COMD 1112 • Digital Media Foundations • Professor Tanya Goetz Color Theory Class handout

After our class discussions and your reading assignments you should be able to answer the following questions:

- 1. What are the subtractive primaries and be able to explain why they are called subtractive?
- 2. What are the additive primaries and be able to explain why they are called the additive primaries?
- 3. What does the term metamerism mean?
- 4. What color space is larger, RGB or CMYK?
- 5. What are three elements of color?
- 6. What does the term gamut mean?
- 7. What color would we see without light?
- 8. What are warm colors? What are cool colors?
- 9. What color space is used on the web?
- 10. How does the surrounding color affect perception of another color?
- 11. Do we all see the same color when we look at an object?
- 12. How does paper play a role in color reproduction in printing?
- 13. Are there some colors that can't be reproduced on the web? in print?
- 14. What is a PMS color?
- 15. What is calibration?
- 16. What is a colorimeter and what is a spectrophotometer?
- 17. What is an ICC Profile?