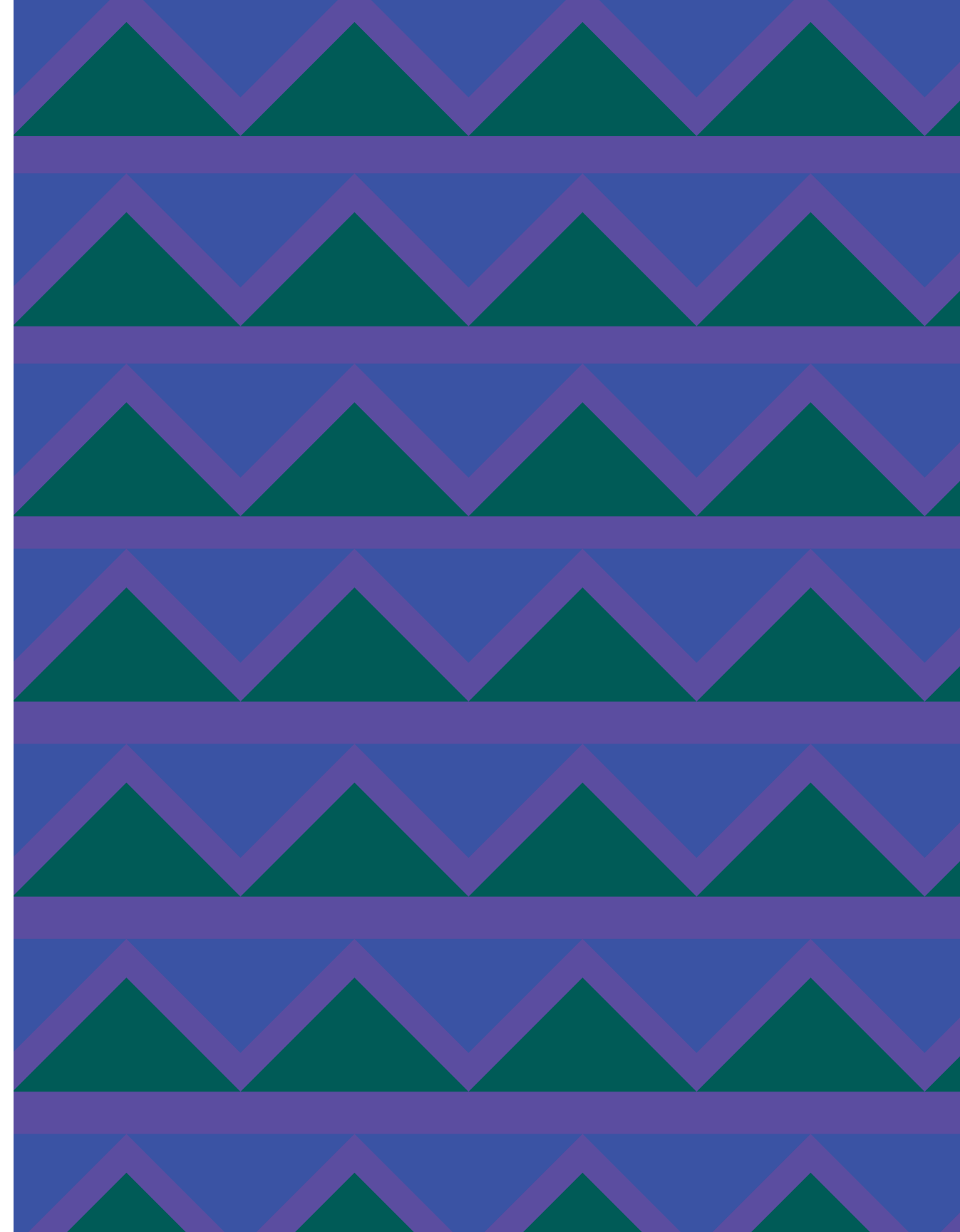
blue-violet, blue & blue-green

red-orange, orange & yellow-orange









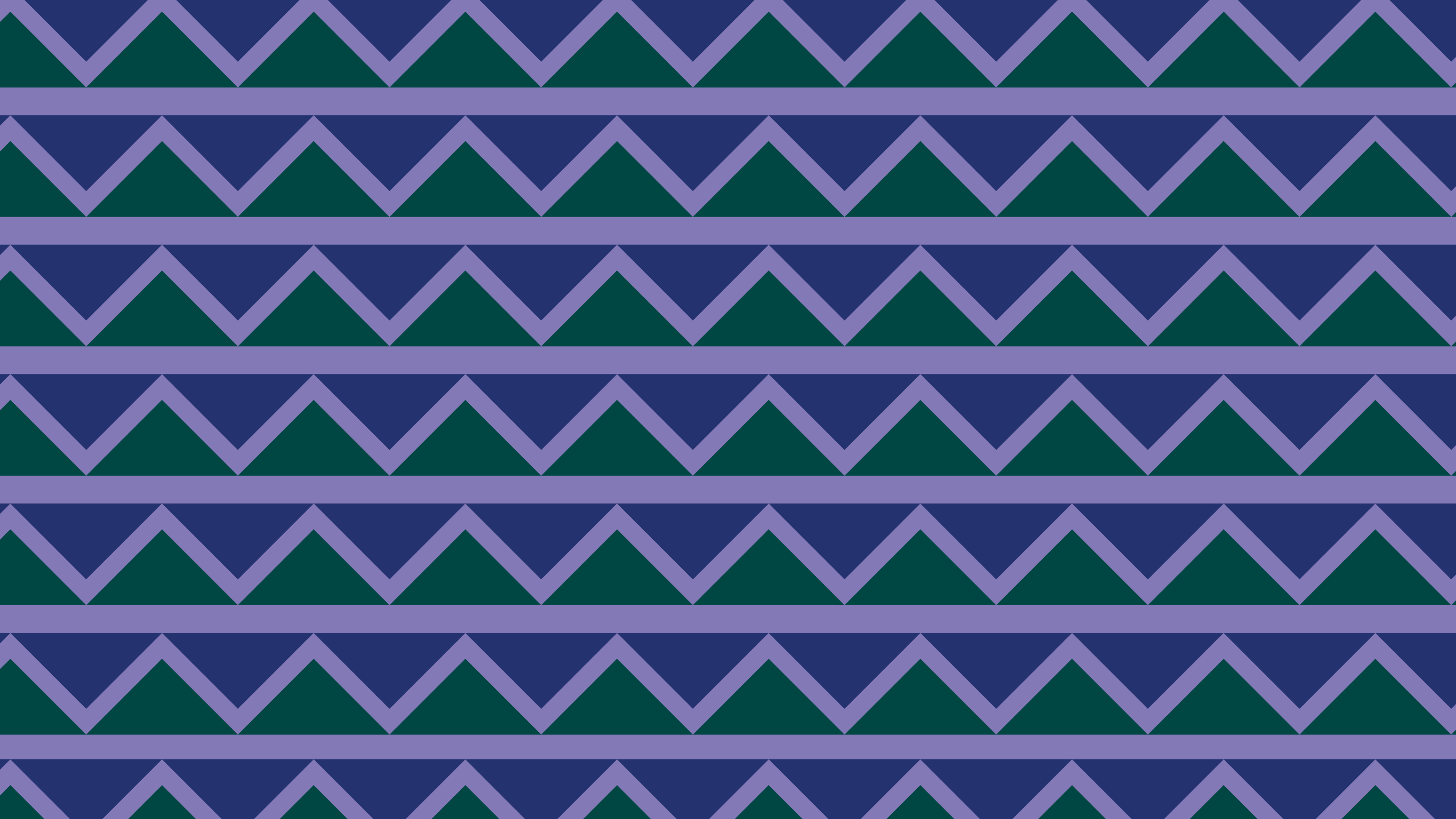
TINTS & SHADES



A tint is the mixture
of a color with white.
This increases lightness.



A shade is the mixture
of a color with black.
This decreases lightness.

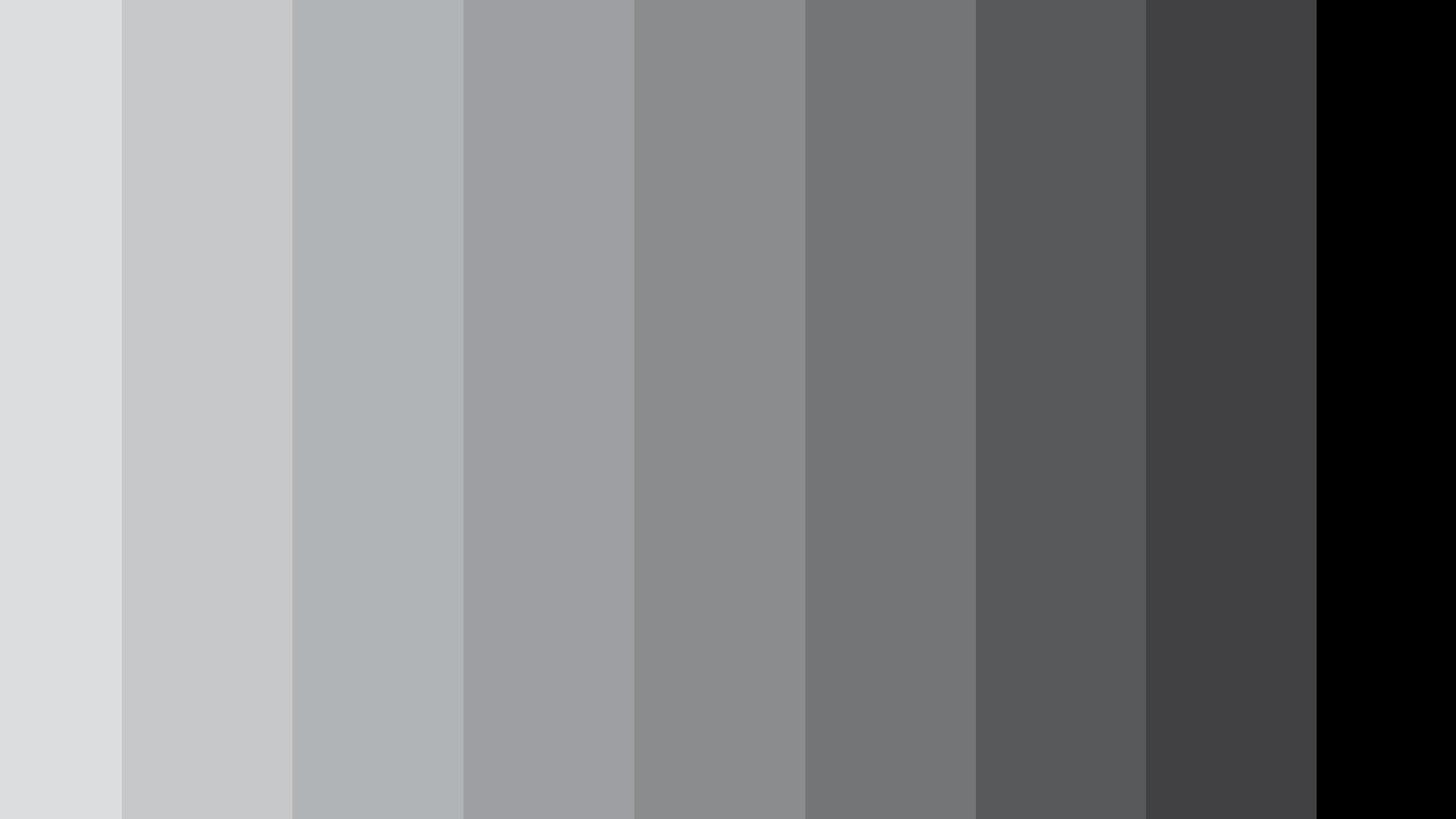


MONOCHROMATIC

One color with a full range of values (tints & shades).

ACHROMATIC

Values without color (gray scale).



COLOR TEMPERATURE

Warmth or coolness of a color.

The image features three distinct, curved, wedge-shaped segments arranged in a triangular pattern. The top-left segment is a vibrant red, the top-right segment is a bright orange, and the bottom-right segment is a sunny yellow. These segments are set against a plain white background. Centered horizontally between the red and orange segments is the text 'Warm colors: red, orange, yellow' in a dark gray, serif font.

Warm colors: red, orange, yellow



cool colors: violet, blue, green

