

Graphic Design Basics: Color Theory

Directions:

Fill in the blanks.

Color Basics

1. Color is often organized in a wheel to help visualize relationships among colors.
2. Traditionally, color wheels were created with artists in mind, so they are based on the primary colors: red, yellow, and blue.
3. Warm colors including red, yellow and orange tend to be energetic and exciting to the eye, while cool colors in blue, green, and purple hues are calming and relaxing.

Color Schemes

1. Monochromatic color schemes are comprised of one color, using a variety of saturation and values.
2. Analogous color schemes utilize three colors which are next to each other on the color wheel.
3. Split complementary schemes provide more complexity in color choices, while still having a vibrant effect similar to a complementary scheme.
4. Other color associations are unconscious, for example psychologists have found that the color green relaxes and calms people and the color purple enhances imagination.