

Intro

Color theory is the collection of rules and guidelines which designers and artists use to communicate meanings and emotions with their audience through different color schemes. A good color scheme should compliment each color used, and feel well balanced.

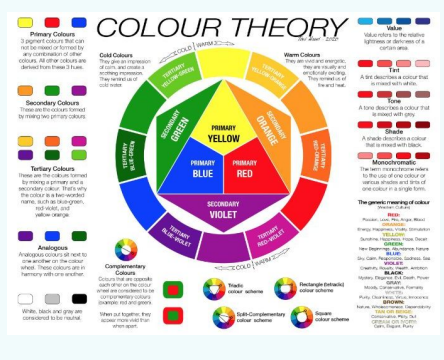
The Color Wheel

In order to create such a color scheme, designers and artists use a color wheel. A Color wheel enables us to refer to extensive collected knowledge about how colors look when mixed, adjusted, etc. It also shows us what each color may mean as an emotion, or what kind of image it may portray in the viewers head.

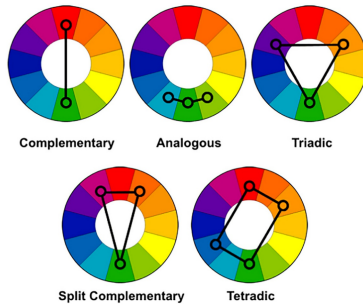
Warm VS Cool

Aggressive (Warm) Colors	They are usually vivid and energetic, also normally emotionally exciting.
Receding (Cool) Colors	They give us an impression of calm, and create a soothing feeling. They remind us of cold water.

Color Wheel



Color Schemes



Color Categories

Primary Colors	Cannot be mixed from any other colors (red, yellow, blue)
Secondary Colors	Two primary colors mixed together (orange, green, violet)
Tertiary Colors	One primary and one secondary color mixed together (Warm: reds, oranges, yellows) (Cool: greens, blues, violets)
Neutral	(Black, gray, white)
Analogous	Colors that sit next to one another on the color wheel. These colors are harmonious. (E.g. purple, blue, green)

Definitions

Hue	Another name for color
Tint	Color + White
Tone	Color + Gray
Shade	Color + Black
Key Color	Dominant color in a color scheme or mixture
Neutral Gray	Combination of black and white
Intensity or Chroma	The brightness or dullness of a color
Value	The lightness or darkness of a color