

*Class #5*

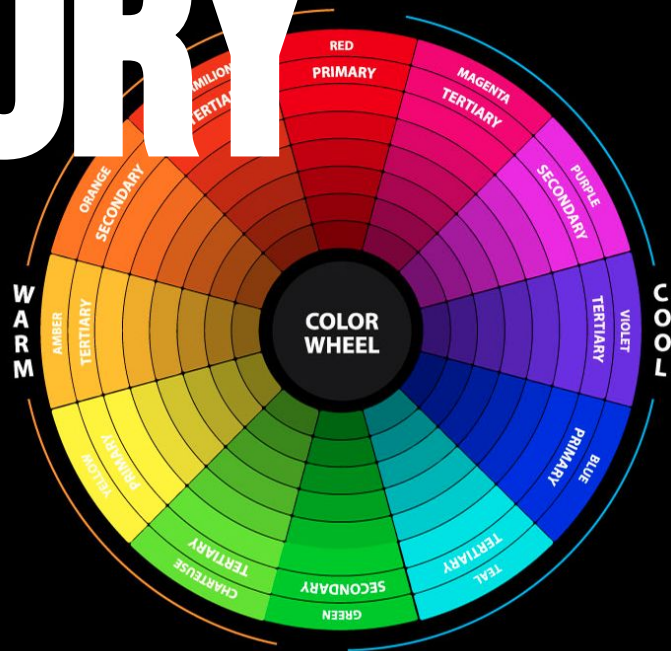
# DIGITAL MEDIA FOUNDATIONS



*Class #5*

# COLOR THEORY

# BASICS



# Today's agenda

**Color Theory**

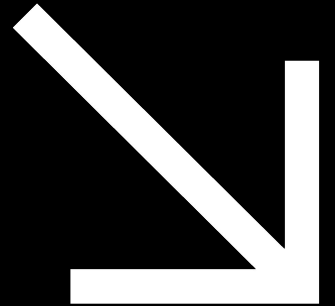
**Homework Reviews**

**Homework: Design Assignment: Poster  
Design - Finalize design**



*Let's Discuss:*

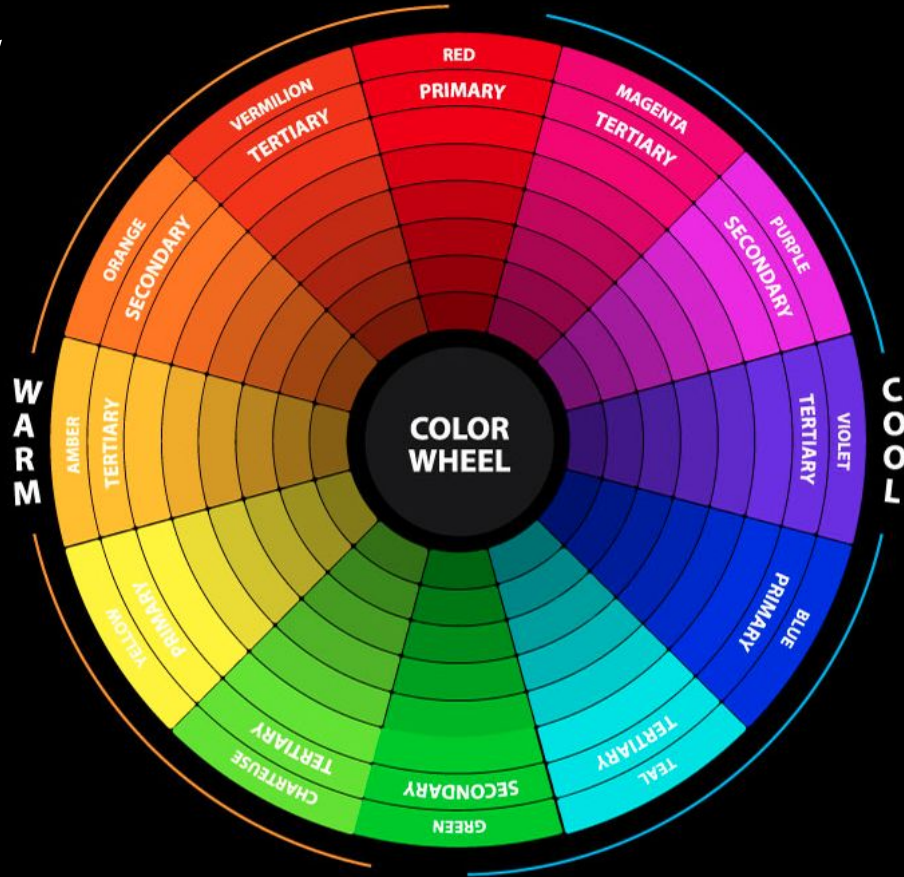
**What is Color for you?**



# *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.

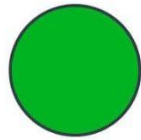
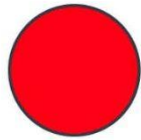
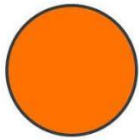
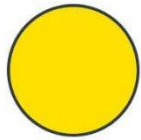
# Color wheel



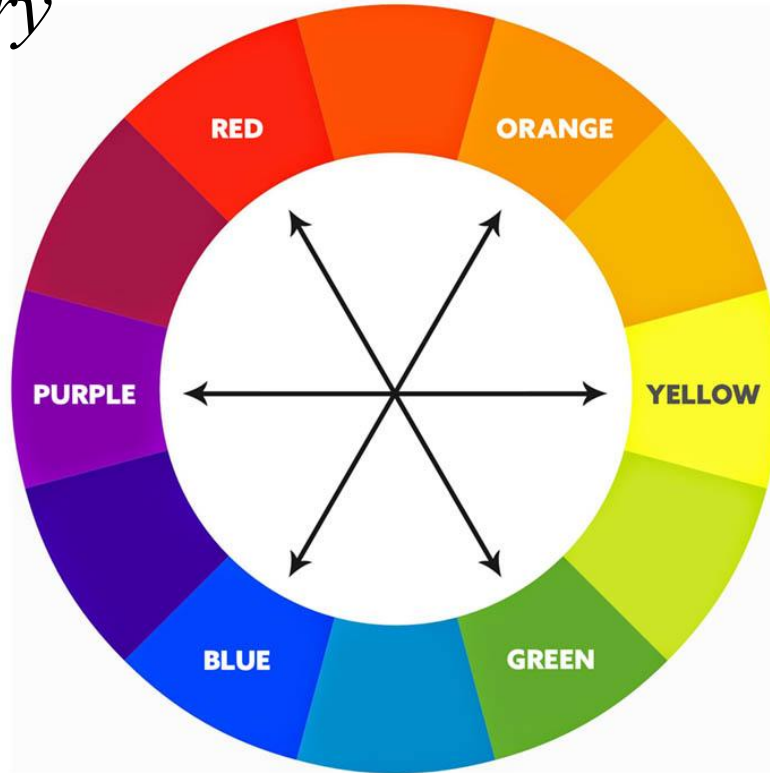
# *Color wheel*

- 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.



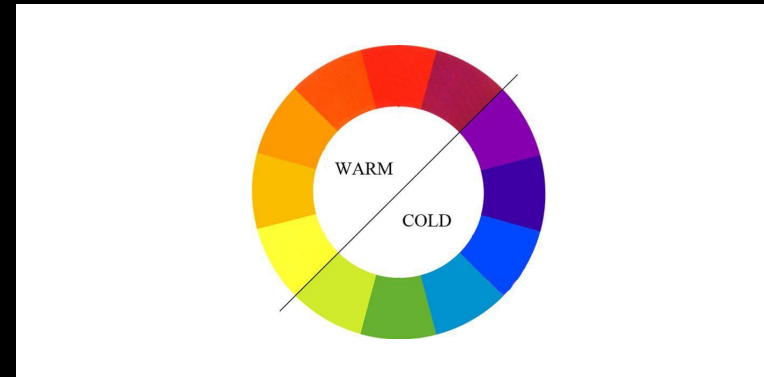
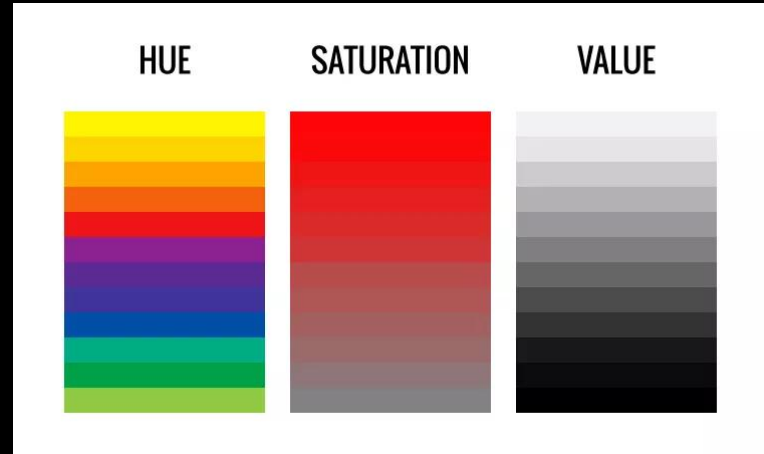


# *Complementary Colors*



# Terminology:

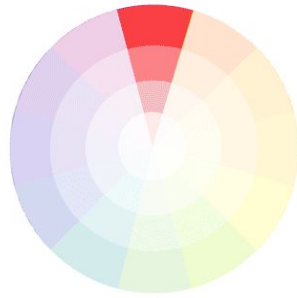
- **Hue:** The specific color on the color wheel (e.g., red, blue, green).
- **Value:** The lightness or darkness of a color.
- **Saturation:** The intensity or purity of a color.
- **Warm vs. Cool Colors:** Warm colors (e.g., red, orange) evoke energy, while cool colors (e.g., blue, green) evoke calmness.



# *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.

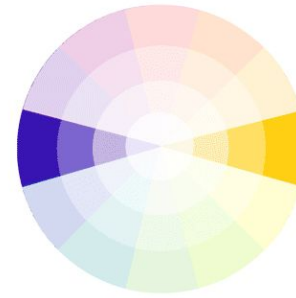
# *Color Schemes*



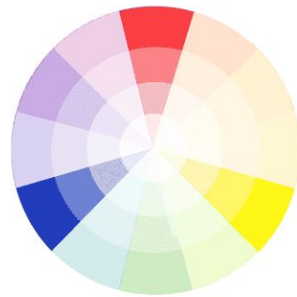
Monochromatic



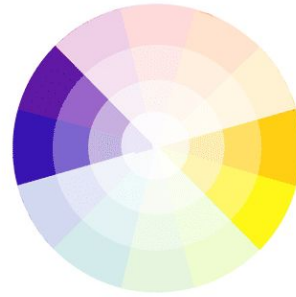
Analogous



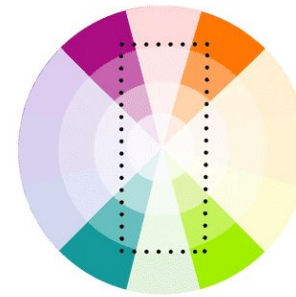
Complementary



Triad



Split-Complementary

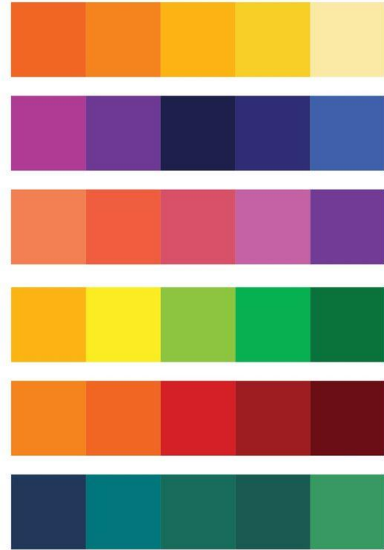


Tetradic

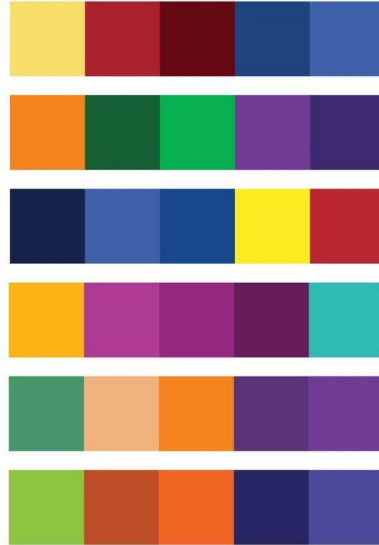
# *Color Harmony*

- 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.

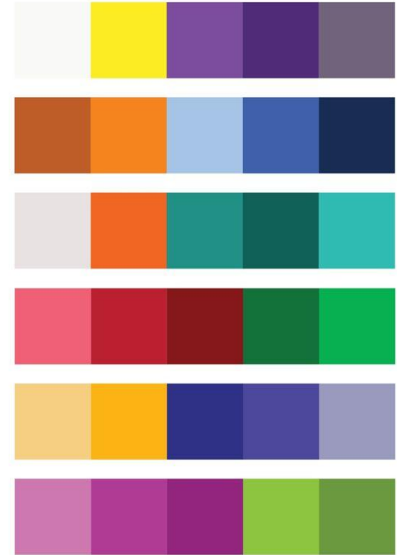
## **ANALOGOUS COLOR COMBINATIONS**



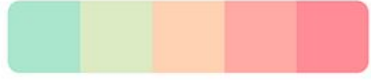
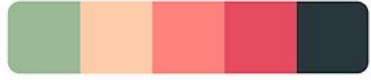
## **TRIADIC COLOR COMBINATIONS**



## **COMPLEMENTARY COLOR COMBINATIONS**



# *Color Harmony*





# Color resources

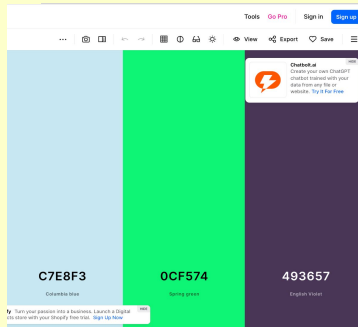
randoma11y.com



↳ Randoma11y



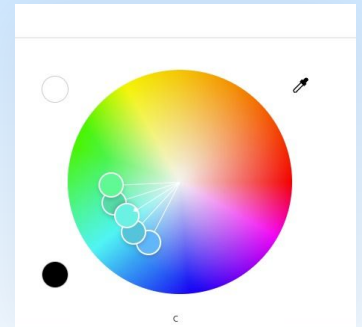
colors.co



↳ Colors



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  
Sophistication  
Sweet

## Purple

Royalty  
Luxury  
Spirituality  
Ambition

## Brown

Dependable  
Rugged  
Trustworthy  
Simple

## Black

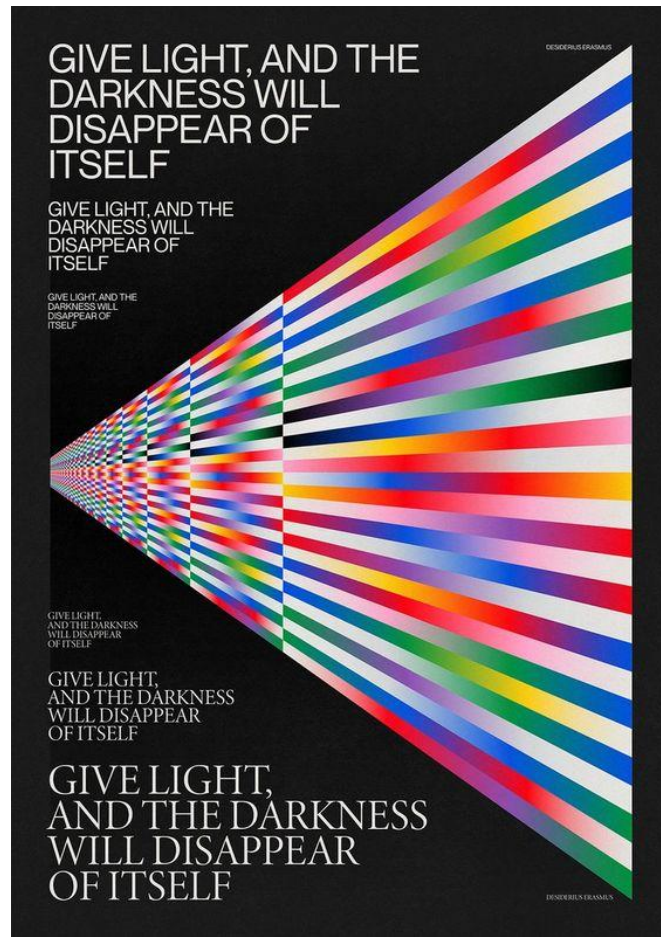
Formality  
Dramatic  
Sophistication  
Security

## White

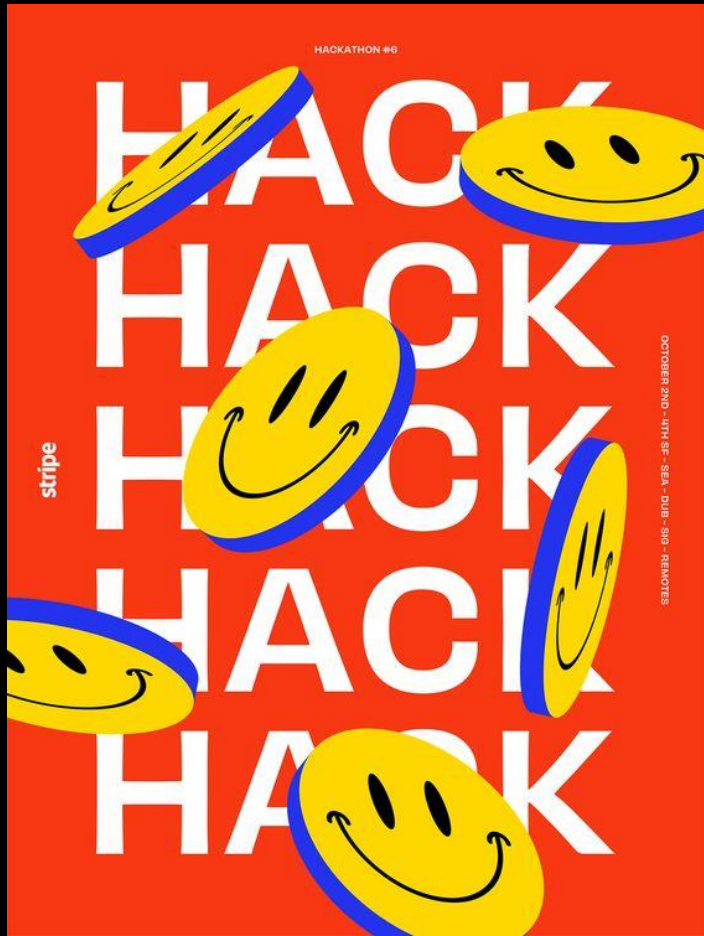
Clean  
Simplicity  
Innocence  
Honest

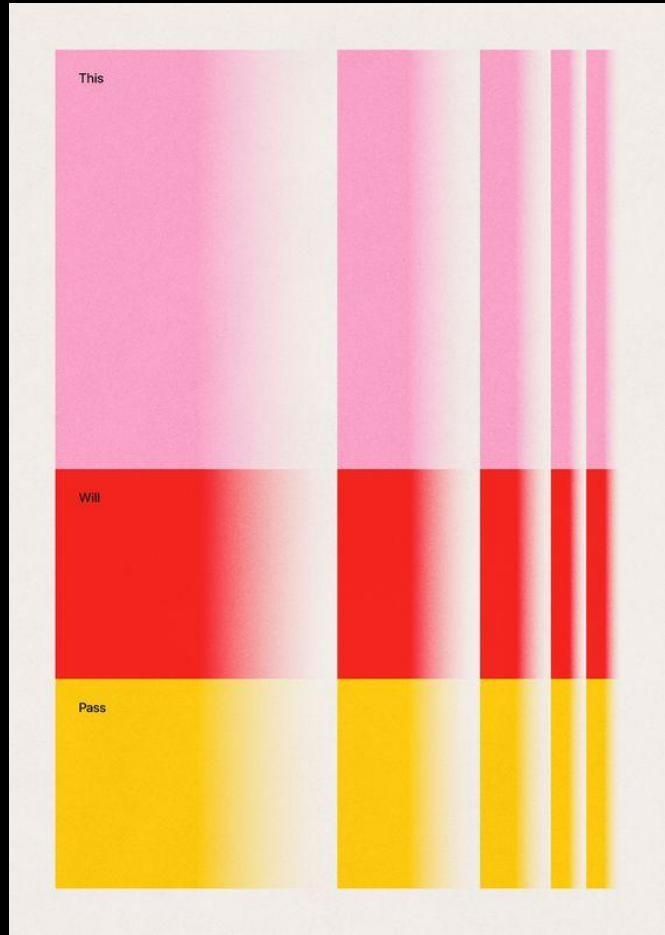
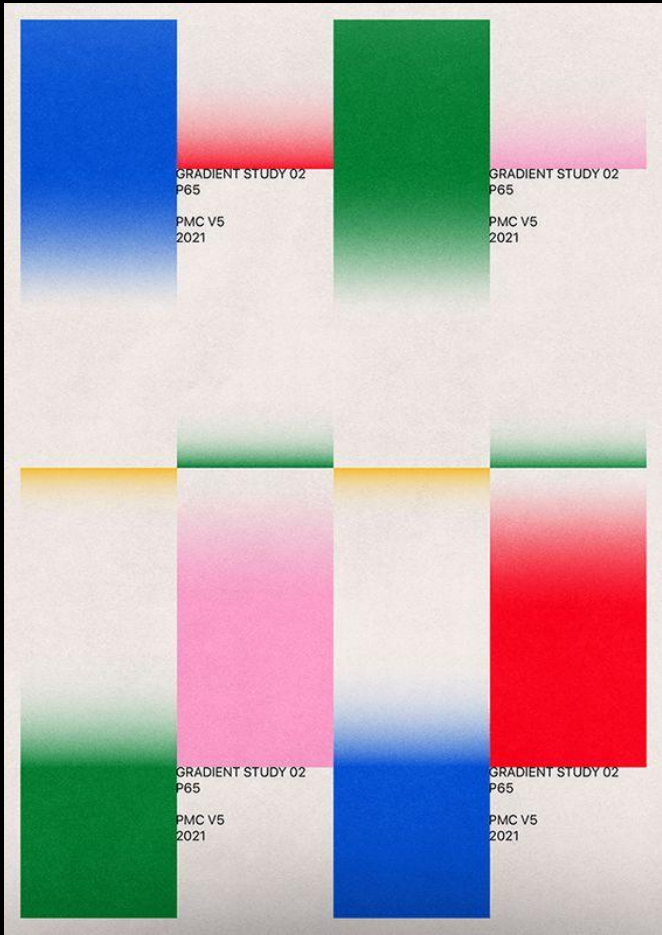












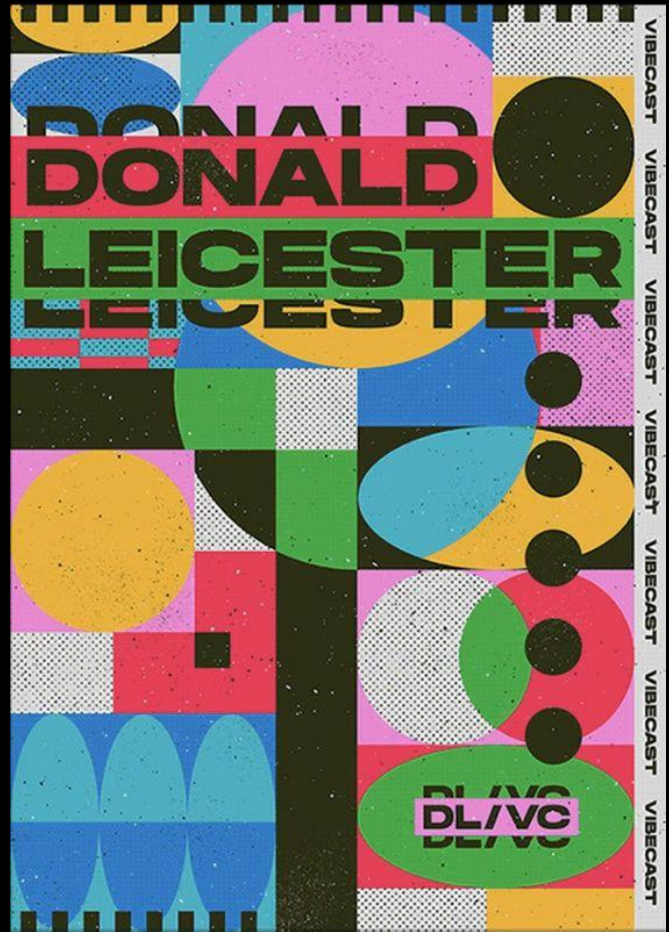
# SAN DIEGO DESIGN WEEK 2020

DESIGN+  
ART  
COMMUNITY  
CRAFT  
EDUCATION  
ENVIRONMENT  
FOOD & DRINK  
MUSIC  
SPORTS  
SUSTAINABILITY  
TECHNOLOGY

SEPTEMBER 9-13 | [SDDSIGNWEEK.ORG](http://SDDSIGNWEEK.ORG) | [#SDDSIGNWEEK](https://twitter.com/SDDSIGNWEEK)

Mingei  
International  
Museum

intuit



VIBECAST  
VIBECAST  
VIBECAST  
VIBECAST  
VIBECAST  
VIBECAST  
VIBECAST  
VIBECAST  
VIBECAST  
VIBECAST

DL/VC  
DL/VC

SUN RA

ARKESTRA

LIVE

22:00

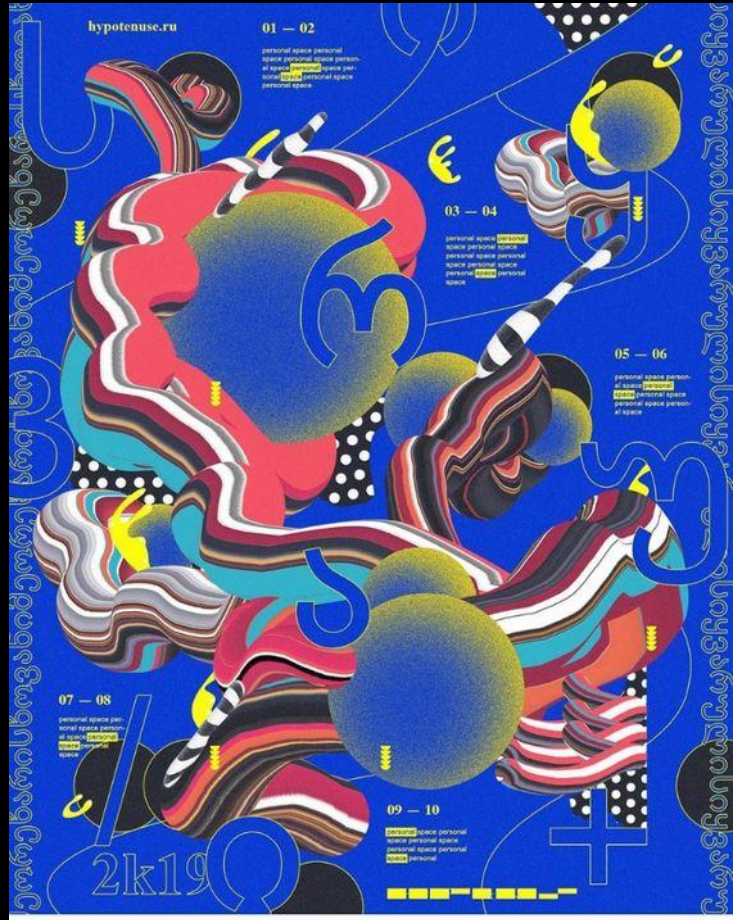
MAY 25

JAMESON  
IRISH WHISKEY



ST-  
RELKA  
SUMMER  
OPENING 2018

KIRILL  
IVANOV  
MARK  
SCHEDRIN



DECEMBER. <sup>12月</sup> 2017.

RESERVOIR  
ITW

REST & TINYTHINGS

BREWING COFFEE / WISKY  
COLD BREW, EINSPIÄNNER, A COUPLE OF TEA

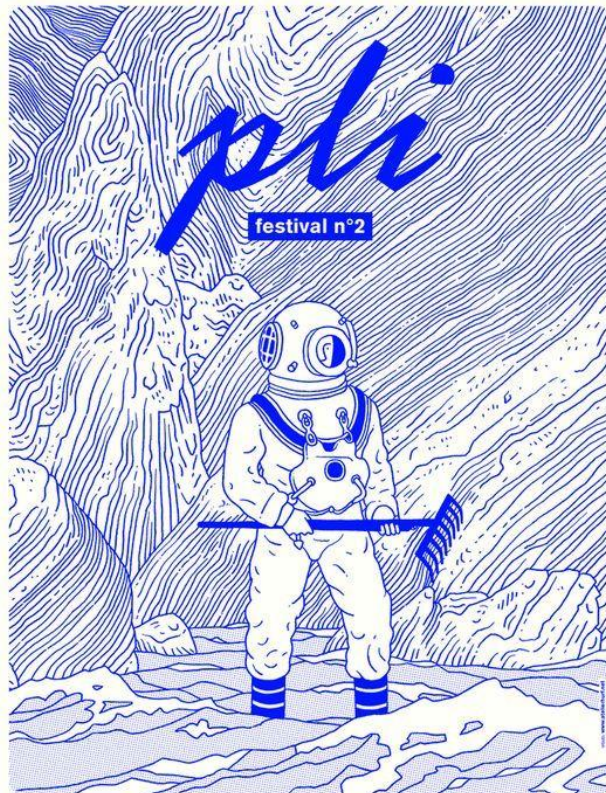
저수지 貯水池

&  
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, EINSPIÄNNER, A COUPLE OF TEA

&  
STICKERS, GRAPHIC POSTER,  
SOME GOODS



pli  
festival n°2

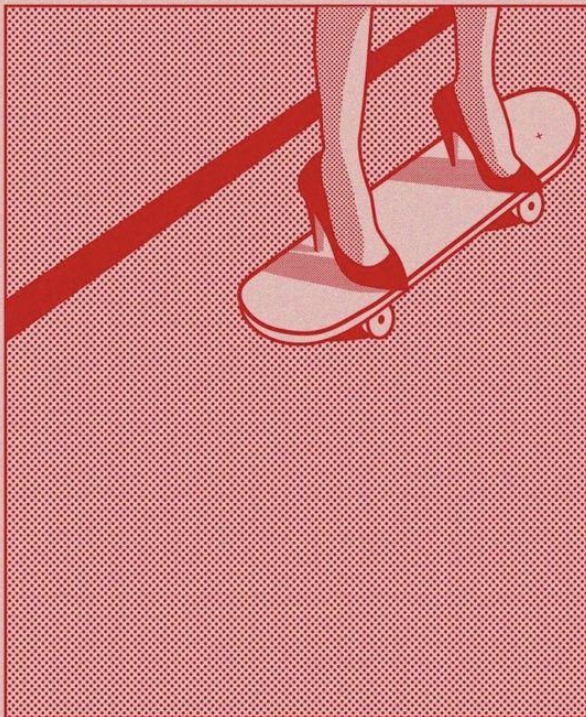
8 → 10  
juillet  
2016

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](http://pli-asso.fr)

# PARADISE



SATURDAY 16 AUGUST © FREE PARTY © 6PM ↑ VENICE BEACH

# De

Tue. 22.10.2019  
Melanie  
Bonajo

Tue. 15.10.2019  
Lily  
van der  
Stokker

# Ateliers

Tue. 29.10.2019  
Anthea  
Hamilton

Tue. 05.11.2019  
Bani  
Abidi

Tue. 12.11.2019  
Esiri  
Erheriene-Essi

# artist

Tue. 19.11.2019  
Marianna  
Simmnett

in collaboration with Frans Hals Museum

Lectures start at 5:30 pm sharp  
Tickets € 5, available at [www.de-ateliers.nl](http://www.de-ateliers.nl)  
Info via [office@de-ateliers.nl](mailto:office@de-ateliers.nl)  
Stadhouderskade 86, Amsterdam

[www.de-ateliers.nl](http://www.de-ateliers.nl)

# talks



**ANY  
QUESTIONS?**



*LAST TIME:*

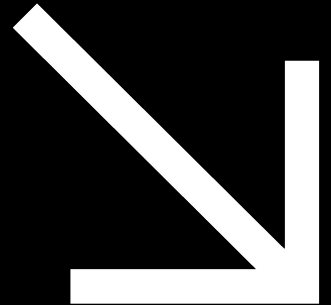
# Design your poster!

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.**

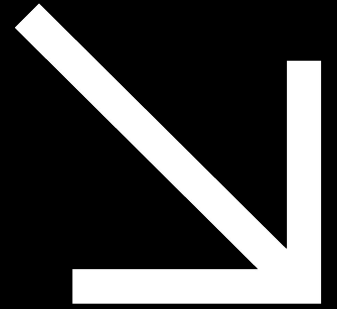
*Present next class for feedback*



# Homework Review



# Your Homework for **NEXT WEEK!**



*Homework:*

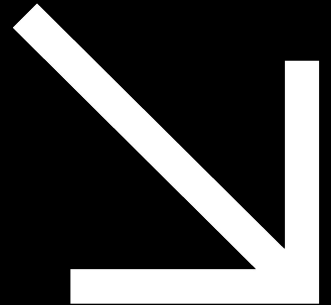
# Finalize your poster!

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**

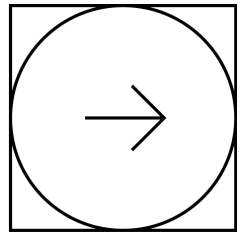
**10** **Delivery, Implementation & Evaluation**

*Next Week:*

**Color Management  
Across Devices.  
Capturing & Editing  
Digital Images**

# Good Resources

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





# Color resources

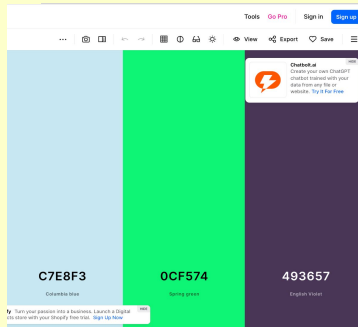
randoma11y.com



↳ Randoma11y



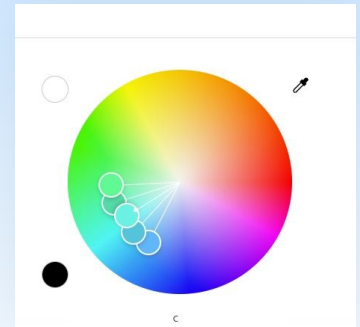
colors.co



↳ Colors



color.adobe.com



↳ Adobe color



# Typography resources

freefaces.gallery



FreeFaces



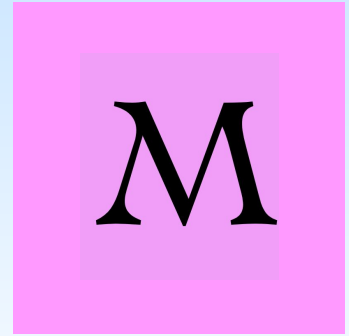
fonts.google.com



Google Fonts



velvetyne.fr



Velvetyne



**ANY  
QUESTIONS?**



**THANK  
YOU!**

