

### 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.

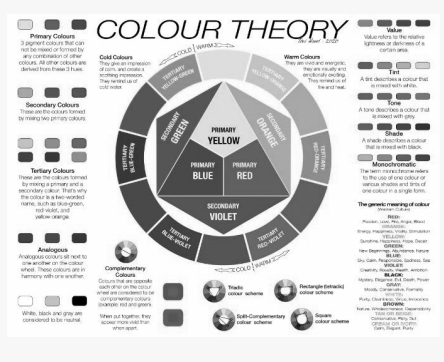
### The Color Wheel

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.

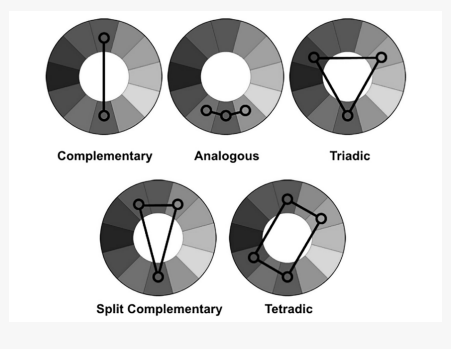
### Warm VS Cool

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



### Color Schemes



### Color Categories

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

### Definitions

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



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