

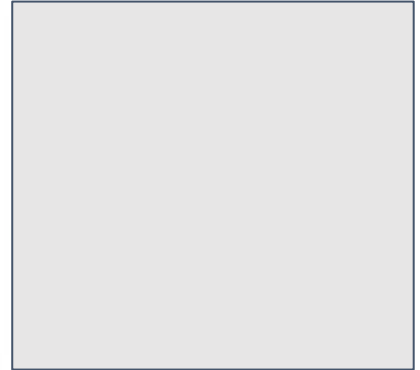
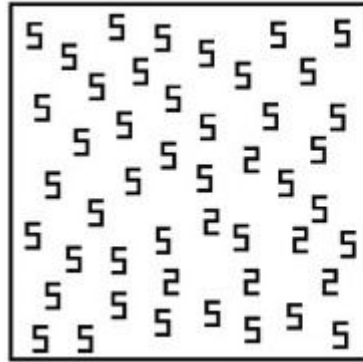
GRAPHIC DESIGN II-SOOJIN KIM

COLOR Terminology

WHY COLOR?



WHY COLOR?

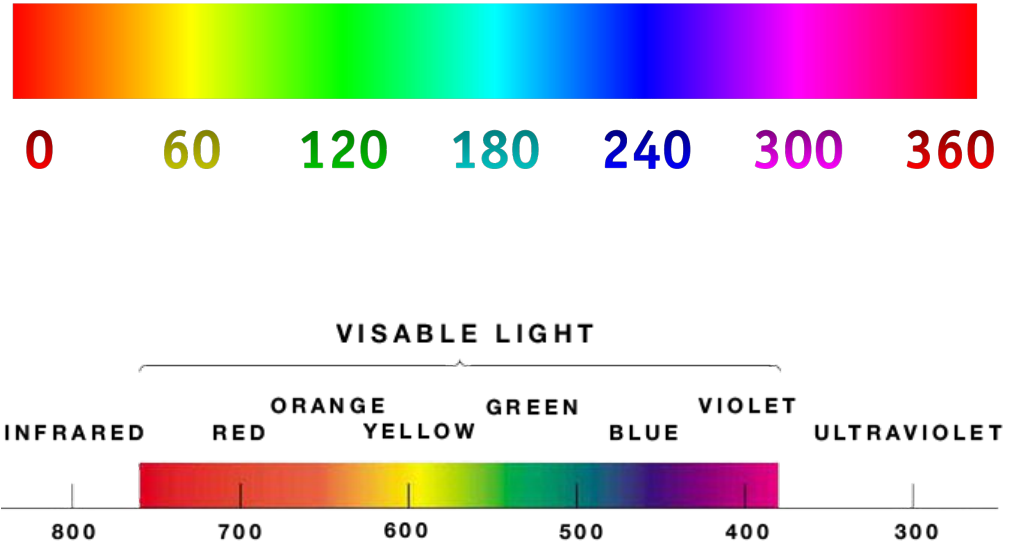


BASICS OF COLOR



COLOR V.S HUE

Hue : a pure pigment—one without tint or shade - wavelength



CHROMA/SATURATION

Saturation : intensity and purity of a hue

↔
TONE



Hue

VALUE/LIGHTNESS

Value : how light or dark a color is



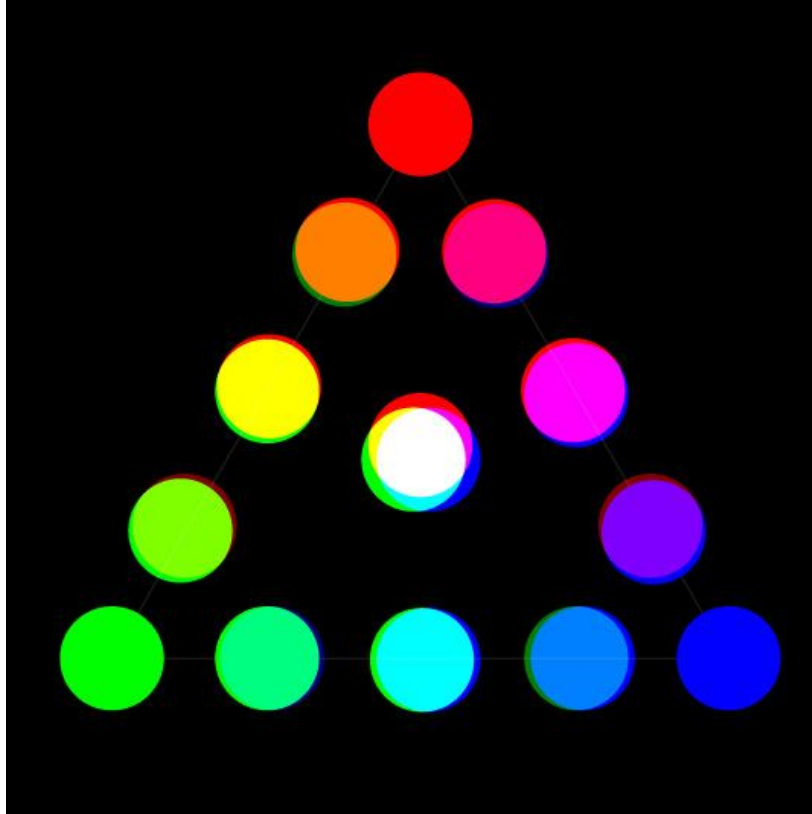
COLOR SYSTEM (Additive V.S. Subtractive)

Additive: RGB

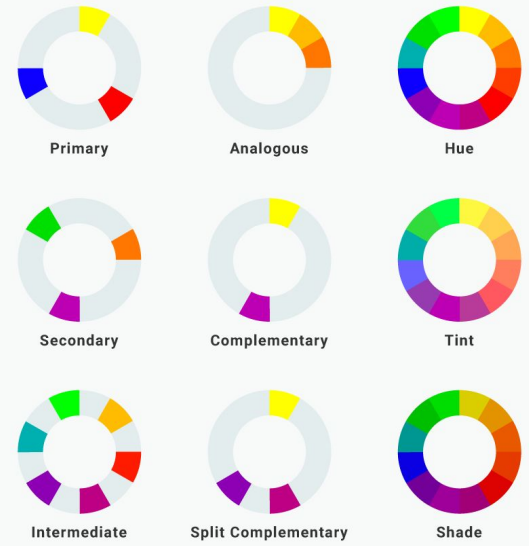
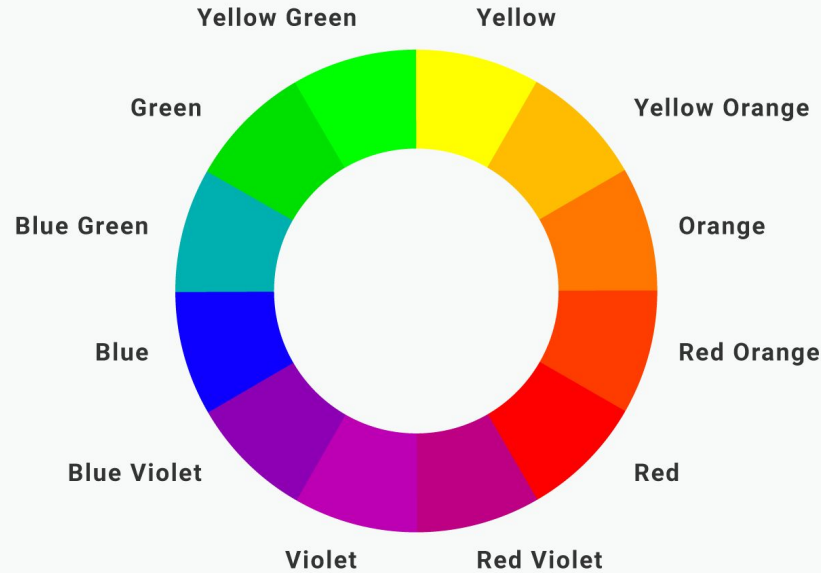
Subtractive: RYB, CMYK



EXERCISE: The Additive Color Mixer



COLOR(RYB) WHEEL



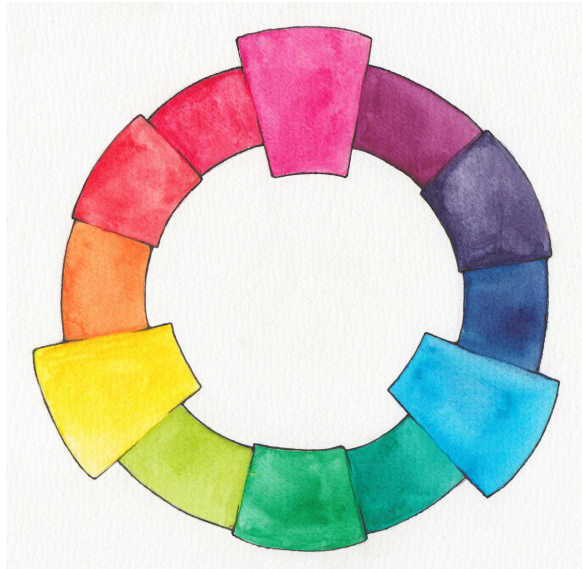
ASSIGNMENT 1 -

COLOR WHEEL INFOGRAPHICS

Submit 12X18 300 DPI(PDF) & Image of your hand painted color wheel (PDF or JPG)

ASSIGNMENT 1 -

Step 1 Create a 6 inch diameter color wheel on paper with water base paint and brush.



ASSIGNMENT 1 -

Step 2 Create an infographic on color using a color wheel from Step 1 as a reference. You can add more information in addition to following required information.

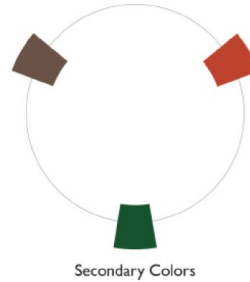
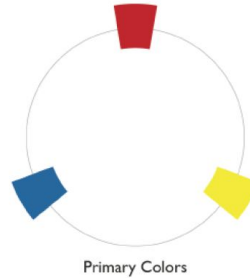
Required Information in the infographics

- A color choice of your own primaries(name of color and brand of paint)
- RGB, CMYK, and HEX color code correspond to the primary colors.
- A wheel (or wheels) in hue and more than one tint and one shade wheel

COLOR WHEEL



Rings:
 1. Tint, 2. Hue, 3. Shade.



- Red - #b22222
 RGB: 191, 35, 39
 CMYK: 17%, 99%, 99%, 7%
- Red-Orange - #d93827
 RGB: 217, 56, 39
 CMYK: 9%, 93%, 99%, 1%
- Orange - #b44227
 RGB: 191, 66, 39
 CMYK: 18%, 87%, 100%, 8%
- Orange-Yellow - #ec6128
 RGB: 236, 97, 40
 CMYK: 2%, 77%, 96%, 0%
- Yellow - #f6eb17
 RGB: 246, 235, 23
 CMYK: 6%, 0%, 96%, 0%
- Yellow-Green - #b3cc4a
 RGB: 179, 204, 74
 CMYK: 34%, 4%, 89%, 0%
- Green - #0f532c
 RGB: 15, 83, 44
 CMYK: 88%, 40%, 98%, 41%
- Green-Blue - #0e5053
 RGB: 14, 80, 83
 CMYK: 91%, 51%, 57%, 35%
- Blue - #1d659f
 RGB: 29, 101, 159
 CMYK: 91%, 62%, 13%, 1%
- Blue-Violet - #282a27
 RGB: 40, 42, 39
 CMYK: 71%, 63%, 66%, 67%
- Violet - #6b5146
 RGB: 107, 81, 70
 CMYK: 48%, 60%, 66%, 34%
- Violet-Red - #6d2920
 RGB: 109, 41, 32
 CMYK: 34%, 86%, 85%, 45%

Color Wheel



Color Type

Primary



Secondary



Tertiary



Complementary



Analogous



Hue



Tint



Tone















Shade



COLOR WHEEL

Professional Winsor and Newton Watercolors
Permanent Rose, Winsor Blue, Winsor Lemon

	RGB (255, 102, 153) CMYK (0, 60, 40, 0) Web (#FF6699)
	RGB (255, 72, 111) CMYK (0, 72, 56, 0) Web (#FF486F)
	RGB (252, 110, 123) CMYK (0, 56, 51, 1) Web (#FC6E7B)
	RGB (255, 178, 123) CMYK (0, 30, 52, 0) Web (#FFB27B)
	RGB (254, 240, 116) CMYK (0, 6, 54, 0) Web (#FF074)
	RGB (204, 221, 107) CMYK (8, 0, 52, 13) Web (#CCDD6B)
	RGB (60, 187, 132) CMYK (68, 0, 29, 27) Web (#3CBB84)
	RGB (28, 195, 176) CMYK (86, 0, 10, 24) Web (#1CC3B0)
	RGB (89, 194, 241) CMYK (63, 20, 0, 5) Web (#59C2F1)
	RGB (53, 89, 141) CMYK (62, 37, 0, 45) Web (#35598D)
	RGB (86, 74, 116) CMYK (26, 36, 0, 55) Web (#564A74)
	RGB (173, 71, 131) CMYK (0, 59, 24, 32) Web (#AD4783)



SHADE

TINT

