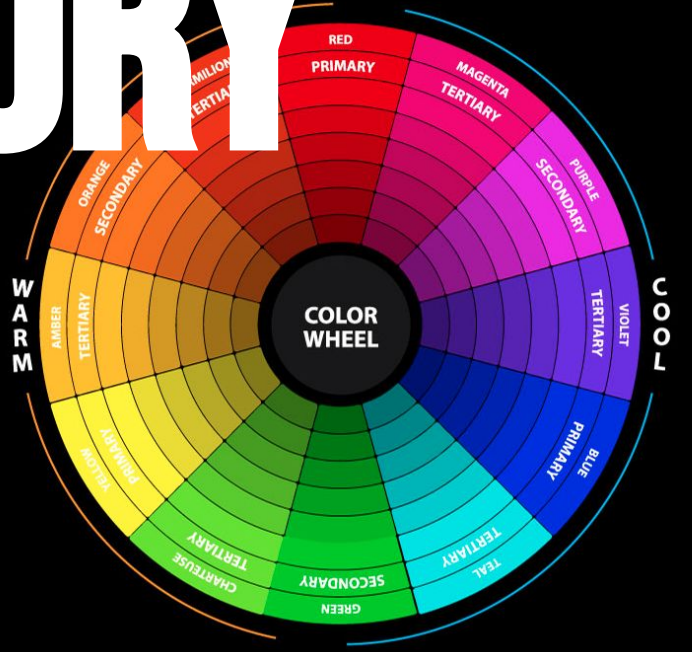
Class #6

DIGITAL MEDIA FOUNDATIONS

Class #5

COLOR THEORY BASICS



Today's agenda

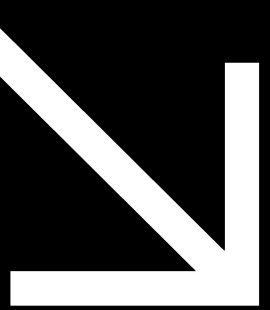
Color Theory

Homework Reviews

Homework: Design Assignment: Poster Design - Finalize design

Let's Discuss:

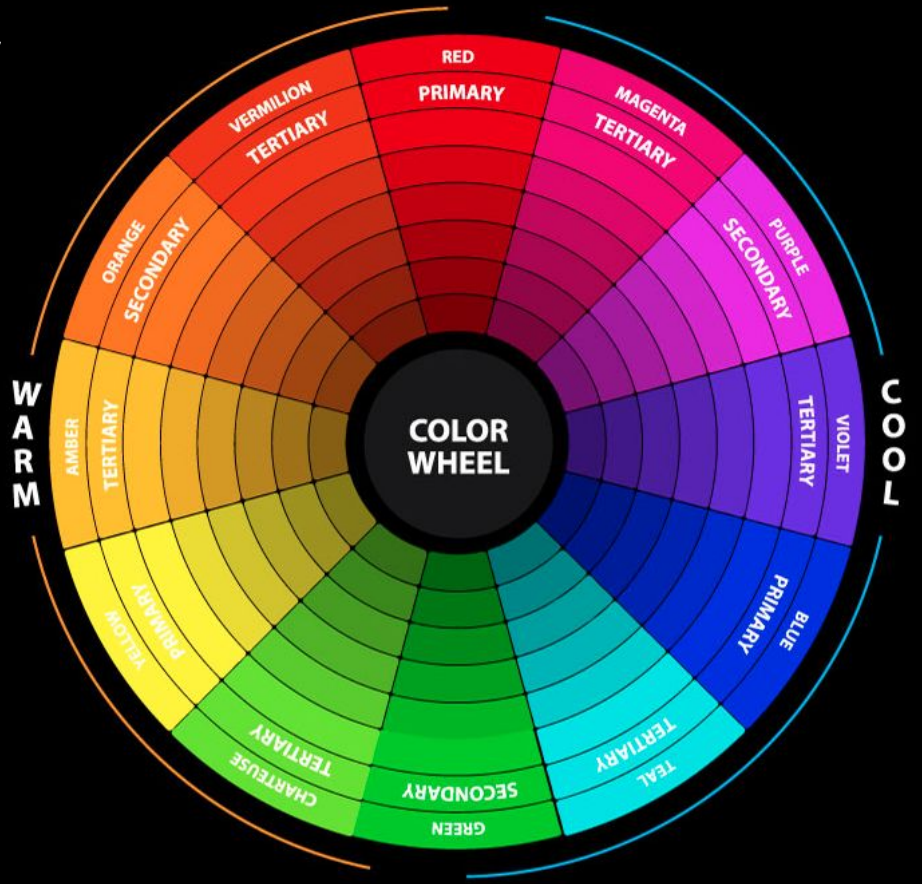
What is Color for you?



What is color?

- Color is the visual perception of different wavelengths of light.
- Our eyes perceive color when light reflects off objects and enters our retinas.
- Colors can evoke emotions, convey messages, and influence our decisions.

Color wheel

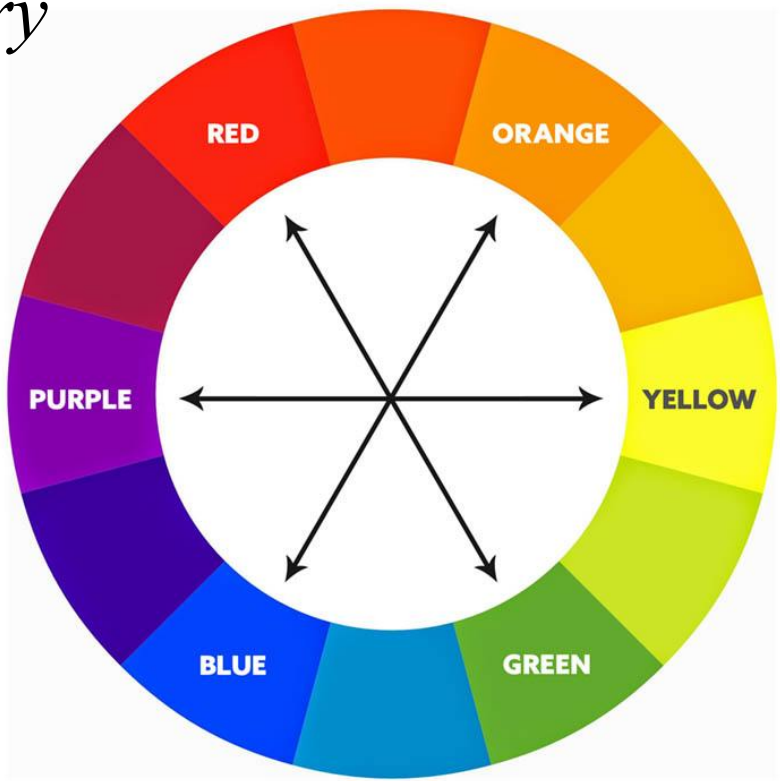

COLOR WHEEL
WARM
COOL
RED
PRIMARY
MAGENTA
TERTIARY
PURPLE
SECONDARY
VIOLET
TERTIARY
BLUE
PRIMARY
TEAL
TERTIARY
GREEN
SECONDARY
CHARTEUSE
TERTIARY
YELLOW
PRIMARY
AMBER
TERTIARY
ORANGE
SECONDARY
VERMILION
TERTIARY

Color wheel

- The color wheel is a visual representation of color relationships.
- It consists of **primary**, **secondary**, and **tertiary colors**.
- **Primary colors:** Red, Blue, Yellow - Cannot be created by mixing other colors.
- **Secondary colors:** Green, Orange, Purple - Created by mixing two primary colors.

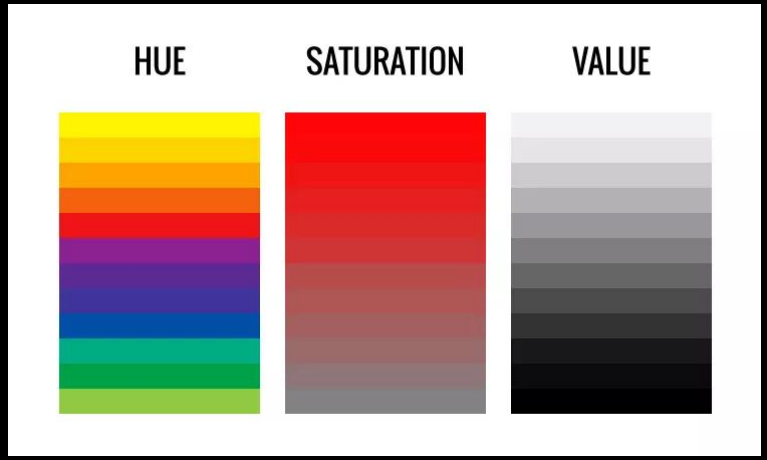
i'm lovin' it
Fanta
BR baskin robbins
hp
CHANEL
crocs
Kodak
NICKELODEON
LEGO
slack
WIKIPEDIA The Free Encyclopedia
adidas
MINI
MOTOR HARLEY-DAVIDSON COMPANY
CNN
TACO BELL
Cadbury
AMERICAN EXPRESS
ANIMAL PLANET
SONY
WWF
BEST BUY
mastercard
NETFLIX
DUNKIN' DONUTS
YAHOO!
Oral-B
LAND ROVER
abc
cotton

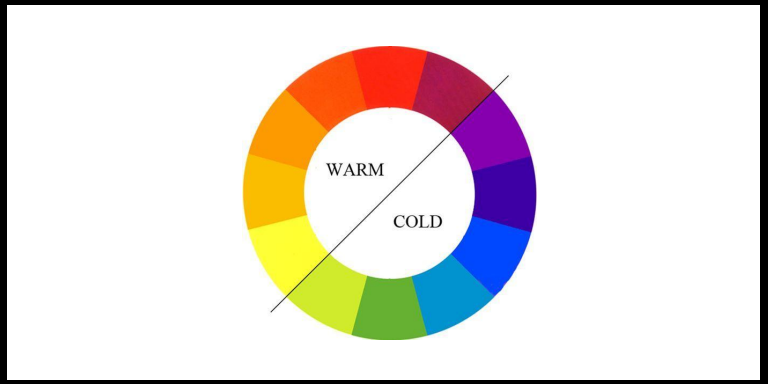
Complementary Colors



Terminology:

- **Hue:** The specific color on the color wheel (e.g., red, blue, green).
- **Value:** The lightness or darkness of a color.
- **Saturation:** The intensity or purity of a color.
- **Warm vs. Cool Colors:** Warm colors (e.g., red, orange) evoke energy, while cool colors (e.g., blue, green) evoke calmness.



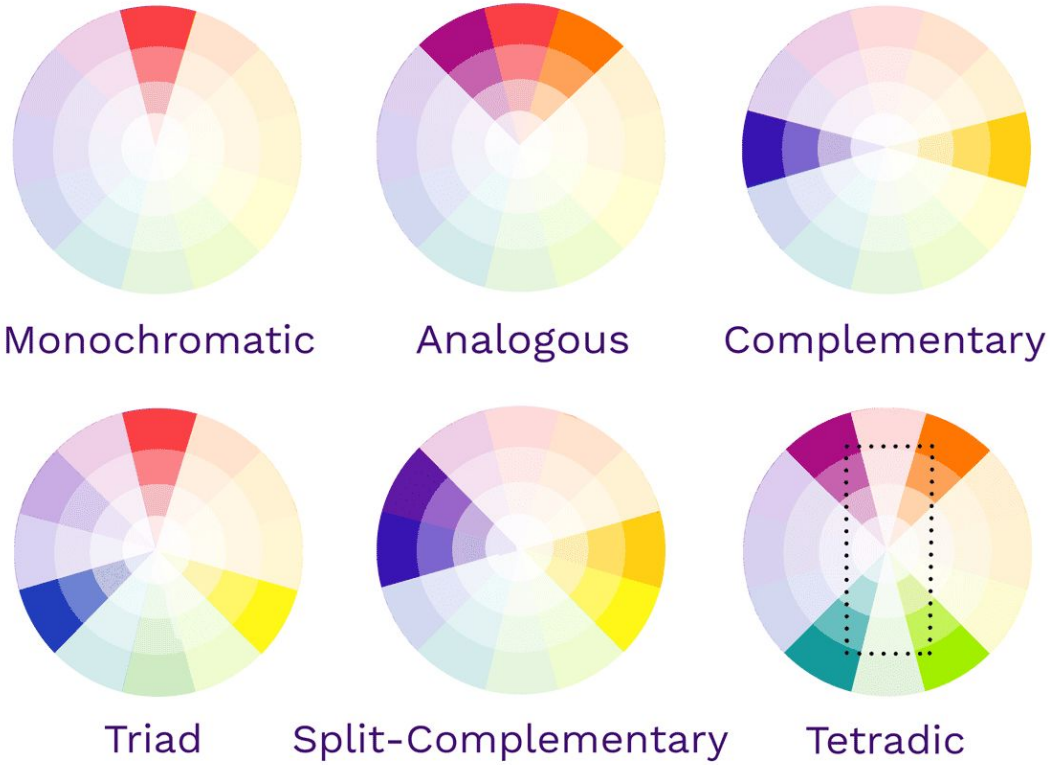


Color Schemes

- **Color schemes are predefined combinations of colors that work well together.**

- Some common color schemes include:
  - **Monochromatic:** Different shades of a single hue.
  - **Analogous:** Colors adjacent to each other on the color wheel.
  - **Complementary:** Colors opposite each other on the color wheel (e.g., red and green).
  - **Triadic:** Three evenly spaced colors on the color wheel.

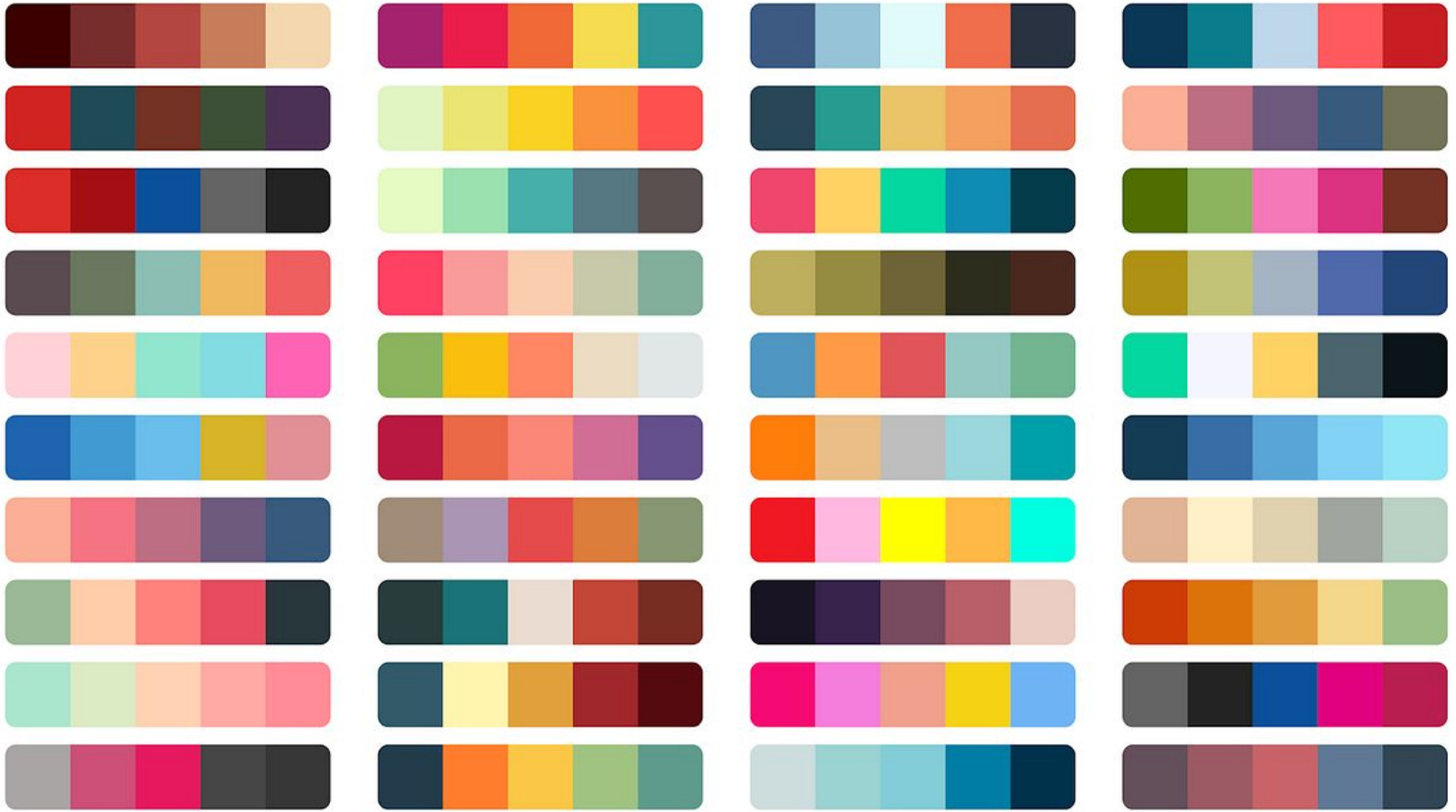
Color Schemes



Color Harmony

- Achieving color harmony is **essential in design.**
- Harmony can be achieved by **balancing colors** in terms of value, saturation, and contrast.
- Strive for harmony to create visually pleasing and balanced designs.

Color Harmony

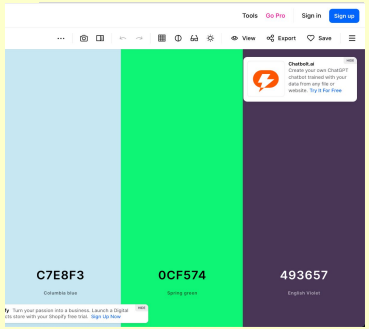


Color resources

randoma11y.com

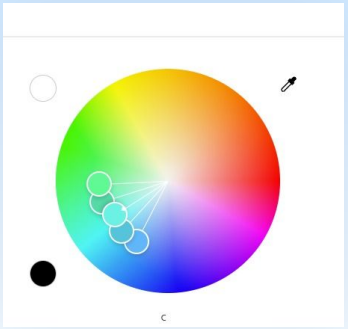
Randoma11y

coolors.co



Coolors

color.adobe.com



Adobe color

Color and Emotions

Red

Red

- Passion
- Energy
- Love
- Anger

Blue

Blue

- Calmness
- Trust
- Sadness
- Communication

Green

Green

- ***Nature***
- ***Growth***
- ***Tranquility***
- ***Fresh***

Yellow

Yellow

- ***Happiness***
- ***Optimism***
- ***Warmth***
- ***Warning!***

Purple

Purple

- ***Royalty***
- ***Creativity***
- ***Mystery***
- ***Prince!***

Black

Black

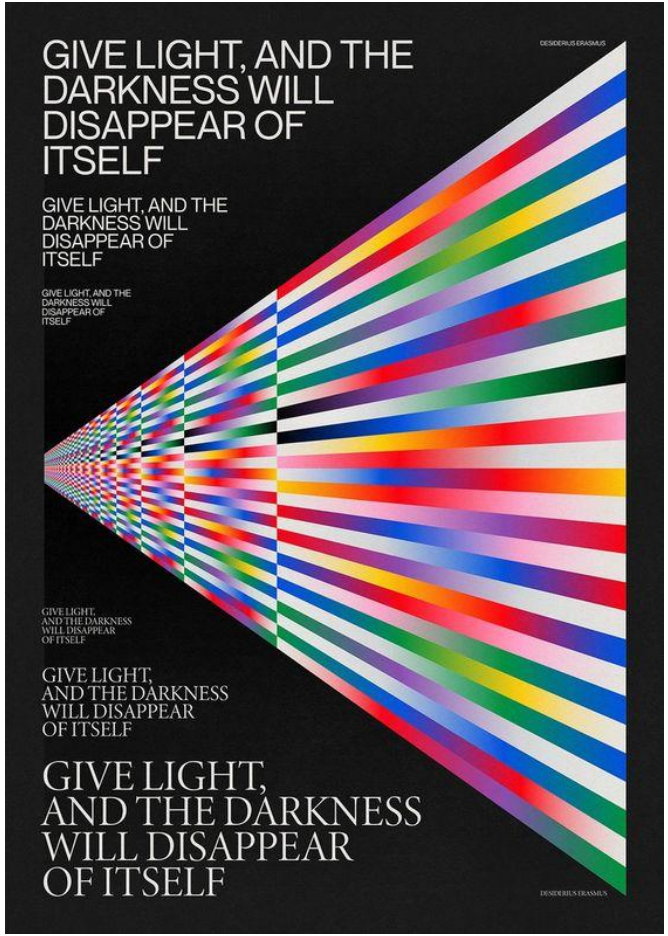
- *Elegance*
- *Power*
- *Mystery*
- *Formality*
- *Prestige*
- *Sophistication*

Red
Excitement
Strength
Love
Energy
Orange
Confidence
Success
Bravery
Sociability
Yellow
Creativity
Happiness
Warmth
Cheer
Green
Nature
Healing
Freshness
Quality
Blue
Trust
Peace
Loyalty
Competence
Pink
Compassion
Sincerity
Sophstication
Sweet
Purple
Royalty
Luxury
Spirituality
Ambition
Brown
Dependable
Rugged
Trustworthy
Simple
Black
Formality
Dramatic
Sophistication
Security
White
Clean
Simplicity
Innocence
Honest

STRELKA
15.11 23:00
WELCOME
HOME
PARTY
АЛЕКСЕЙ
КИСЕЛЕВ

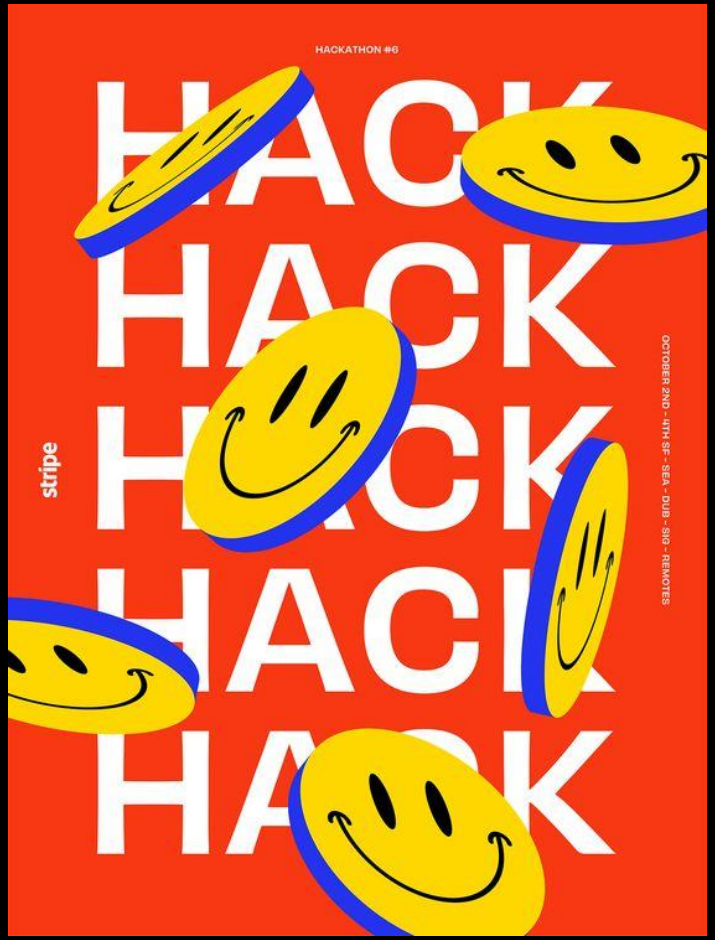
KISELEV
STRELKA
FRIDAY 13TH
RUSSIA
MOSCOW
X
14, BLDG. 5A,
BERSENEVSKAYA EMB.
13.03
23:00
ORANGE

GØØPANG WØRKSHØP
2019 11 09 5pm scd 225-8
(11) CØLØRFUL TØDAY (11)

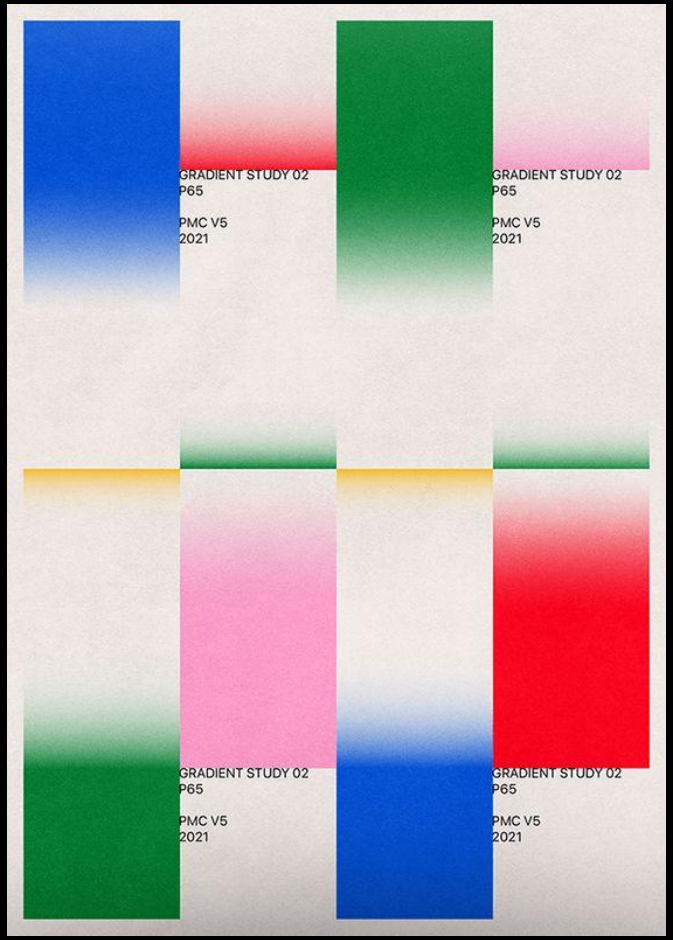

GIVE LIGHT, AND THE DARKNESS WILL DISAPPEAR OF ITSELF
DESIDERIUS ERASMUS
GIVE LIGHT, AND THE DARKNESS WILL DISAPPEAR OF ITSELF
GIVE LIGHT, AND THE DARKNESS WILL DISAPPEAR OF ITSELF
GIVE LIGHT, AND THE DARKNESS WILL DISAPPEAR OF ITSELF
GIVE LIGHT, AND THE DARKNESS WILL DISAPPEAR OF ITSELF
DESIDERIUS ERASMUS

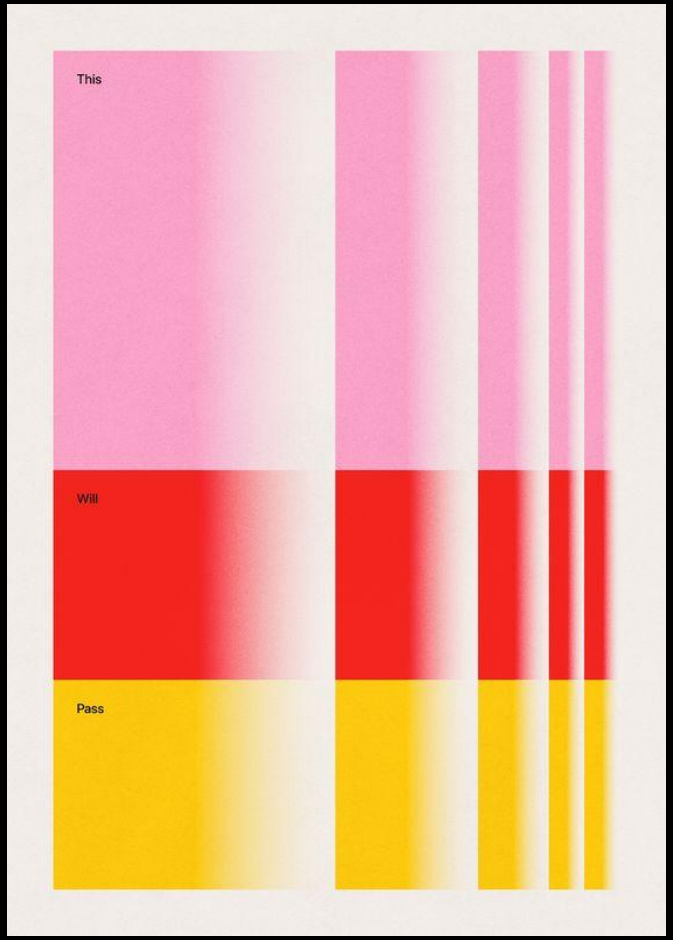
ZA 30 MAART
PARADISO
AMSTERDAM 23:30-05:00
INDIE
POP
DANCE
CLUBNACHT
TICKETS EN INFORMATIE
VIA PARADISO.NL
NO LOADING!

Bloomberg
Businessweek
What if you could solve the energy crisis, the jobs crisis, and the deficit with the flick of a little blue flame?
p66

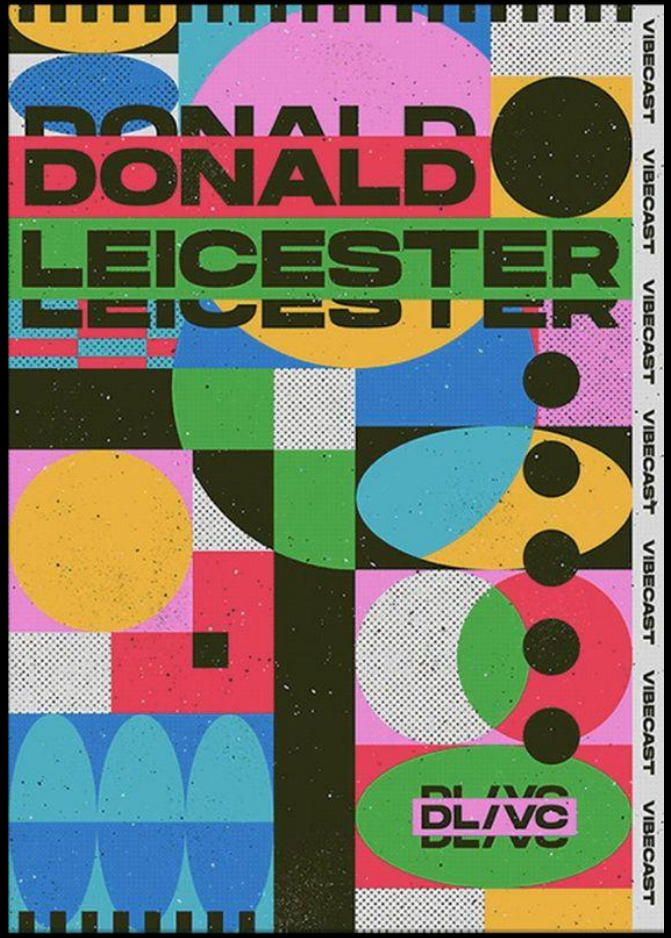

HACKATHON #6
HACK
HACK
HACK
HACK
HACK
stripe
OCTOBER 2ND - 4TH SF - SEA - DUB - SIG - REMOTES

16
02
STRELKA
CHRIS
KONTOS
(GR)
23
.00


GRADIENT STUDY 02
P65
PMC V5
2021
GRADIENT STUDY 02
P65
PMC V5
2021
GRADIENT STUDY 02
P65
PMC V5
2021
GRADIENT STUDY 02
P65
PMC V5
2021


This
Will
Pass

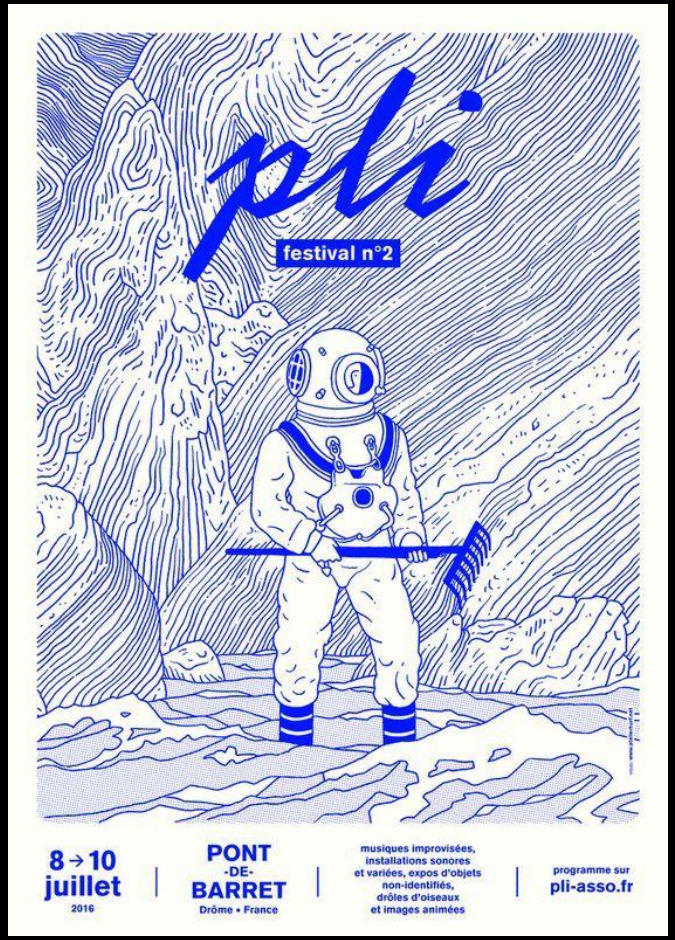
SA
DIEG
DESIGN
WEEK
2020
DESIGN+
ART
COMMUNITY
CRAFT
EDUCATION
ENVIRONMENT
FOOD & DRINK
MUSIC
SPORTS
SUSTAINABILITY
TECHNOLOGY
SEPTEMBER 9-13 | SDDESIGNWEEK.ORG | #SDDESIGNWEEK
Mingei International Museum
intuit

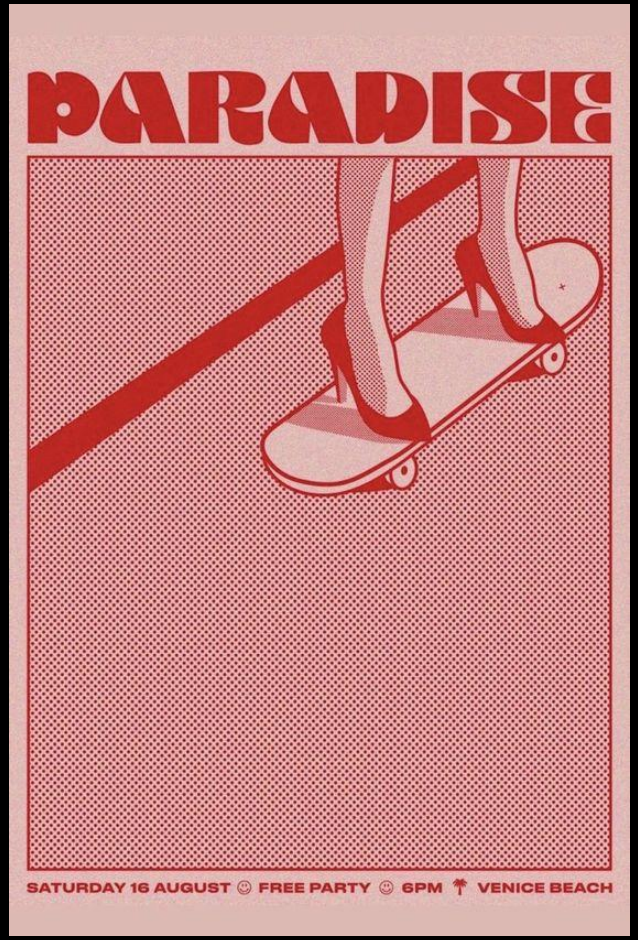

DONALD
LEICESTER
DL/VC
VIBECAST

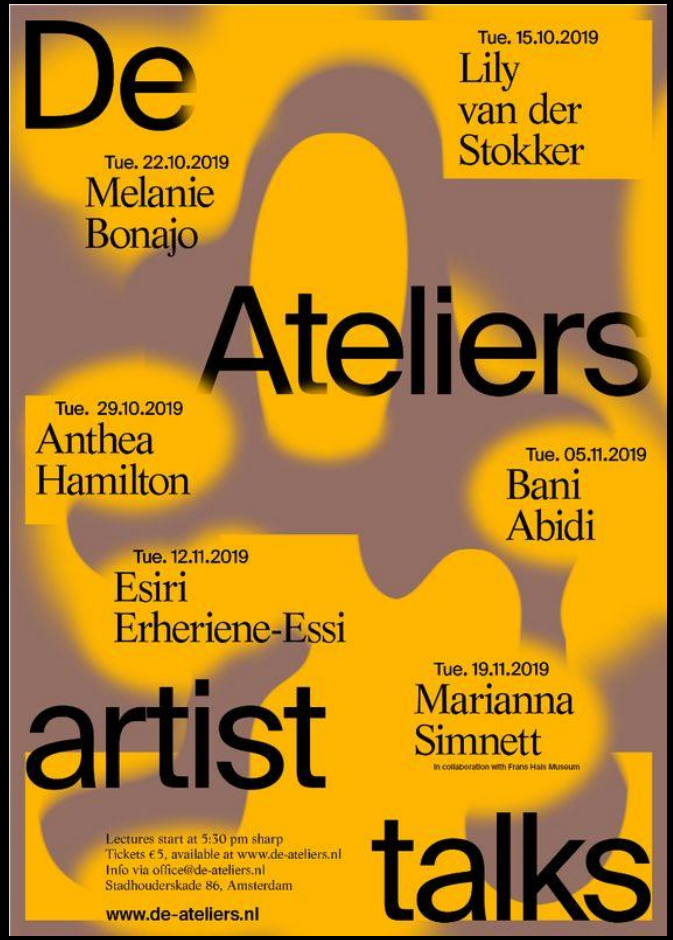
SUN RA
ARKESTRA
LIVE
MARK SCHEDRIN
KIRILL IVANOV
22:00
MAY 25
JAMESON
IRISH WHISKEY
ST-
RELKA
SUMMER
OPENING 2018

hypotenuse.ru
01 — 02
03 — 04
05 — 06
07 — 08
09 — 10
2k19

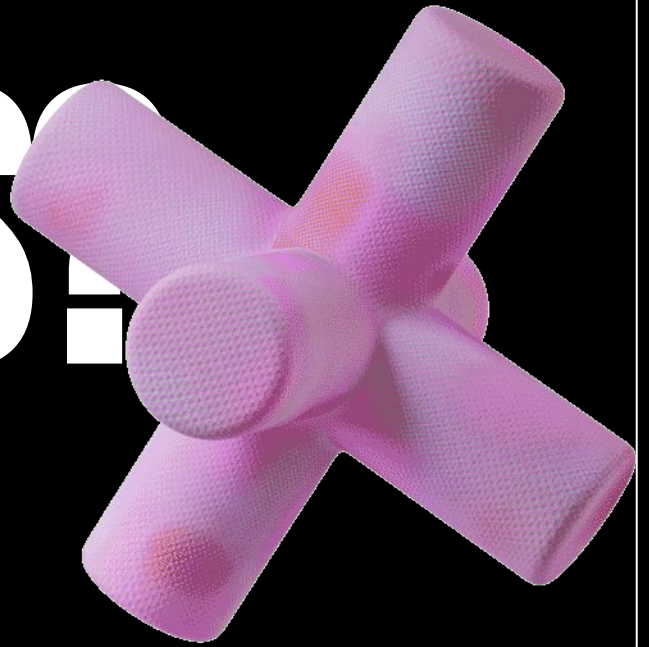
DECEMBER 12月 2017.
RESERVOIR
ITW
REST & TINYTHINGS
BREWING COFFEE / WISKY
COLD BREW,EINSPäNNER, A COUPLE OF TEA
저수지 貯水池
&
STICKERS, GRAPHIC POSTER,
SOME GOODS
휴식&타이니띵스 休む&小さなもの
休息時間&小东西
BREWING COFFEE / WISKY
COLD BREW, EINSPäNNER, A COUPLE OF TEA
&
STICKERS, GRAPHIC POSTER,
SOME GOODS
R


pli
festival n°2
8→10
juillet
2016
PONT
-DE-
BARRET
Drôme • France
musiques improvisées,
installations sonores
et variées, expos d'objets
non-identifiés,
drôles d'oiseaux
et images animées
programme sur
pli-asso.fr


PARADISE
SATURDAY 16 AUGUST ☺ FREE PARTY ☺ 6PM 🌴 VENICE BEACH


De
Ateliers
artist
talks
Tue. 15.10.2019
Lily van der Stokker
Tue. 22.10.2019
Melanie Bonajo
Tue. 29.10.2019
Anthea Hamilton
Tue. 05.11.2019
Bani Abidi
Tue. 12.11.2019
Esiri Erheriene-Essi
Tue. 19.11.2019
Marianna Simnett
In collaboration with Frans Hals Museum
Lectures start at 5:30 pm sharp
Tickets € 5, available at www.de-ateliers.nl
Info via office@de-ateliers.nl
Stadhouderskade 86, Amsterdam
www.de-ateliers.nl

ANY QUESTIONS?



LAST TIME:

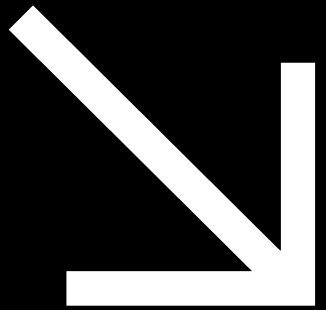
Design your poster!

With the feedback you got in class, take your sketches to the next level and start adding: colors, typefaces, image-making (your style!) try as many iterations as possible and bring your designs for next class (digitally only)

Continue with:

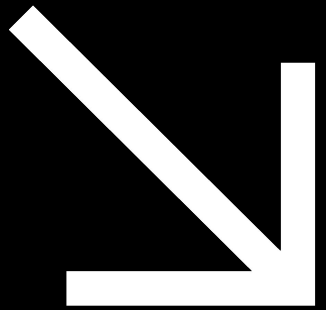
1. **Sketches to Design**
2. **Move to a software (illustrator, figma, photoshop, etc)**
3. **Create as many options as possible and present in class for feedback next class.**

Present next class for feedback



Homework Review

Your Homework for NEXT WEEK!



Homework:

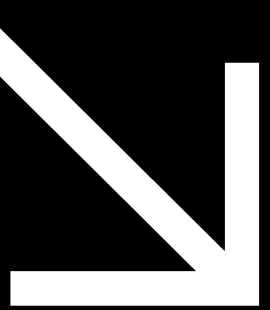
Finalize your poster!

With the feedback you got in class, Finalize your posters, make ‘em WOW!
Remember: focal point, composition, typography, colors, minimalistic and artistic directions.

Continue with:

1. **Finalize Design**
2. **Size: 50 x 70 cm (EU) = 18 x 24 Inches (US)**
3. **The WOW factor**

Present next class for feedback



1 **Research** & Discovery

2 **Ideation** & **Brainstorming**

3 **Concept** Development

4 **Prototyping** & **Wireframing**

5 **Design** Development

6 User **Testing** & **Feedback**

7 **Refinement**

8 **Finalization**

9 **Presentation** & **Communication**

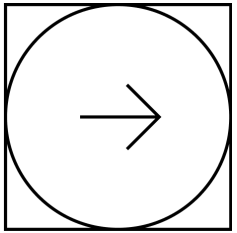
10 **Delivery**, **Implementation** & **Evaluation**

Next Week:

Color Management Across Devices. Capturing & Editing Digital Images

Good Resources

1. Colors
2. Typography
3. Imagery
4. Inspiration

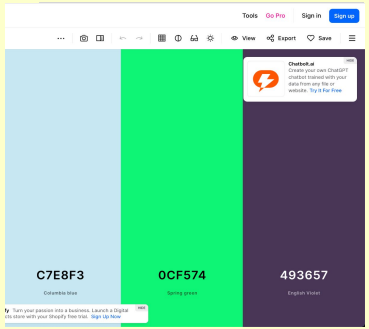


Color resources

randoma11y.com

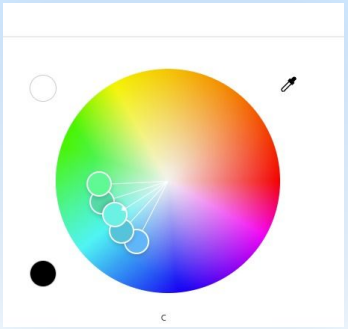
Randoma11y

coolors.co



Coolors

color.adobe.com



Adobe color

Typography resources

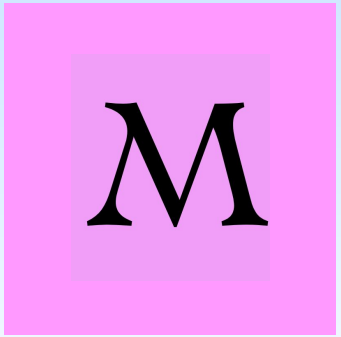
freefaces.gallery

FreeFaces

fonts.google.com

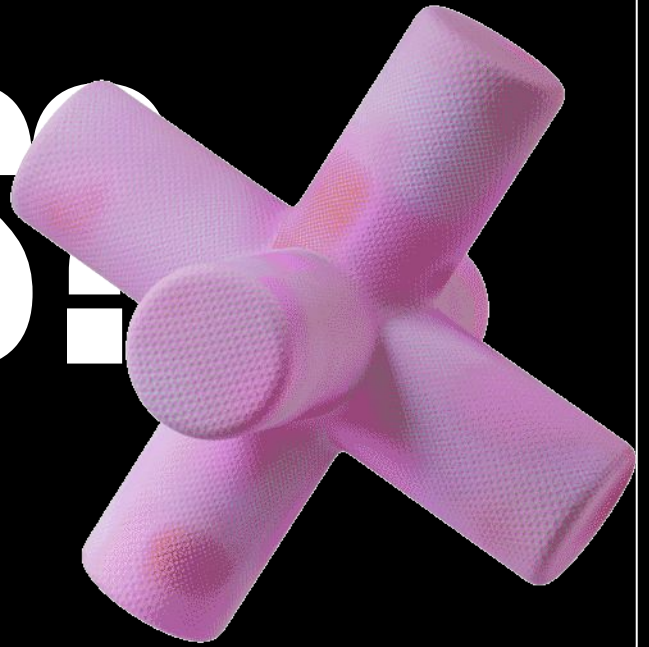
Google Fonts

velvetyne.fr



Velvetyne

ANY QUESTIONS?



THANK YOU!