All About Color in Black and White

1. You buy a shirt at Macys and bring it home, only to discover when you try it on at home that the color of the shirt looks different than it did in the store. Why is this?

2. You are working with an art director and viewing a proof together. Will both of you see the same colors in the proof—why or why not?

3. In the edit color section of Indesign, if I set the model to CMYK and make a new color composed of 100% cyan and 100% magenta, what color will I have created?

4. If I make a color composed of 100% mag and 100% yellow, what color will I have created?

5. If I make a color composed of 100% cyan and 100% yellow, what color will I have created?

6. How do these questions relate to color theory and why do you think these particular questions are important for color reproduction in our industry?

7. If one has a photograph of a baby and takes a reading of the whites of her eyes in Photoshop (i.e, where there is no color tone), what will be the reading of that area in RGB? How about in CMYK?

8. Are apples really red?

9. Do you think the monitor in this classroom show accurate color for producing printed projects?

10. Take a look at the printed piece at the front of the room. Can I reproduce all the colors in it onscreen? Why or why not?