**Color Theory Study Guide**

**Vocabulary**

**Hue** – a color or shade. (i.e. green, blue, red, yellow)

**Saturation** – The degree of purity of a hue. (the amount of color)

**Chroma** – How pure a hue is in relation to gray. (quality of color – combines hue & saturation)

**Intensity** – The brightness or dullness of a hue

**Luminance/Value** – A measure of the amount of light reflected from a hue.

**Shade** – A hue produced by the addition of black.

**Tint** – A hue produced by the addition of white.

**Additive Color – Computer Screens**

Created with Light
Start with Black
Add Color
RGB
R+G+B=White

**Subtractive Color – Printed Images**

Created with Ink
Subtraction of Light
Start with White
Add Color
CMYK
C+M+Y=K (Black)

**Color Types**

Primary
Secondary
Tertiary
Complementary
Analogous

http://thevirtualinstructor.com/interactivecolorwheel.html
**Color Relationships or Schemes**

**Mono-chromatic** – One color (hue), different values (shades and tints).

**Complementary** – opposite on the color wheel. Produce a dynamic, exciting pattern.

**Analogous** – Same color family. Adjacent on the color wheel. Hues may vary in value. Hues (colors) vary slightly from one another.

**Triadic** – Colors that are equally spaced on the color wheel.

**Communicating with Color**

**Red** – Intense, fire and blood, energy, war, danger, love, passionate, strong

**Violet** – Royalty, Power, Nobility, Wealth, Ambition, Dignified, Mysterious

**Blue** – Sky, sea, depth, stability, trust, masculine, tranquil

**Yellow** – Sunshine, Joy, Cheerfulness, Intellect, Energy, Attention-Getter

**Green** – Nature, Growth, fertility, freshness, healing, safety, money.

**Designing with Color**

Repetition

Variety

Emphasis

Balance

Symmetry/Asymmetry

Color and Space (fading intensity & value)

Rhythm & Movement