

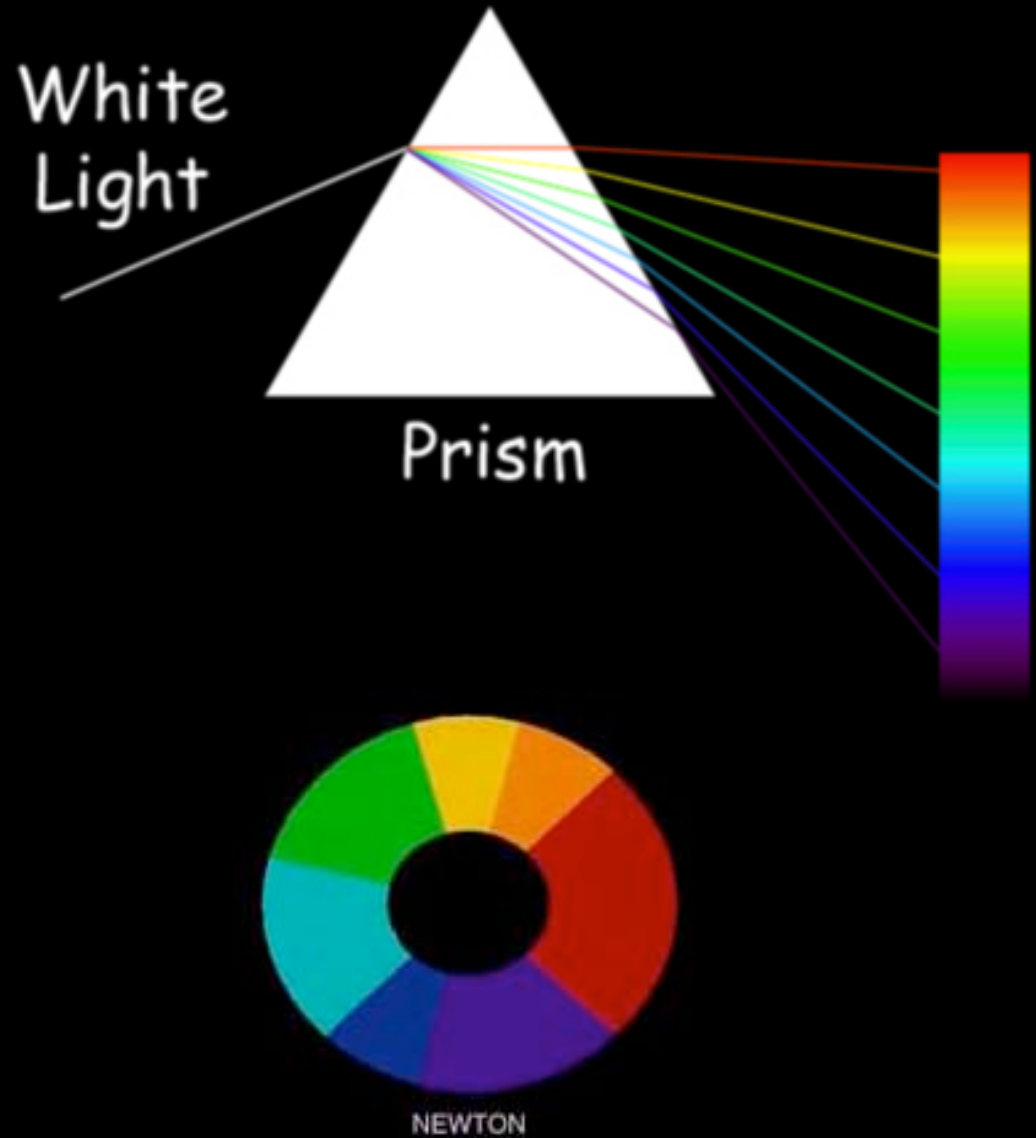
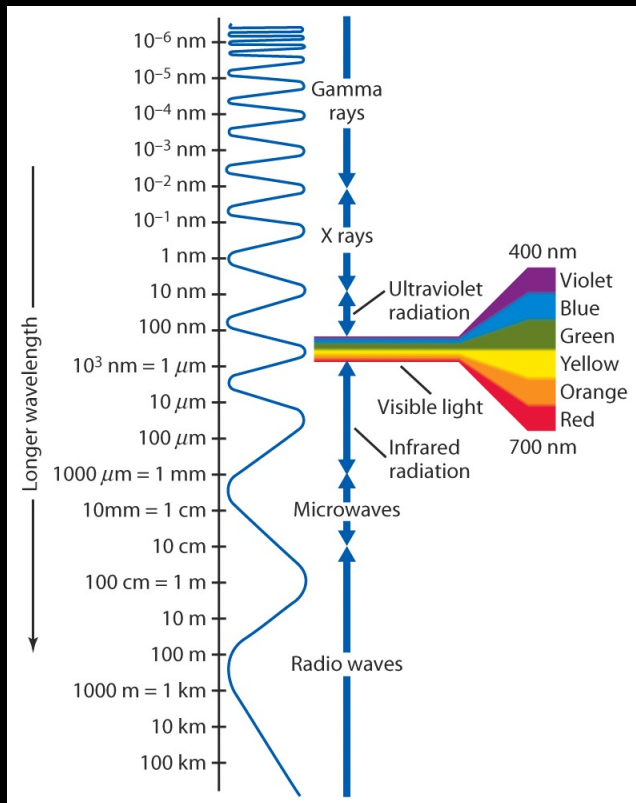
# Elements of Design: Intro to Color

Claudia Ferreira Jacques de Moraes Cardoso

2D Design – Art 112

# Color

## Property of Light

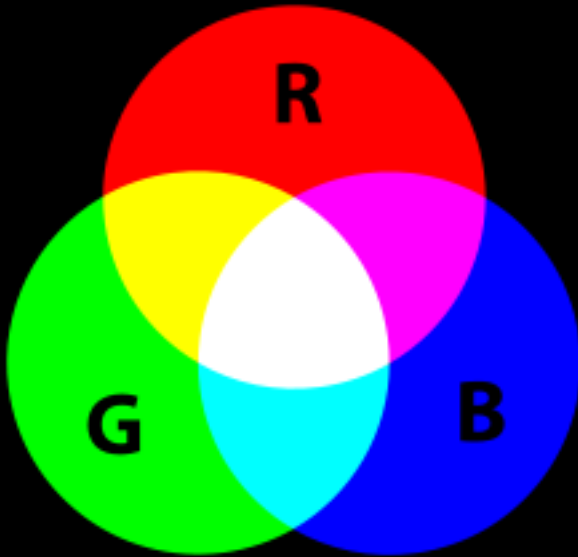


# Color Source

Origin: **Light**

**Additive** System

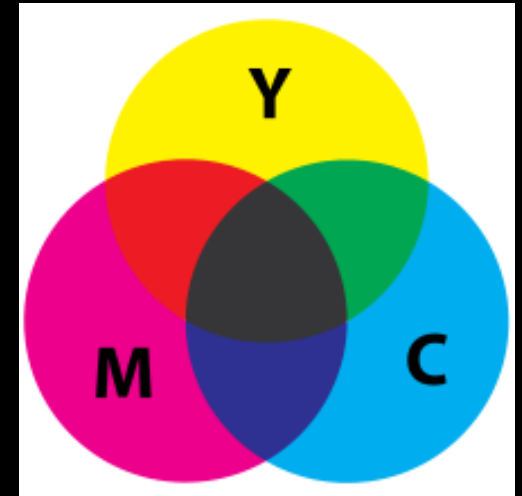
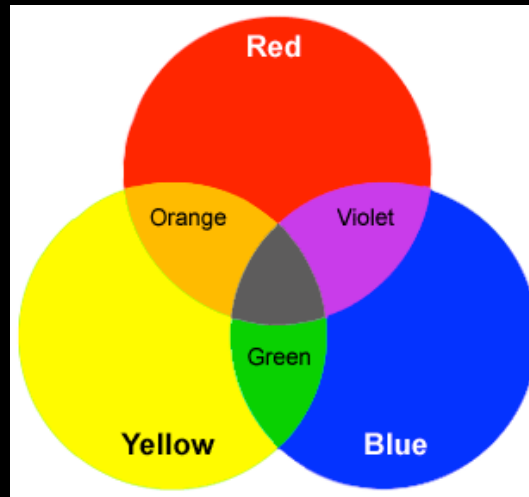
Model: **RGB**



Origin: **Pigments + Dyes + Paints**

**Subtractive** System

Model: **RYB | CMYK**

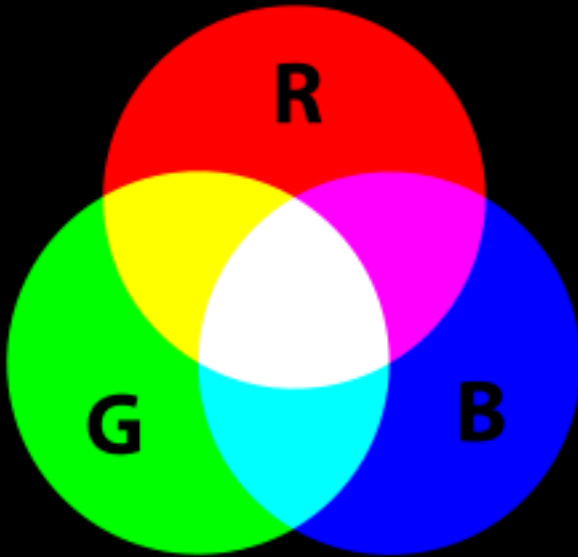


# Color Source

Origin: **Light**

**Additive** System

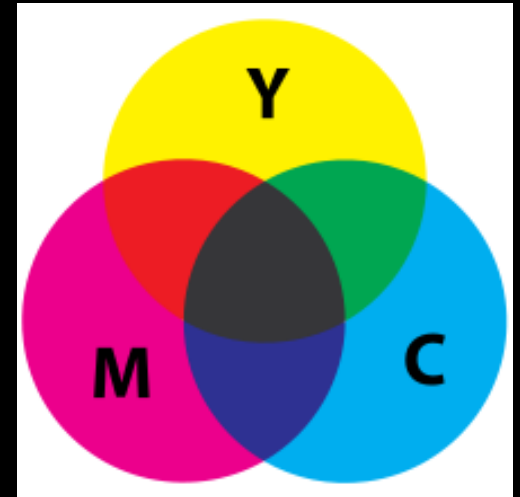
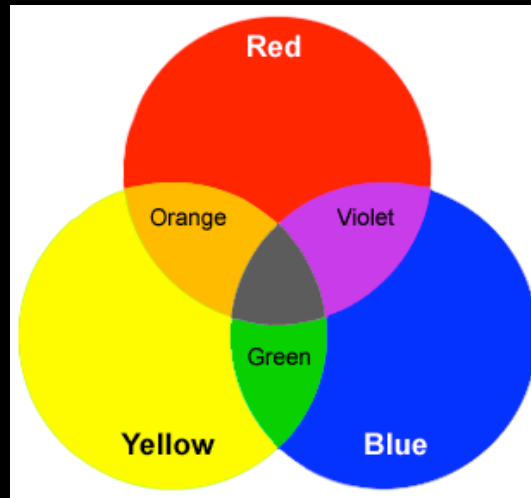
Model: **RGB**



Origin: **Pigments + Dyes + Paints**

**Subtractive** System

Model: **RYB | CMYK**

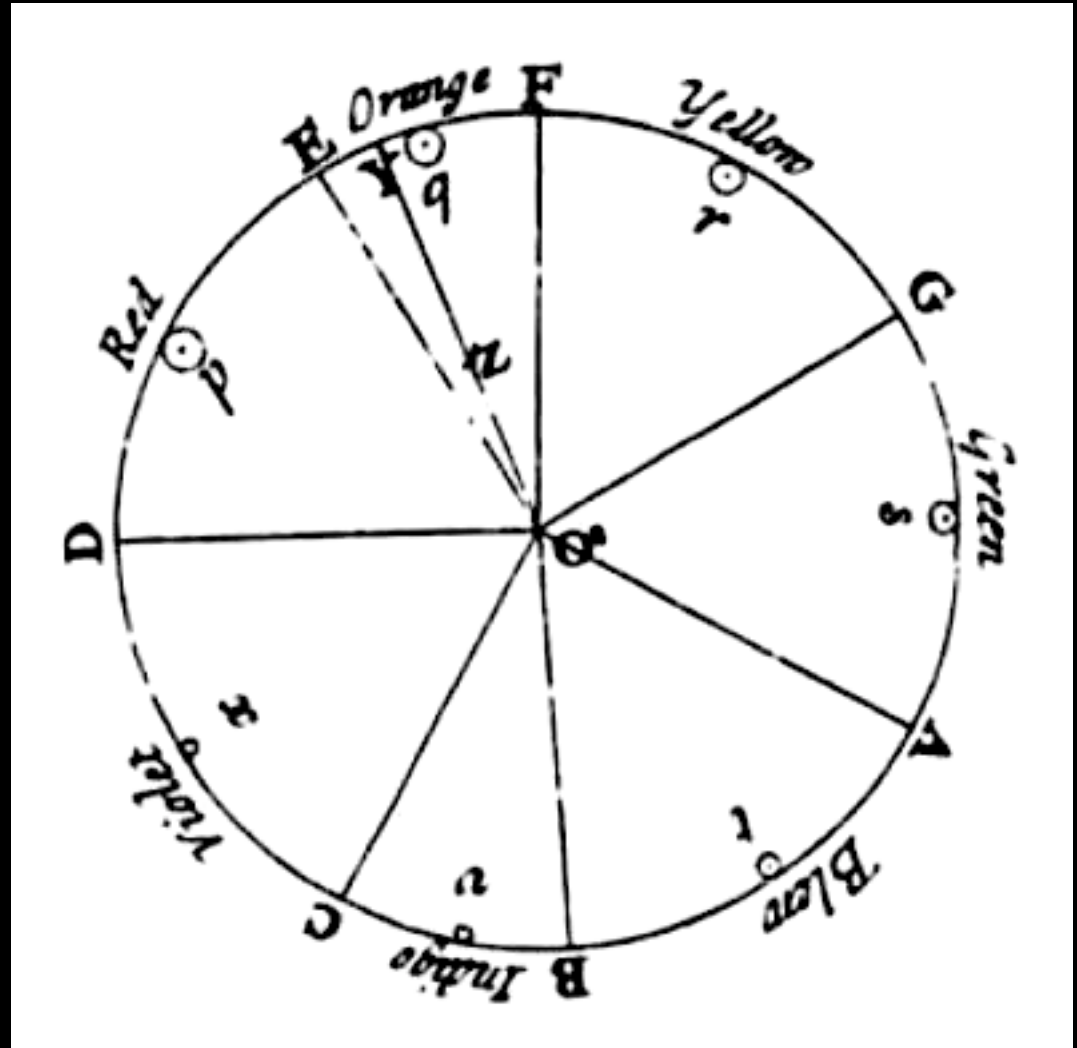


# Color Wheel

## Isaak Newton

Opticks. 1704, from Book I, Part II,  
Proposition VI, Problem 2.

Asymmetric color wheel  
correlates colors with musical  
notes and planetary symbols.

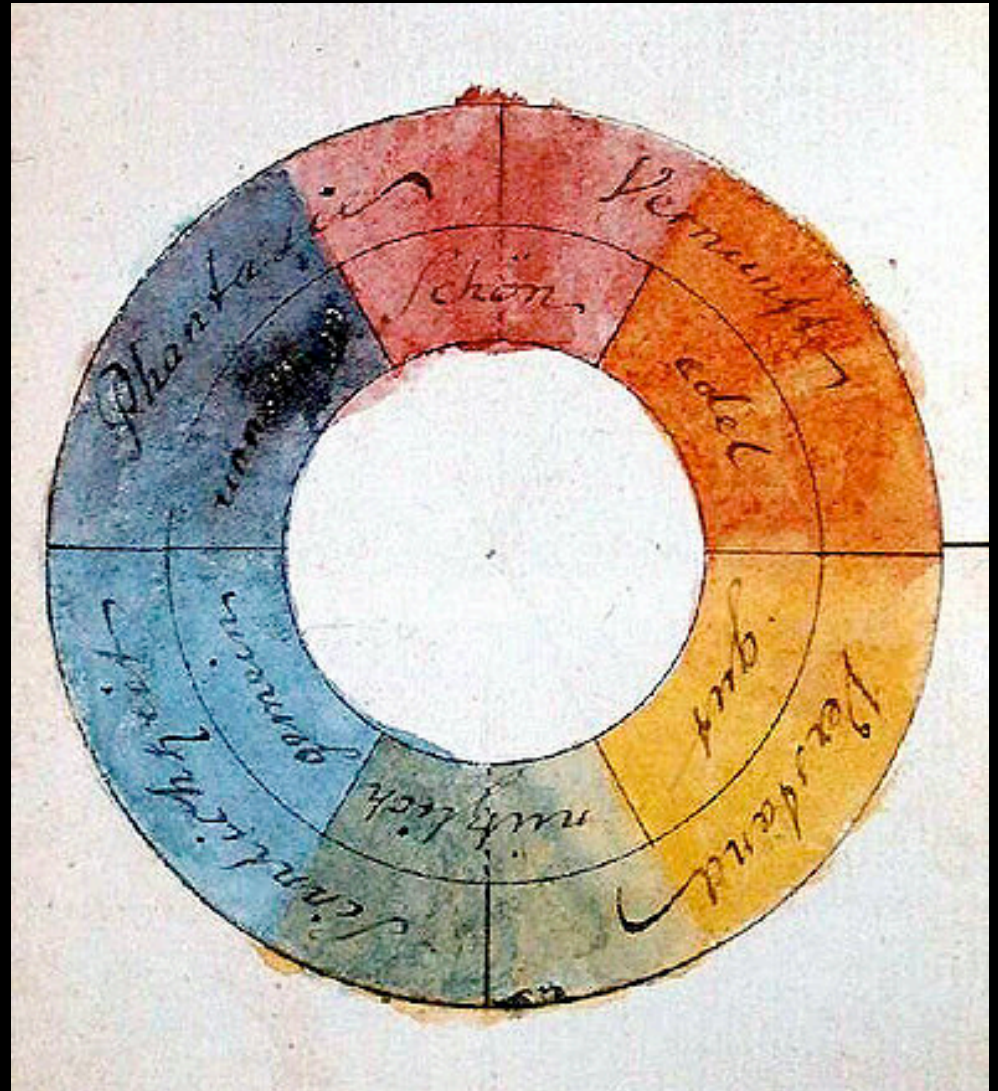


# Color Wheel

**Johann Wolfgang von Goethe**

1809

Symmetric colour wheel with  
'reciprocally evoked colours'



# Color Wheel

Source: **Pigments**

**Subtractive** Color System

Model: **Red** - **Yellow** - **Blue**



# Color Wheel



Primary Colors



Secondary Colors



Tertiary Colors

**Primary** Colors:  
Red | Yellow | Blue

**Secondary** Colors:  
Green | Orange | Purple  
**Mix:** primary + primary

**Tertiary** Colors:  
Yellow-orange,  
Red-Orange  
Red-Purple  
Blue-Purple  
Blue-Green  
Yellow-Green  
**Mix:** primary + secondary



# Color Wheel

## Primary Colors:

Red | Yellow | Blue

## Secondary Colors:

Green | Orange | Purple

Mix: primary + primary

## Tertiary Colors:

Yellow-orange,

Red-Orange

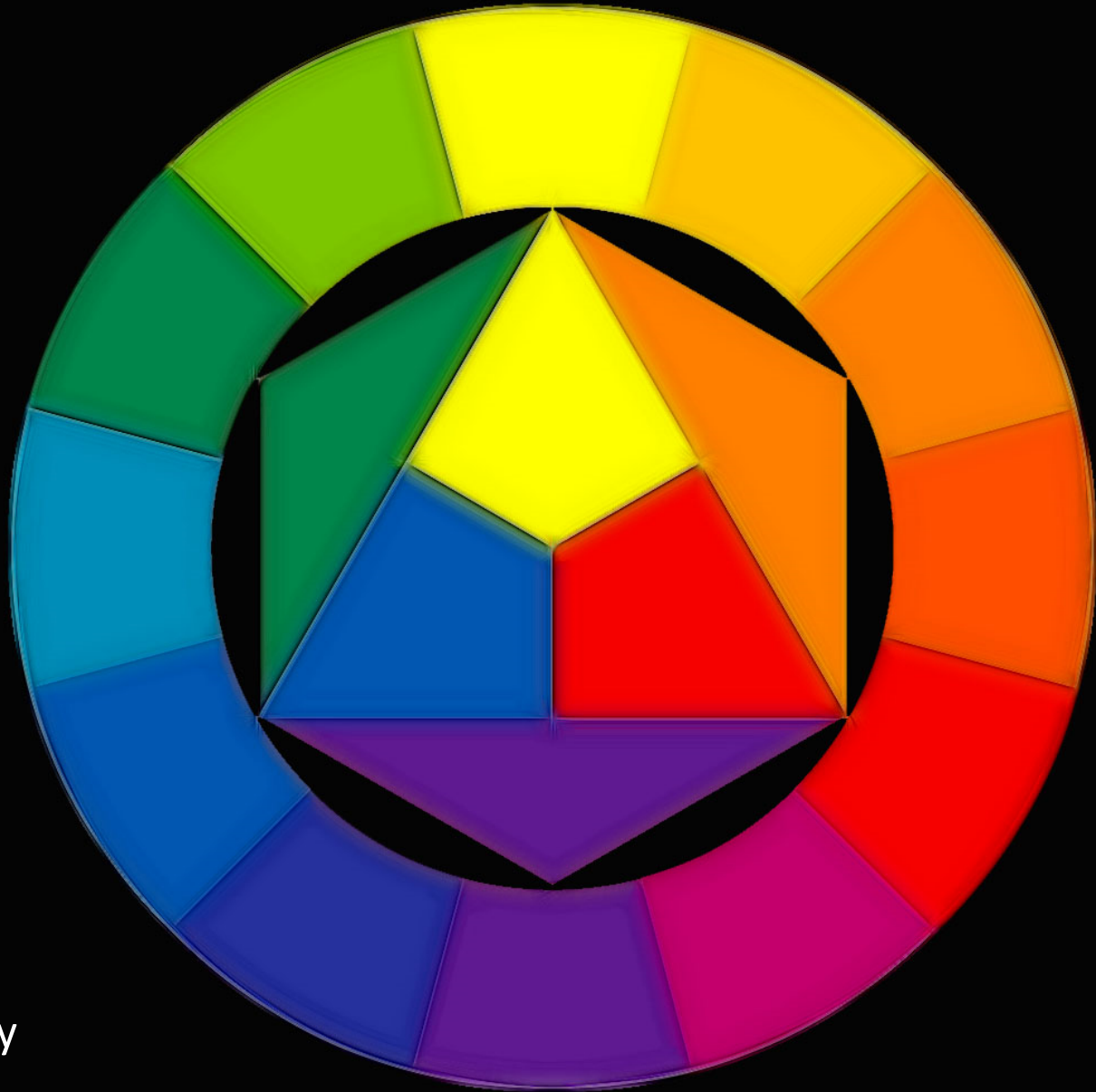
Red-Purple

Blue-Purple

Blue-Green

Yellow-Green

Mix: primary + secondary



# Color Scheme | Harmony | **Complementary**



- Colors across from each other on a color wheel.

# Review

## Color:

- It's an element of design.
- Property of light
- Paint RYB | CMYK = Subtractive System
- Monitor/Screen RGB = Additive System
- Color Wheel
- Color Schemes | Harmony
  - Complementary