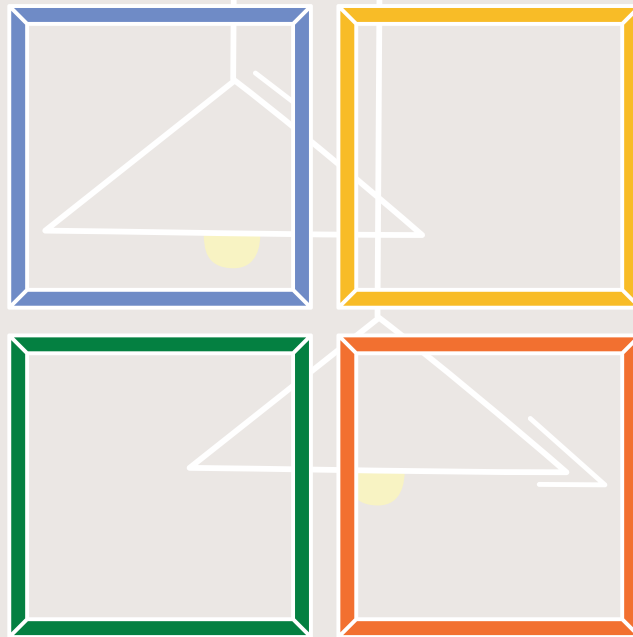


# FARNOOSH



COLOR DISCOVERY AND CREATION



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# COLOR THEORY



In the visual arts, color theory is a practical guide to expressing the effect of color combinations, which the rules and guidelines connect science and creativity.

Color theory is the combining of tints, shades, and hues based on the color wheel

By using these things, designers will be able to communicate with users and build successful designs.

But how will all these work?

Here we'll go through the color theory, the color wheel, and how to pick the best colors every time.

# COLOR WHEEL

A color wheel is a color organization around a circle that helps to understand the relationship between colors.

1. **Primary** (red, blue, yellow)
2. **Secondary** (mixes of primary colors)
3. **Tertiary** (mixes of primary and secondary colors)



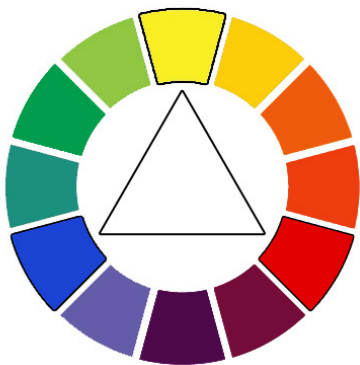
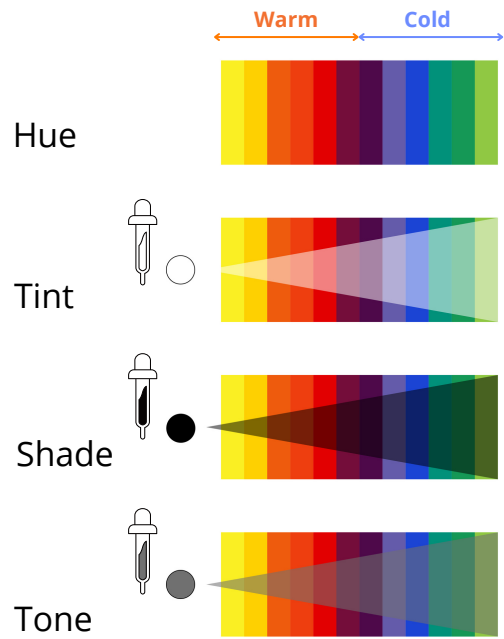
## Hue, Shades, tints and tones

**Hue** is a pure color in the color wheel without the addition of any tint or shade. (It consists of only two primary colors)

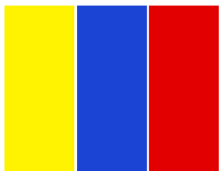
**Tint** is a hue to which **white** has been added.

**Shade** is a hue to which **black** has been added.

**Tone** is a hue to which **grey** has been added.



Primary Colors



Secondary Colors



Tertiary Colors





# How to attract eyes ?

Bright colors!

Strong and effective!

These colors include pure (HUE) colors without any combination of white, black, or gray.

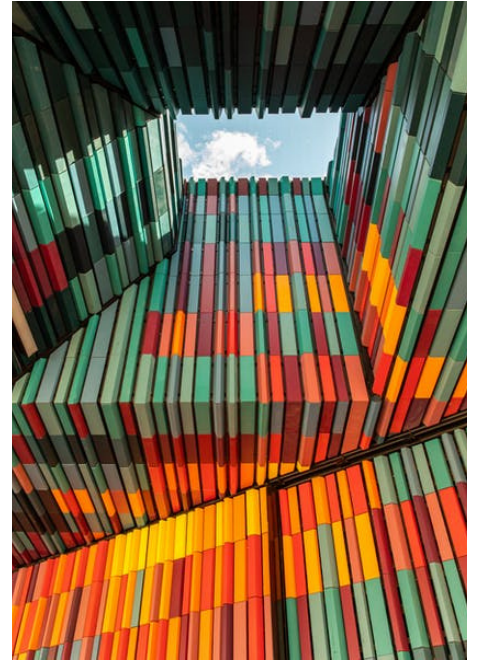
red carpet, multicolored umbrellas, multicolored balloons The red nose of a clown, colorful logos, colorful advertising banners, etc. Are all examples of this category that attract your attention due to their brightness.



A-A



A-B



A-C

# How can the ultimate brightness be achieved?

Correct lighting!

Creating maximum brightness in your work requires correct lighting between pure colors.

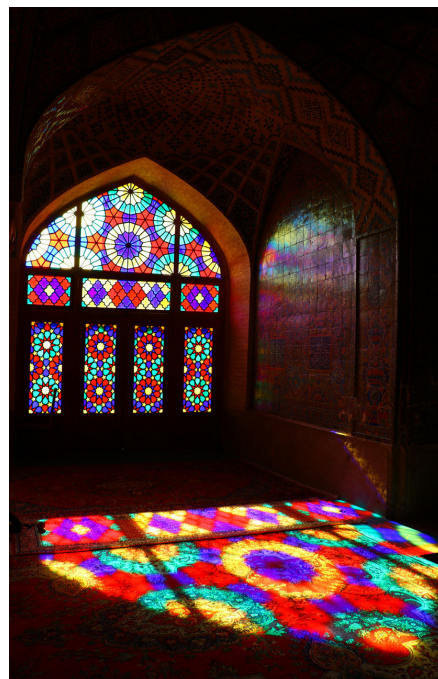
But bright colors have a lot of intensity and power, so the right amount of them is important.

Image A-D

The lighting technique has achieved a high level of brightness

Image A-E (Orosi window)

By utilizing natural lighting techniques, the artist has not only provided sufficient brightness but has also reflected it.



A-D  
Image via Niloofer Farhand



A-E

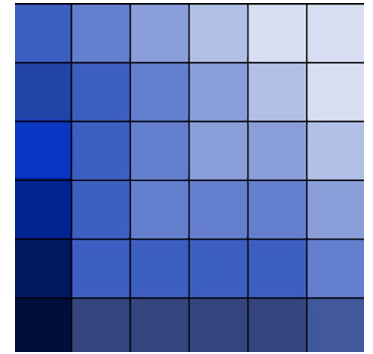
# Some popular color schemes:

Color schemes are a set of colors that match well within an organization

## Monochromatic Colors

Choose a single hue for your monochromatic color palette. Then develop your palette based on it by selecting tints, shades, and tones

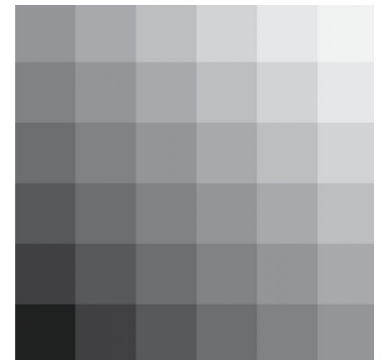
A minimalist style tends to use monochromatic or limited palettes of close colors.



## Achromatic Colors

without Hue color!  
such as whites, grays, and blacks, are called achromatic.

With this scheme, your space will be clean and simple. In interior design, you can add an accent color to this scheme (for example 10% of the space colors are accents).



## Analogous Colors

Analogous colors are a group of colors next to each other on a color wheel. This combination will make you feel comfortable and diverse as well as incredibly harmonious and easy to look.

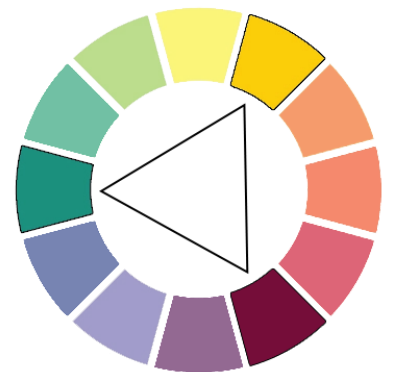
There are usually three colors that are adjacent to each other, such as yellow-orange, orange, and red.  
(There could be up to four or five colors to give your design a sense of temperature.)



## Triadic Colors

Pick an equilateral triangle and place it on the color wheel. The colors at each point come together to make the triadic combination!

There is a lot of vibrancy and playfulness in these color combinations. It is therefore important to balance these colors carefully.



# Split-Complementary Colors

Split-complementary colors contain a combination of three colors. To get a split-complementary, you combine one primary color with two colors lying on either side of the complementary color, such as Purple + Yellow-Orange + Yellow-Green



# Complementary Colors

Two colors directly across from each other!

This combination provides high contrast and high intensity

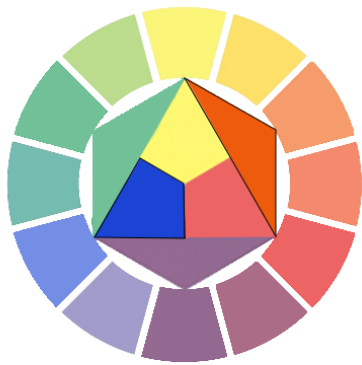
As this combination has a high intensity and power, it should be used carefully and appropriately, to balance the intensity, one of them can be combined with an achromatic pattern.

The complement of a color is one that is not part of its main color combination. As an example, green, it is derived from yellow and blue, which of the three main colors does not exist?

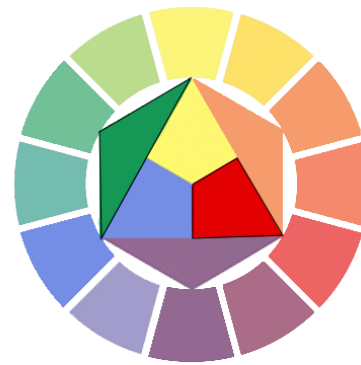
Correct Red!



Yellow - purple



Blue - Orange

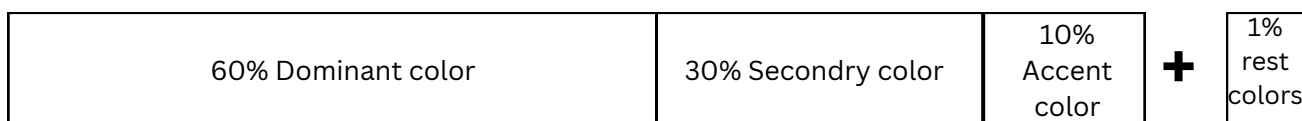


Red- Green

## How many colors can be included in a design's color palette?

It is most popular to follow the 60-30-10 rule!

As a guideline, following this rule will help you create the perfect color combination in three parts of a percentage, and of course you can always add about one percent of other colors!



Although the rule is perfect and timeless, sometimes it can be changed.

For example, we can add 10% more color, making 60-30-10-10, or you can make your own formula, but remember to be mindful of color balance and proportions.



ACHROMATIC COLORS + ACCENT COLOR



ANALOGOUS COLORS





MONOCHROMATIC COLORS



SPLIT-COMPLEMENTARY COLORS

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