

Unit 3: Color!

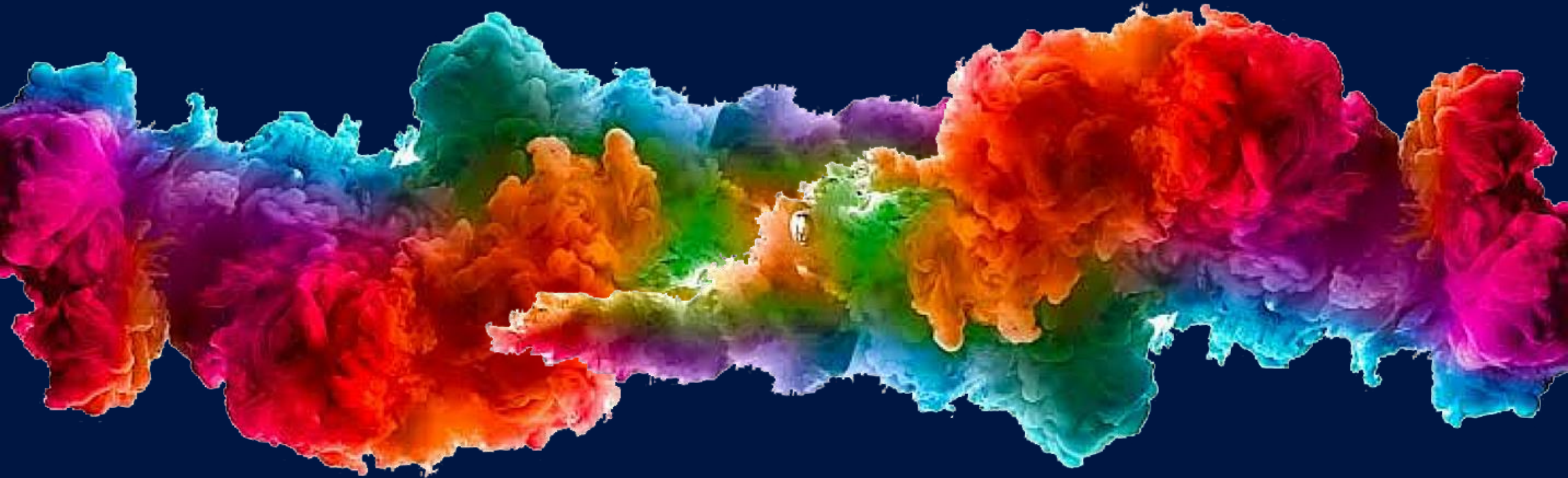
Elements of Design

CAN ALTER THE APPEARANCE OF FORM AND SPACE, AFFECT
OUR PERFORMANCE ABILITIES, AND CHANGE OUR MOODS.



Day 1: The Psychology of Color!

<https://www.youtube.com/watch?v=8X48RiKQmFQ>



Color Psychology

PRIMARY COLORS:

YELLOW

- Cheerful or warm
- Most likely to strain eyes or cause eye fatigue
- Makes Babies Cry
Don't paint a baby's room yellow, because they are more prone to crying

BLUE

- The color most preferred by men
- Calmness or serenity
- Most used color for offices
People are more productive in blue rooms.
- Curbs appetite
- Associated with water and peace

RED

- Evokes strong emotions
- Encourages appetite
Many restaurants use red in their signage/adsl
- Passion or intensity
- Red roses symbolize love

Studies show that red can make you do poorly on exams!
"Red is hypothesized to impair performance on achievement tasks, because red is associated with the danger of failure in achievement contexts and evokes avoidance motivation."



RED

- ❖ Passion
- ❖ Hunger
- ❖ Love
- ❖ Anger
- ❖ Intense
- ❖ Action
- ❖ Ambition

Yellow

- ❖ Cheerful
- ❖ Warm
- ❖ Happy
- ❖ Impatient
- ❖ Cowardly

BLUE

- ❖ Productive
- ❖ Peaceful
- ❖ Water
- ❖ Sadness
- ❖ Bad for food
- ❖ Loyalty
- ❖ Frigid

GREEN

- ❖ Health
- ❖ Nature
- ❖ Fresh
- ❖ Money
- ❖ Possessiveness

PURPLE

- ❖ Wisdom
- ❖ Wealth
- ❖ Royalty
- ❖ Extravagance
- ❖ Cheap

PINK

- ❖ Girly
- ❖ Romance
- ❖ Feminine
- ❖ Love
- ❖ Immature
- ❖ Silliness

BROWN

- ❖ Comfort
- ❖ Down to earth
- ❖ Serious
- ❖ Boring
- ❖ Good for flooring

ORANGE

- ❖ Exciting
- ❖ Warm
- ❖ Communication
- ❖ Optimism
- ❖ Superficial
- ❖ Pessimism

WHITE

- ❖ Pure
- ❖ Perfection
- ❖ Innocence
- ❖ Cleanliness
- ❖ Makes rooms appear larger

BLACK

- ❖ Secretive
- ❖ Unknown
- ❖ Hidden from the world
- ❖ Dark
- ❖ Depressing

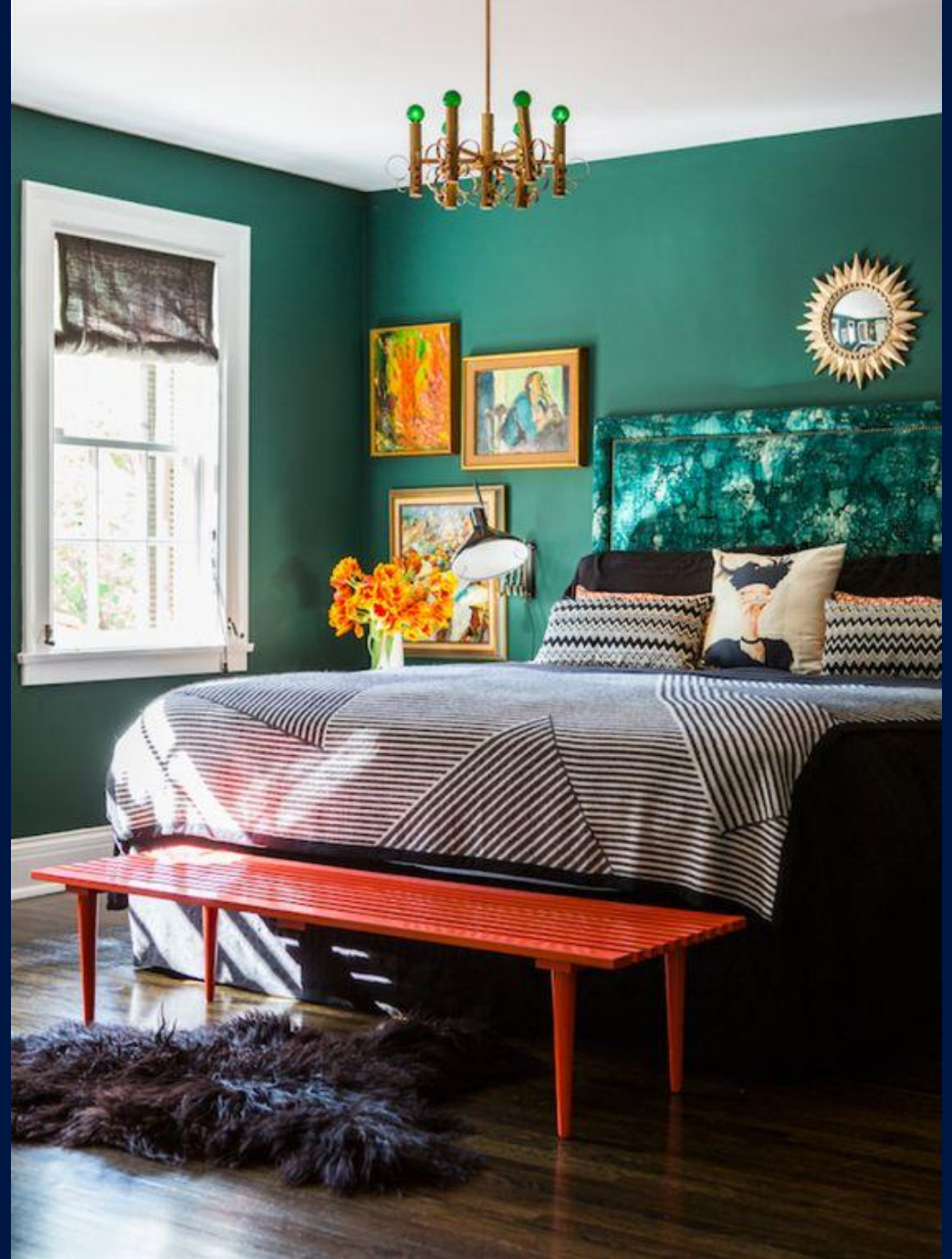
Home Office



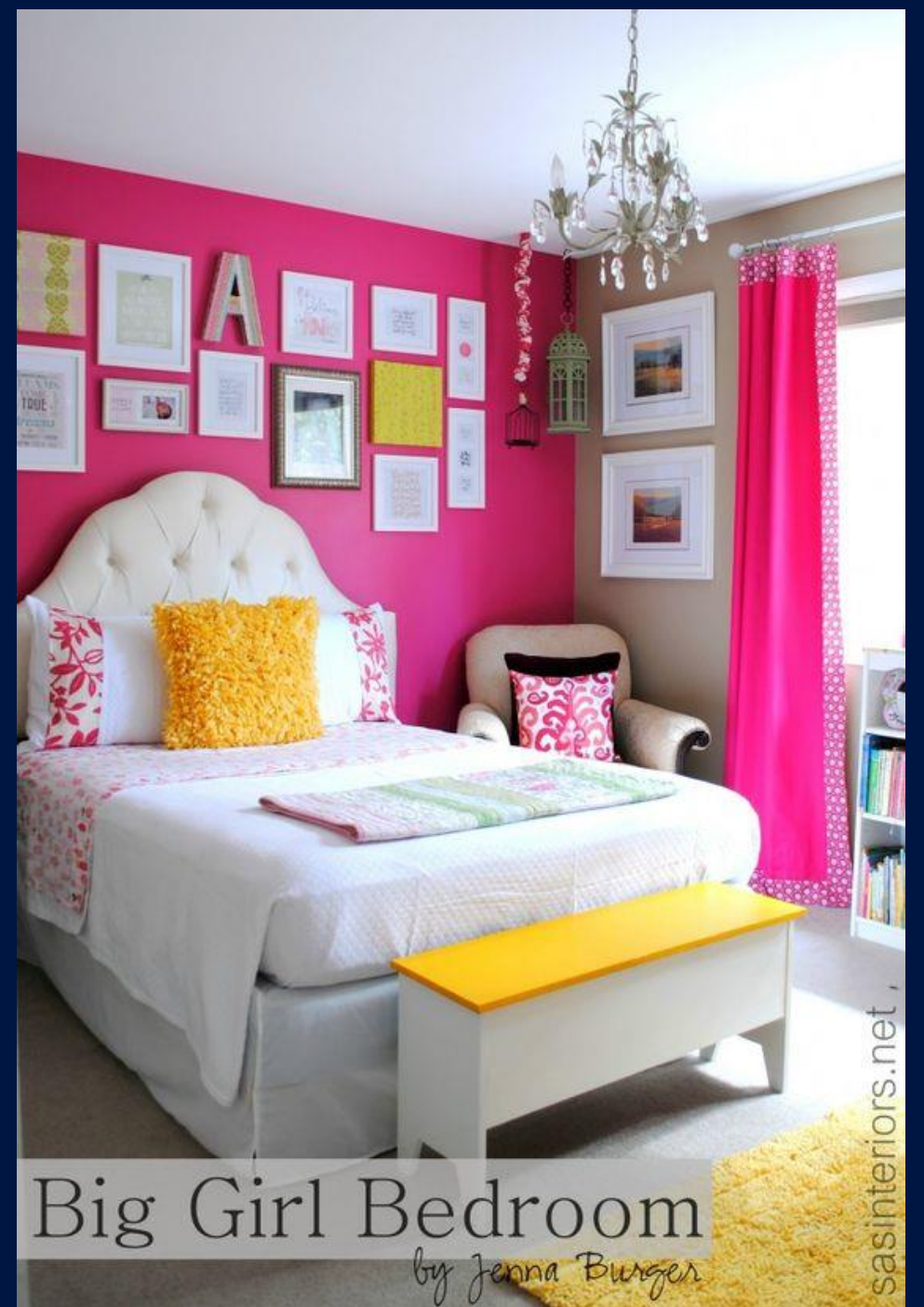


Bedroom



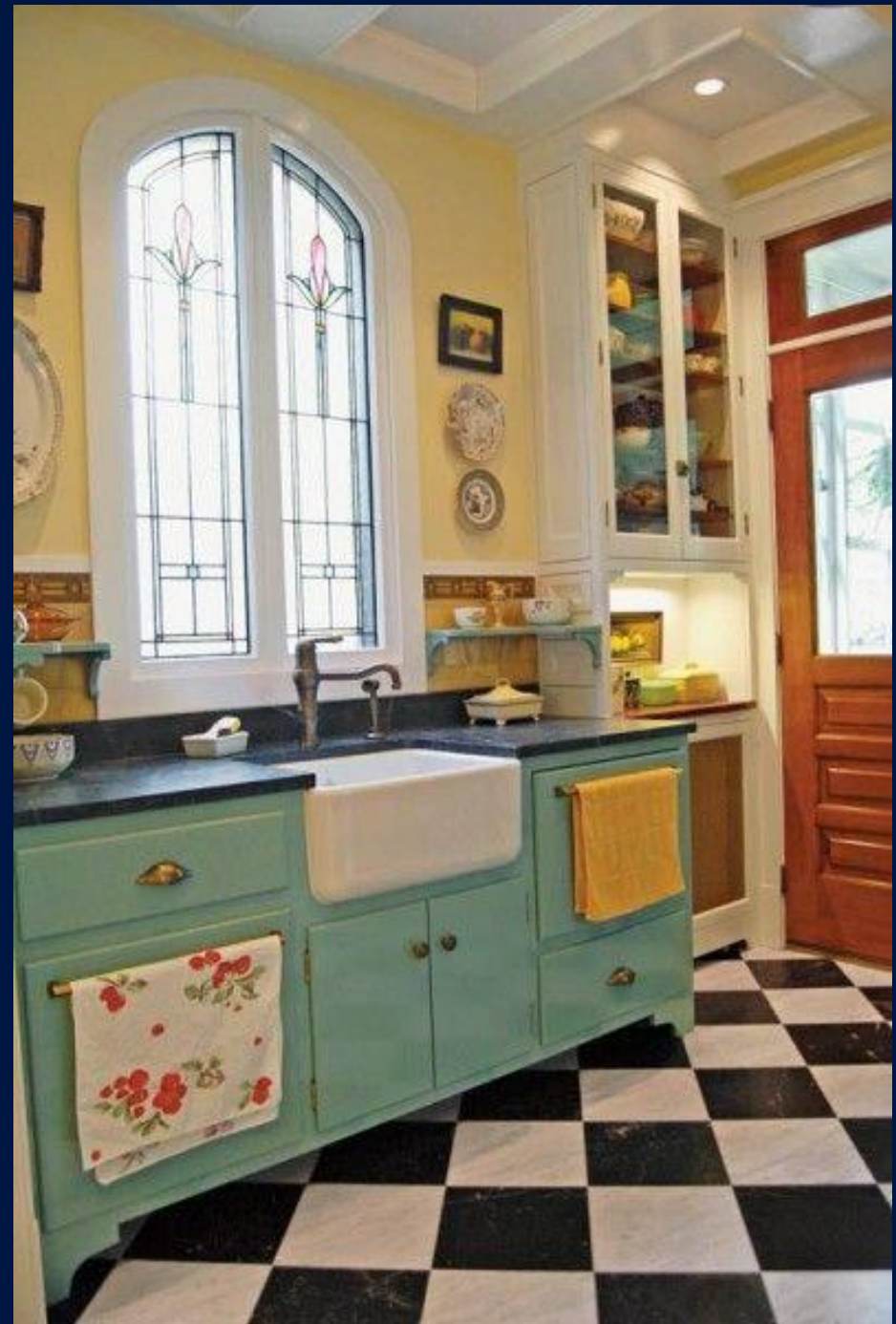


Girls Bedroom





The Kitchen





The Living Room





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The Dining Room





the Psychology of Color



1. Why is it important to take into account the feelings and emotions that colors create?
2. Do you notice something about your favorite design colors and the emotions they represent?
3. Do you disagree with any of these emotions that are associated with certain colors?

Write down your 2 favorite colors...

Colors and Personalities

- While there is a lot of validity to moods and psychological effects created by the colors used in a room, psychologists are still studying color preferences and personalities. Following are some personality descriptions based on color preferences. While this information should not be taken too seriously, it is fun to consider.

PINK

- You are probably laid back and carefree.
- You may be somewhat sheltered and innocent, or you wish you were.
- Words that describe you are shy, romantic, and feminine.
- You are gentle, almost to the point of being weak.
- You have a calming effect on those around you and people who need a friend seek you out.

RED

- You want to be part of the action and are quite impulsive.
- Outspoken, quick-tempered and intense, are words that describe your personality.
- In a crowd you are dynamic and noticeable.
- If you're not careful you can become overbearing.
- You are emotional, exciting, and athletic.
- You give your opinion whether others will agree with you or not.
- Life for you must be lived to the fullest.

YELLOW

- You are intellectual and drawn toward the new and modern.
- High spirited, cheerful, and idealistic best describe your personality.
- You are vivacious, extroverted and comedic.
- You have strong opinions and can be stubborn.
- You live by high standards and give sound advice.

ORANGE

- You are unique.
- You are friendly and get along well with others.
- You radiate warmth and inspire those you are with.
- You tend to be social and are drawn to groups of people.
- You are the heart of the home and grateful for family and friends.

BLUE

- You are cautious, conservative, and sensitive to the needs of others.
- Your basic need for harmony often thrusts you into the roll of peacemaker.
- Words that best describe you are business-like, calm, and capable.
- You are a loyal, trustworthy friend, but expressing your emotions in a relationship is difficult for you.

GREEN

- You are fresh, friendly, and natural.
- You are persistent, well balanced, and stable.
- The environment is important in your life and you like things basic to the point of being simple.
- As a friend you are frank, sensitive, affectionate, and loyal.

BLUE/GREEN

- You are sensitive and need loving care and adoration from others, but you maintain your independence.
- Showing emotion is difficult for you and others perceive you as self-centered.
- You have excellent taste and a mature outlook.

PURPLE

- You are creative!
- You consider yourself unique and set yourself apart from others.
- You are an artist at heart.
- Scheduling and mundane tasks bore you.
- You can frequently be found day dreaming and would actually prefer fantasy over reality.
- While you seek cultural events and luxury, you do not put yourself out to serve humanity.
- Many inventors claim purple as their favorite color.

BROWN

- You are likely to be seen as stable and unchanging.
- You are self-disciplined, conscientious, and dependable.
- You like the rugged outdoors and the ultra natural.
- You are warm, comfortable, intimate, and accepting.

BLACK

- You are sophisticated, mysterious, and dramatic.
- You are dignified and keep to yourself.
- You may be unhappy with how things are, but aren't quite certain how you can change existing circumstances.

WHITE

- You expect to be happy most of the time.
- Your personality is light, good, and pure.
- You have a sense of innocence about you.
- You seek perfection and expect others to do the same, which sometimes makes you appear cold.

Your Favorite Color

- Write a reaction statement about your favorite color.
- Did the descriptions match your personality?
- Why?
- Why Not?

Psychology of Color Assignment

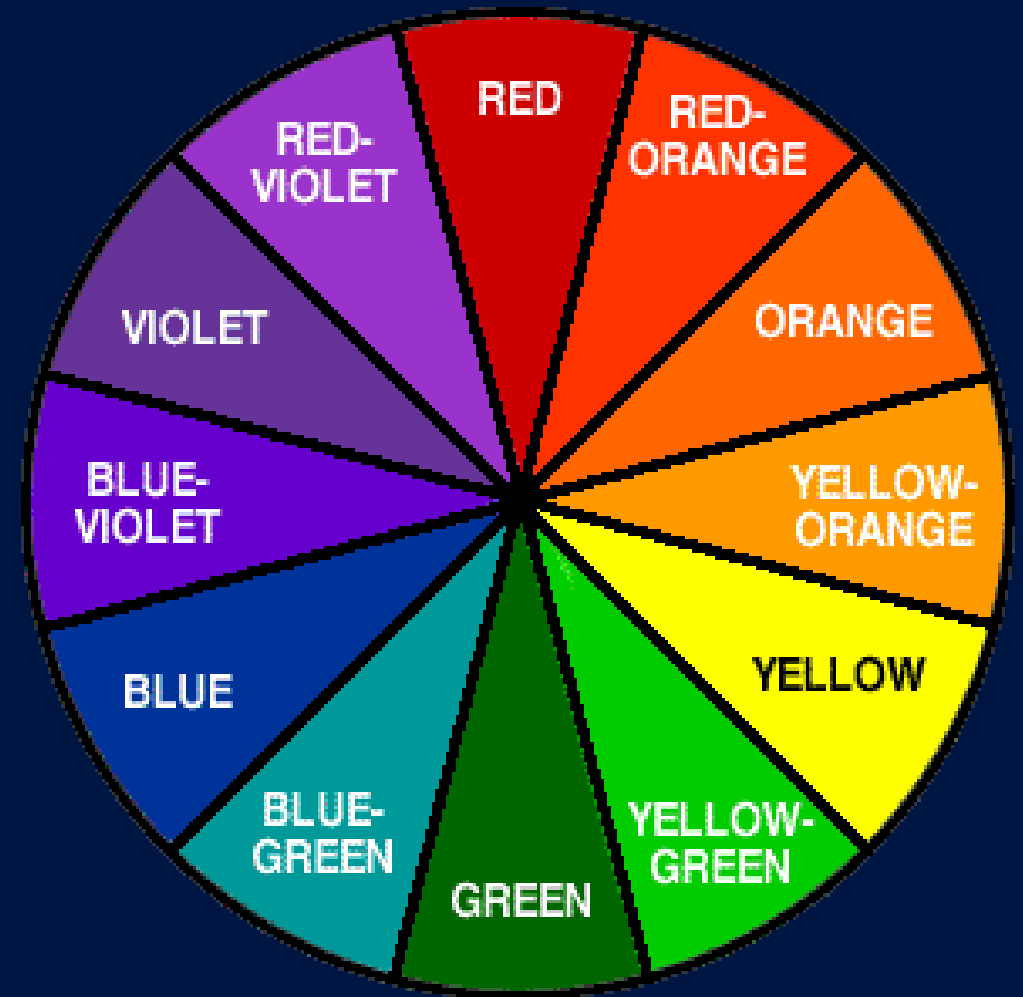
- There are various coloring pages at the front of the room.
- Choose which room you want to color.
- Color the room completely!
- You need to design the room based on the psychology of color.
 - Example: if you chose the kitchen picture you need to use a lot of yellow, but still be creative as to where you use the yellow and what shades you use and what accent colors you decide to use.

Day 2: The Color Wheel

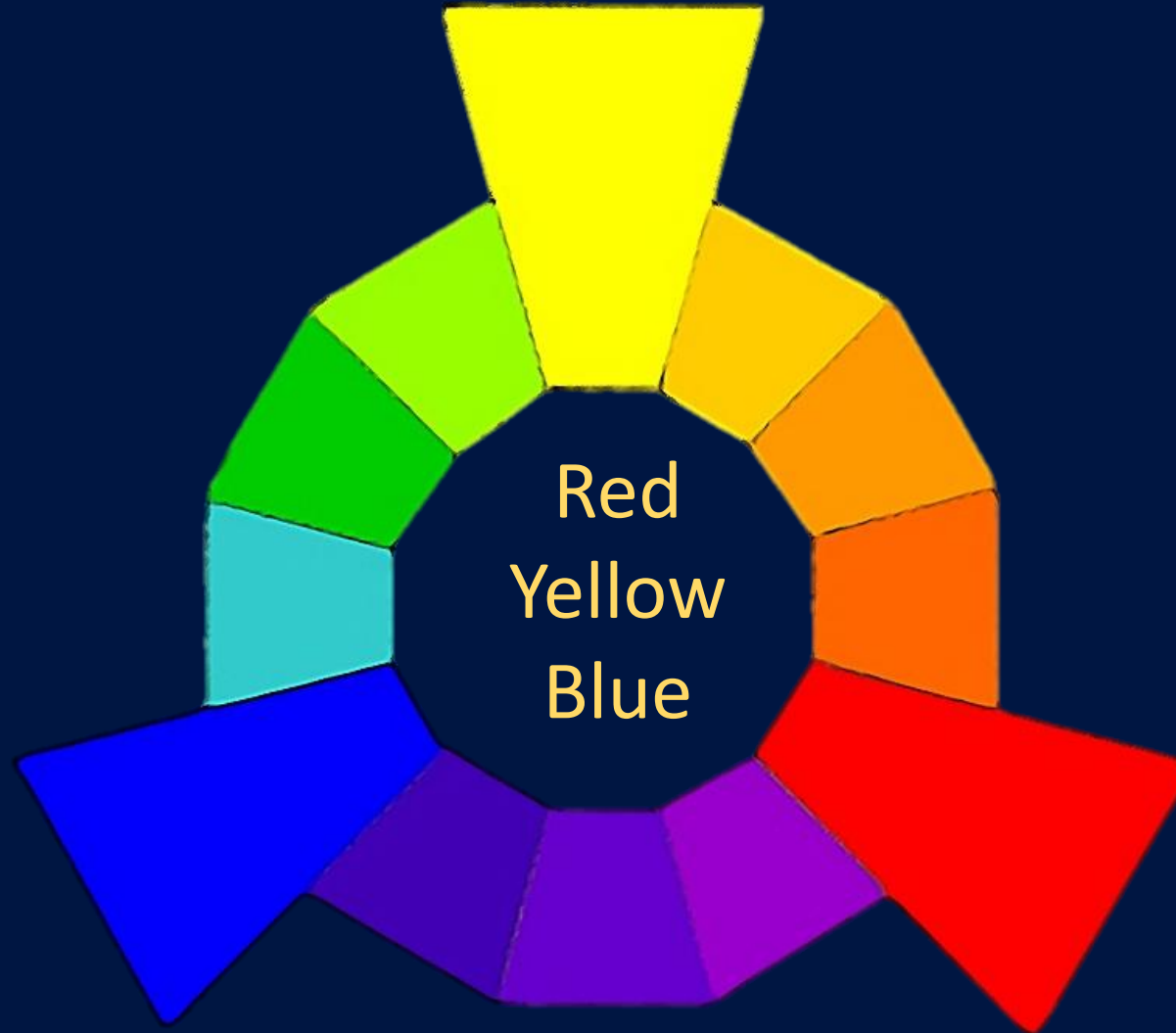


The Color Wheel

- Is the most commonly used tool to understand the basis of all color relationships.
- It consists of three types of colors: primary, secondary, and tertiary/intermediate

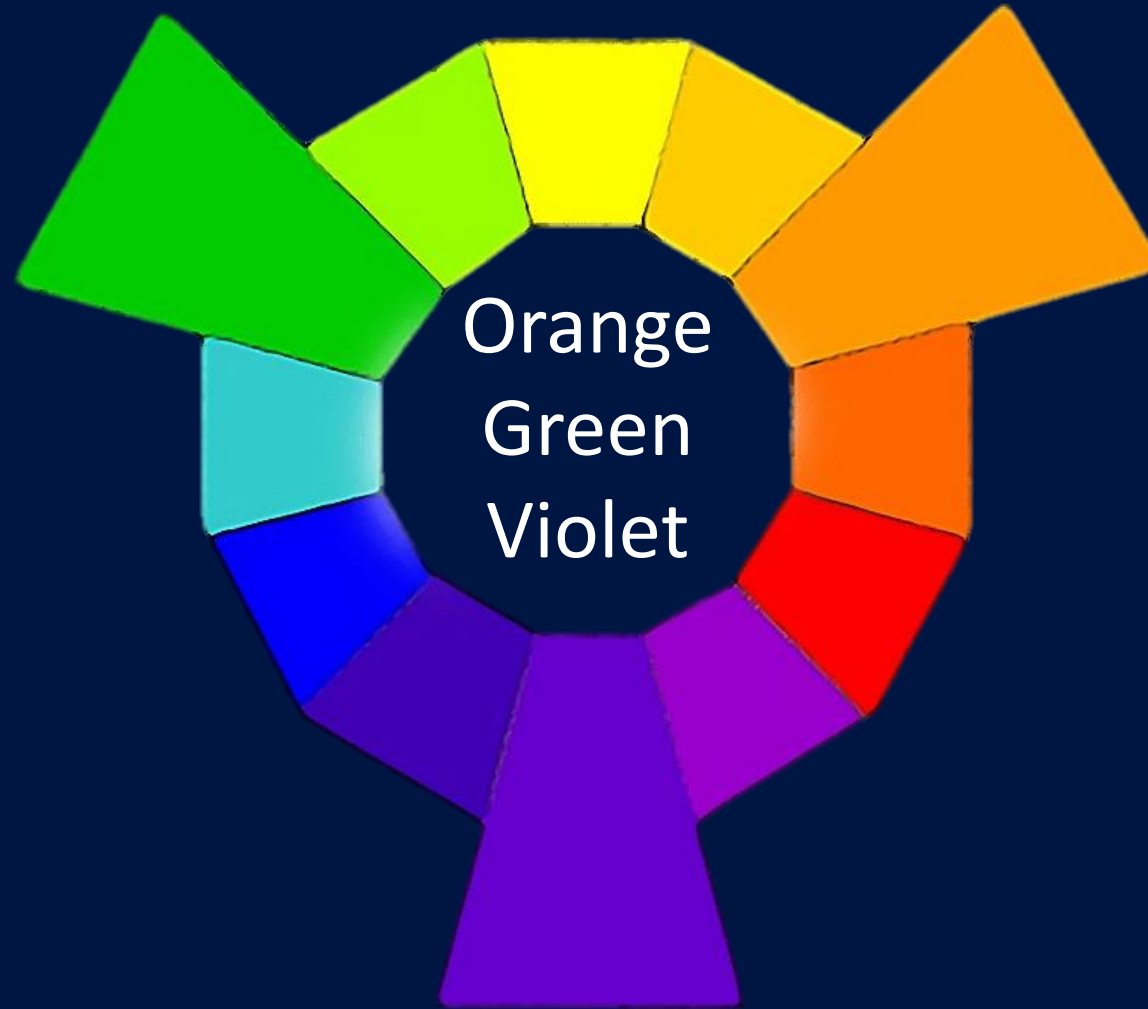


Primary Colors



These Colors can NOT
be mixed to be
created.

Secondary Colors



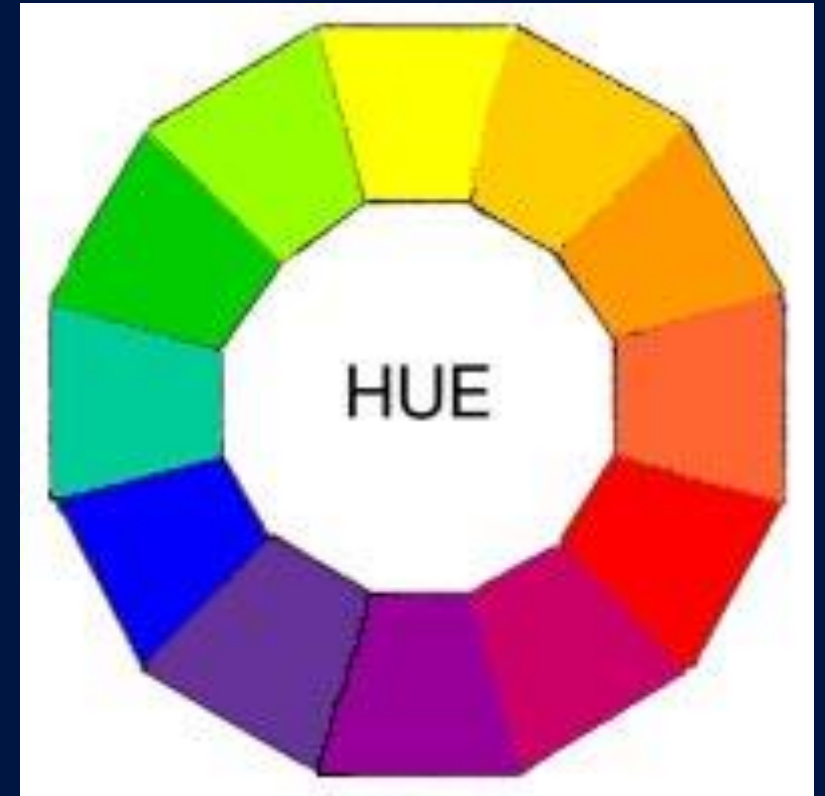
Tertiary/Intermediate



Hues, Shades, Tints, & Tones

What is a hue?

- **Hue** is a term that seems more complicated than it is. A hue is just a **color**.
- More specifically, a **hue** is any color on the **color wheel**.



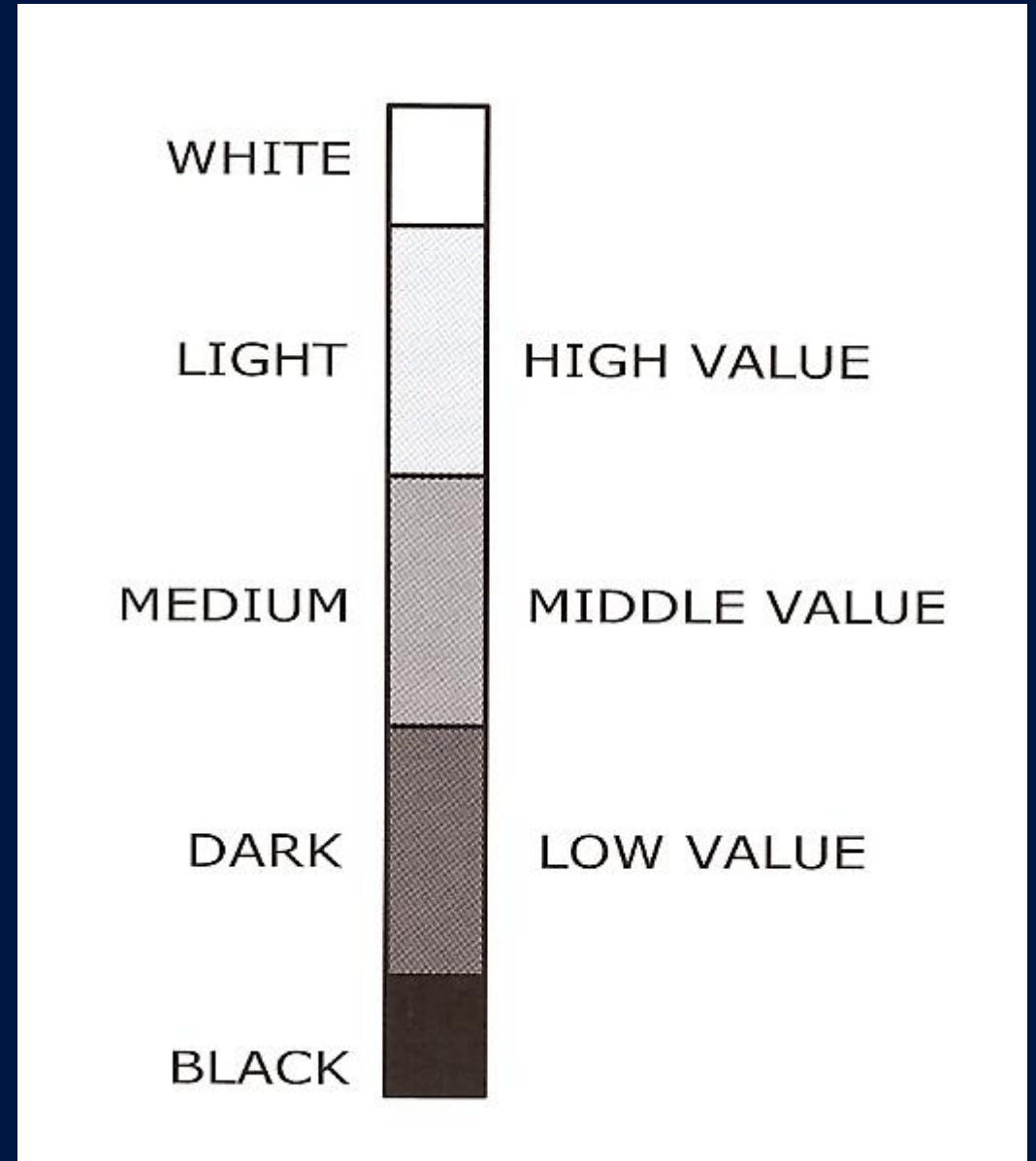
What is intensity?

- Intensity is how bright or dull a color is.
- The brightest intensity would be the pure color from the color wheel.
- while the dullest would be where you can't even notice what the color and it looks like gray.



What is Value?

- value is determined by how dark or light the color is.



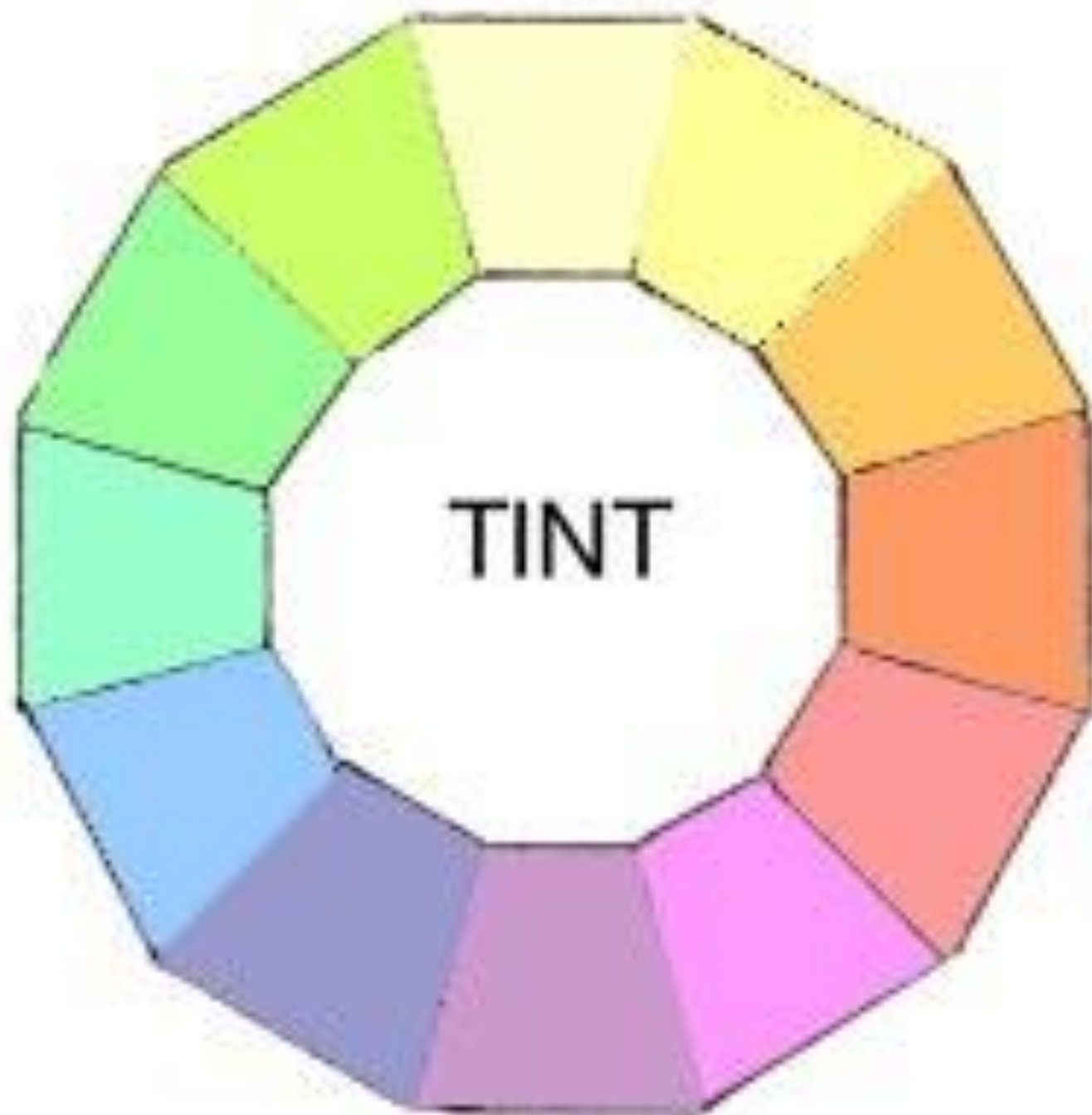
What is a tone?

- **Tone** is HUE + GRAY
- Mix black and white together to make gray.
- Use black sparingly to make a tone or you will end up making a shade.



What is a tint?

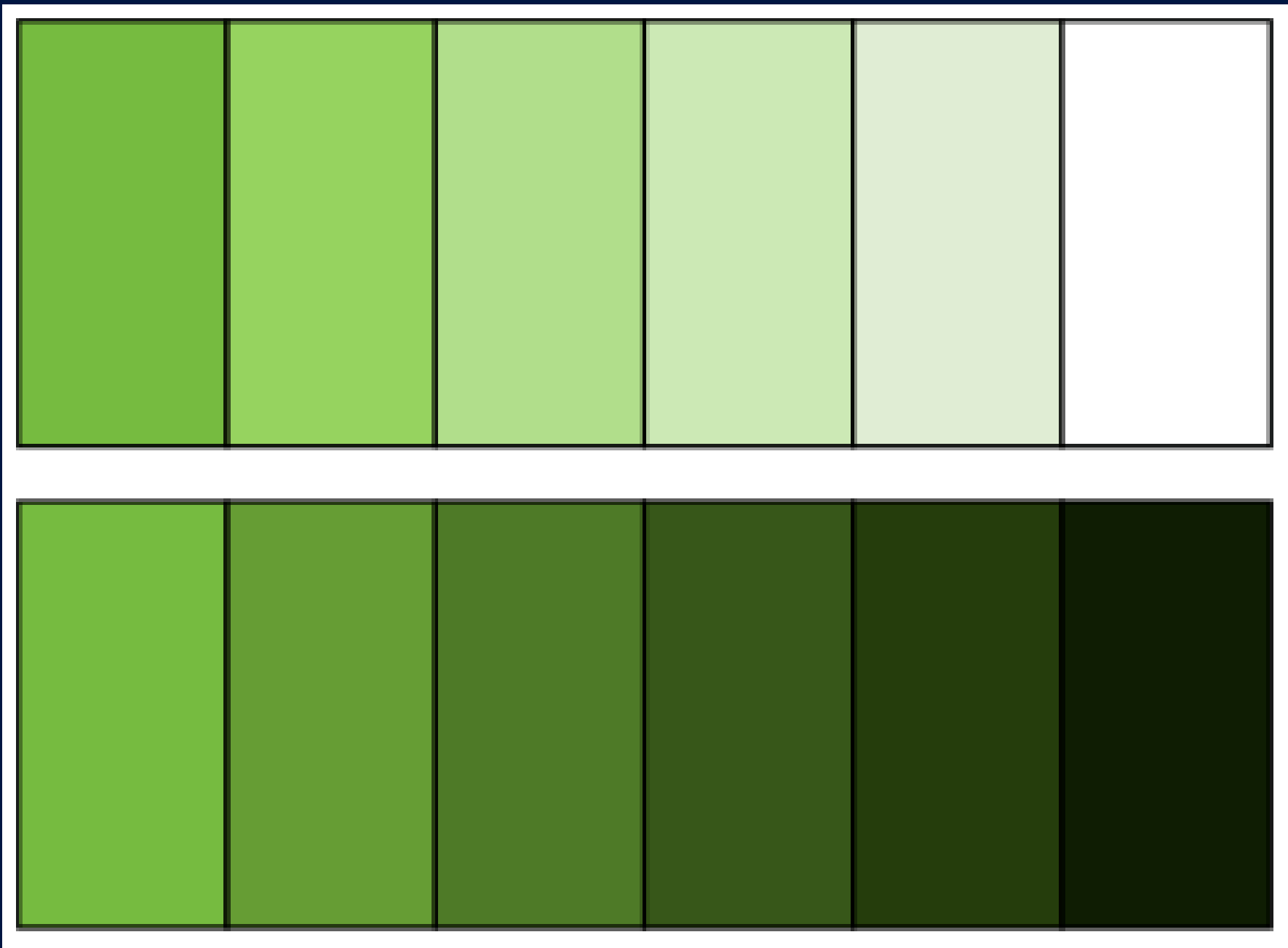
- **Tint** is the HUE + WHITE
- Tints are often referred to as pastel colors.
- many feel they are calmer, quieter colors.
- To get a perfect tint mix equal parts hue with equal parts white.



What is a shade?

- **Shade** is the HUE + BLACK
- sometimes frustrating when mixing paint.
- Many blacks will change the character of a hue even in small amounts, so they should be used sparingly.



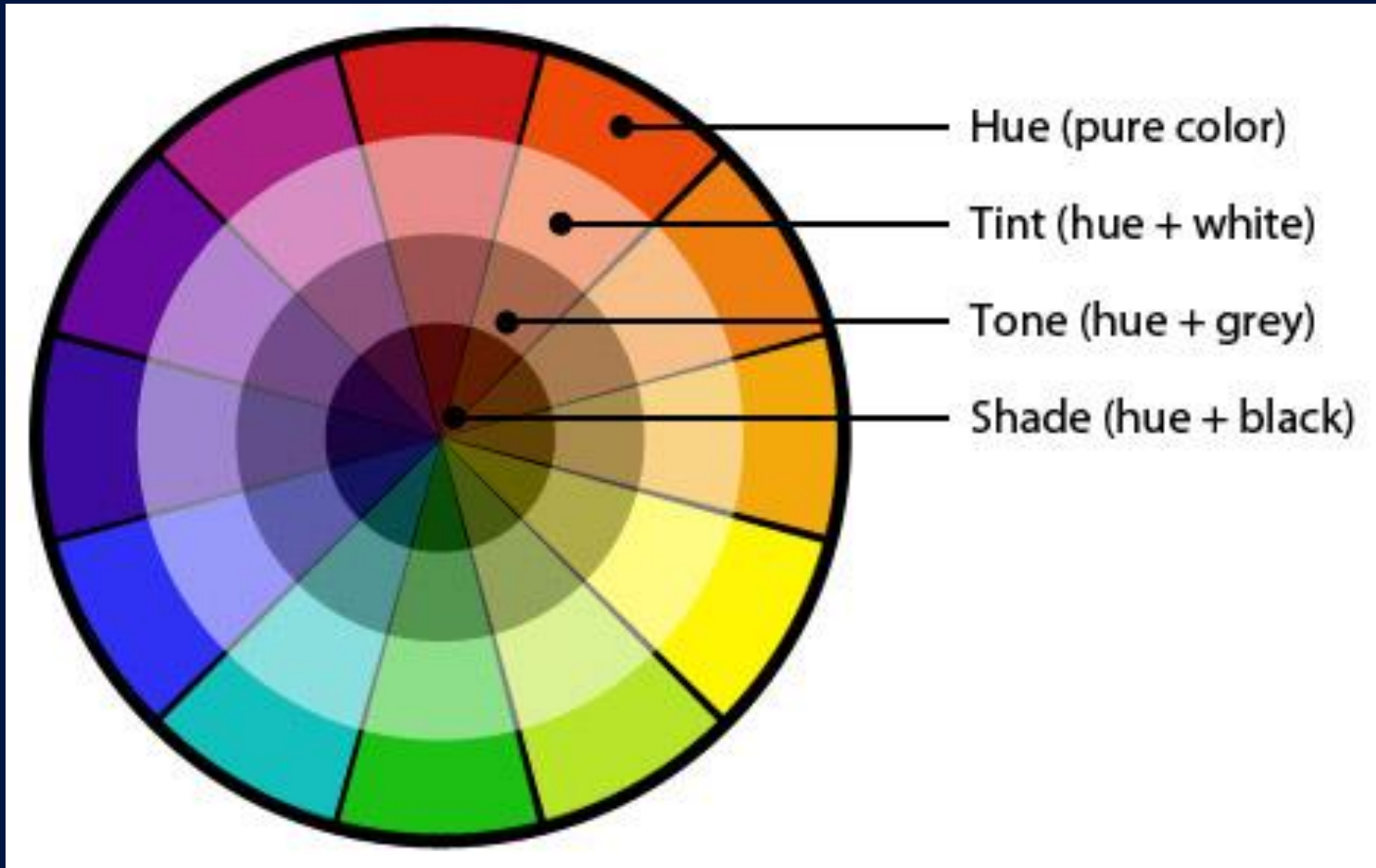


Painting the Color Wheel

- You can only use primary colors.
- You mix equal parts of primary colors to get secondary colors.
- You mix equal parts of secondary colors and primary colors to get tertiary colors.



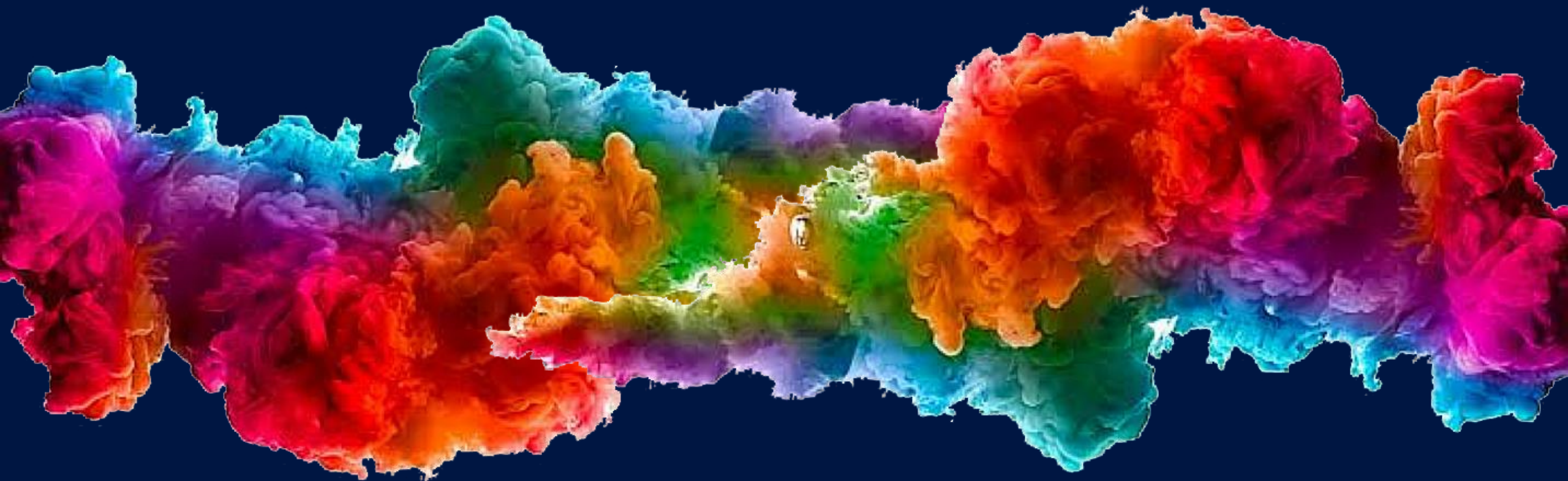
Painting tints, tones and shades



Painting tints, tones, and shades

- 1. you are only doing the primary colors.
- 2. you will start with the hue.
- 3. you will then add a tint, tone, and shade for each primary color.

Day 3: Warm and Cool Colors & Color Schemes



Warm Colors

- Red
- Yellow
- Orange
- Red-orange
- Yellow-orange
- Red-Violet

- Make the room appear smaller and cozy.





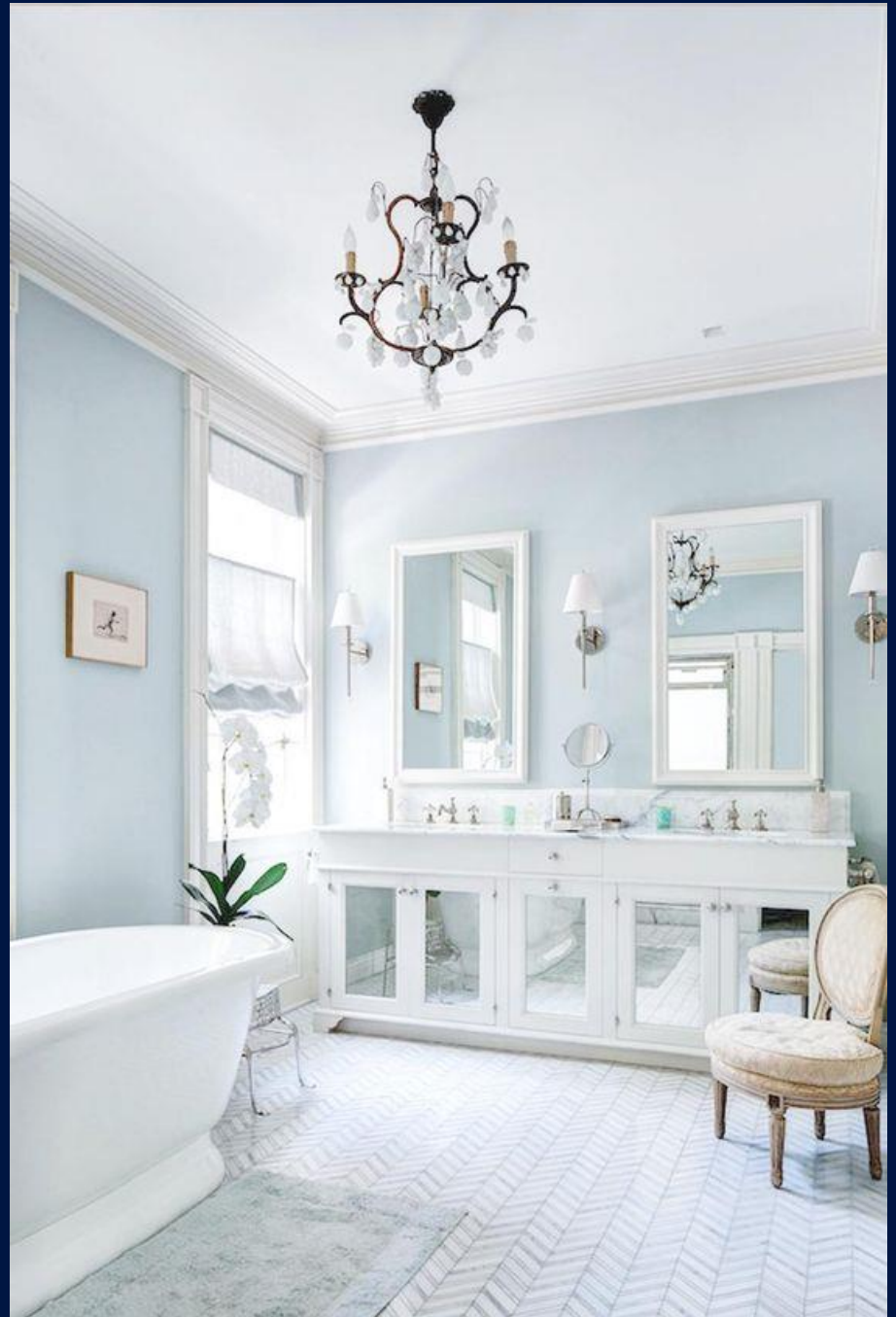




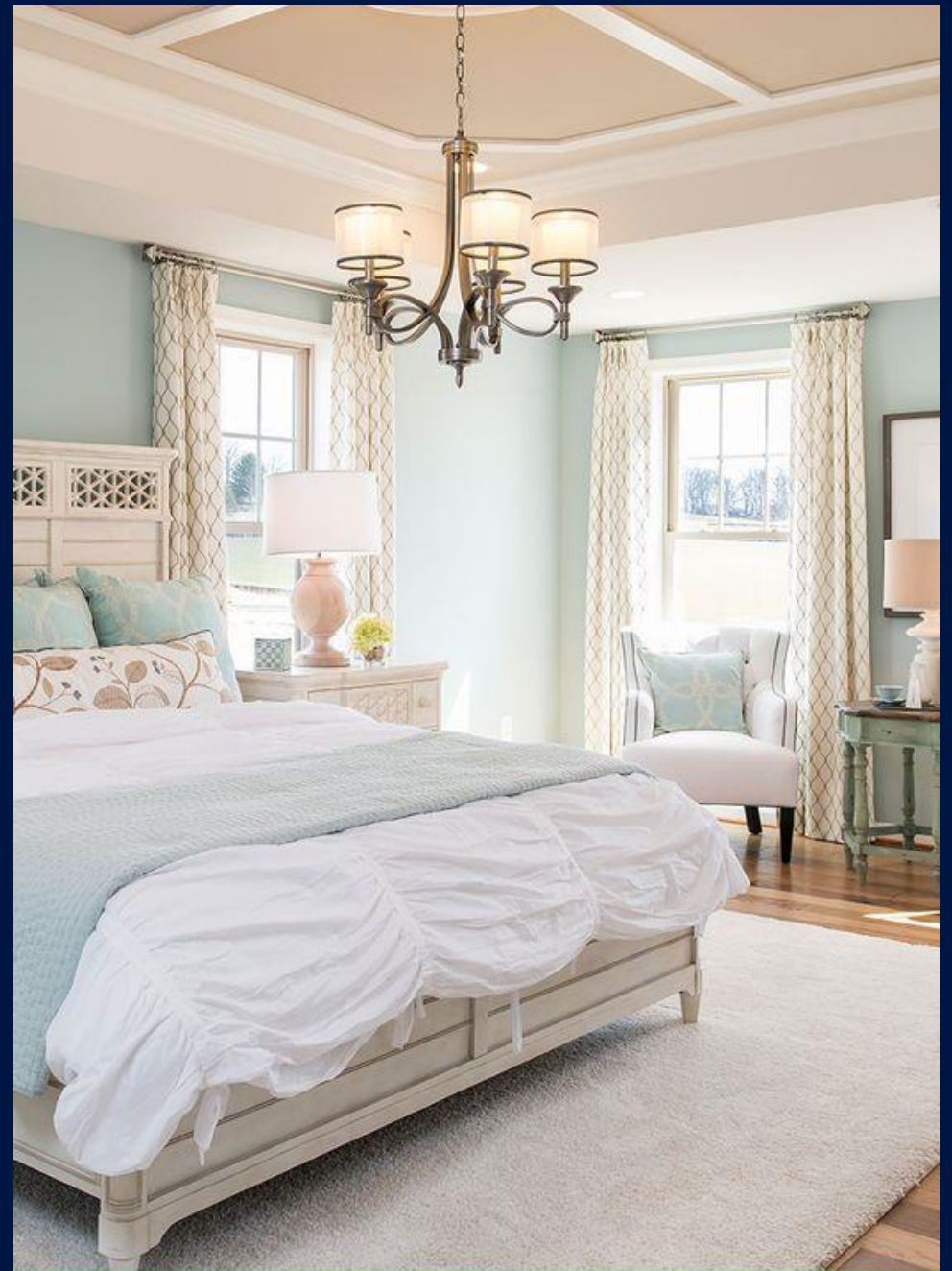
Cool Colors

- Green
 - Blue
 - Violet
 - Blue-green
 - Blue-violet
 - Yellow-Green
-
- Associate with water, peace, and restfulness.
 - These colors are receding so the make rooms appear larger and more spacious.









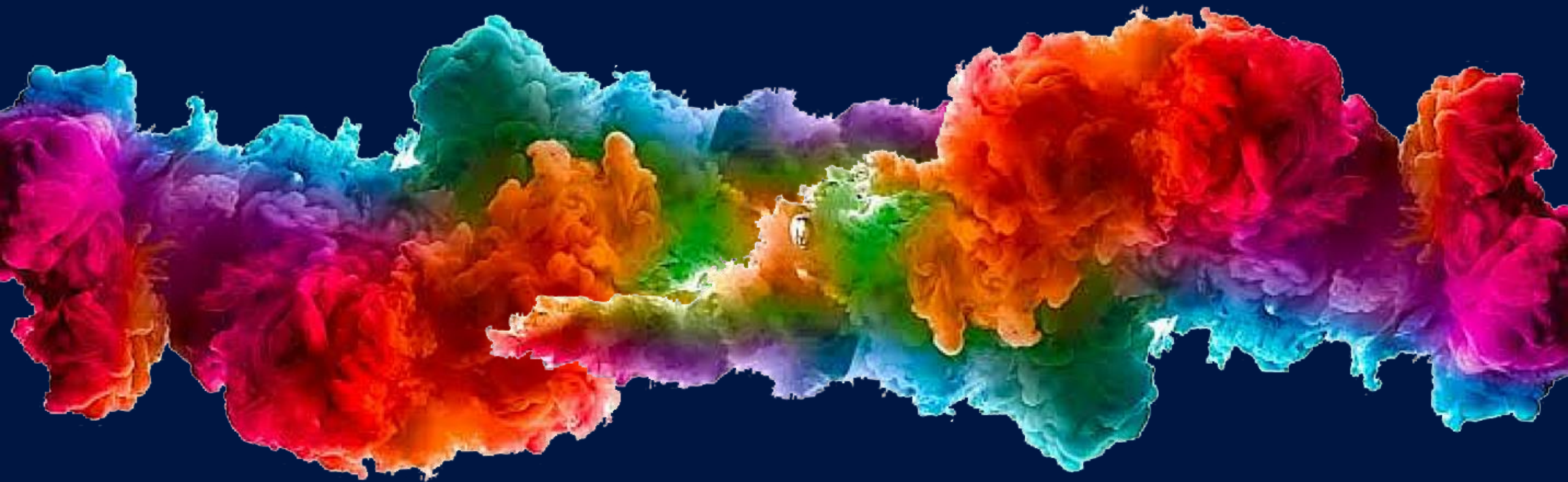
Neutral Colors

- Brown
- Tan
- White
- Black
- Gray



- The base of your decorating
- These colors are not found on the color wheel

Color Schemes



Monochromatic

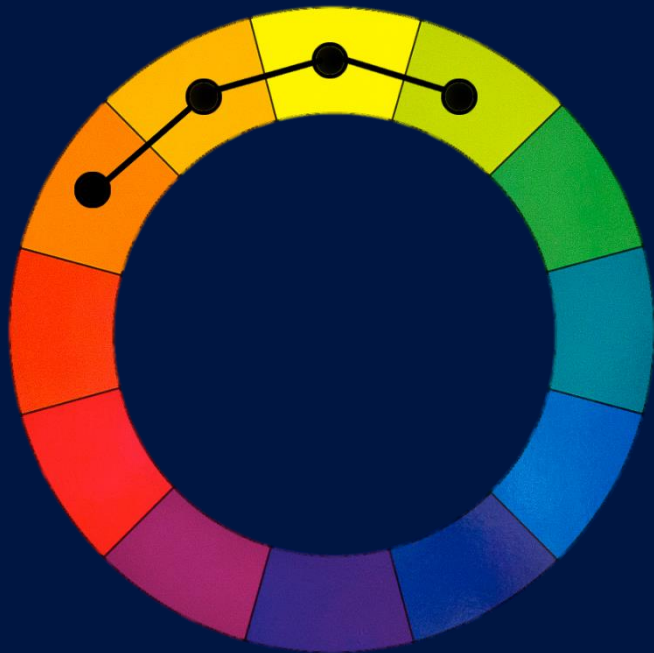


- A color scheme using the tints, tones, and shades of one color.



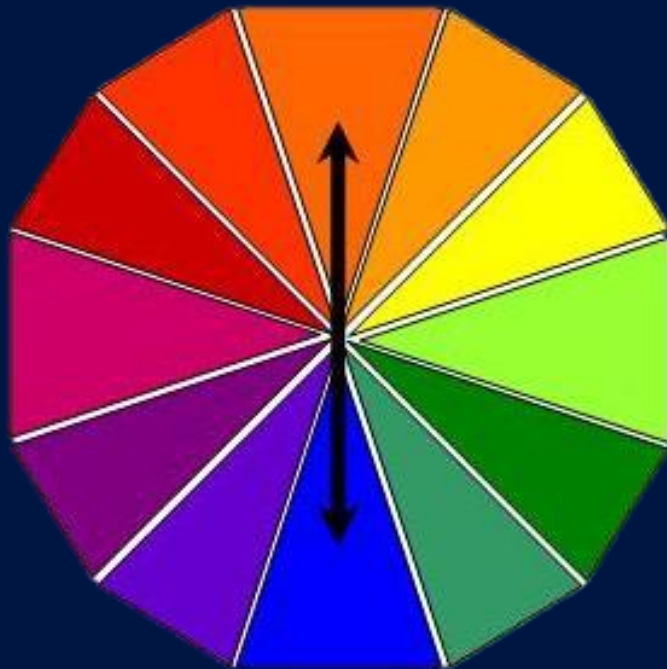
Analogous

- A color scheme using 3-5 colors directly next to each other on the color wheel.



Direct Compliment

- A color scheme using colors directly across from each other on the color wheel.



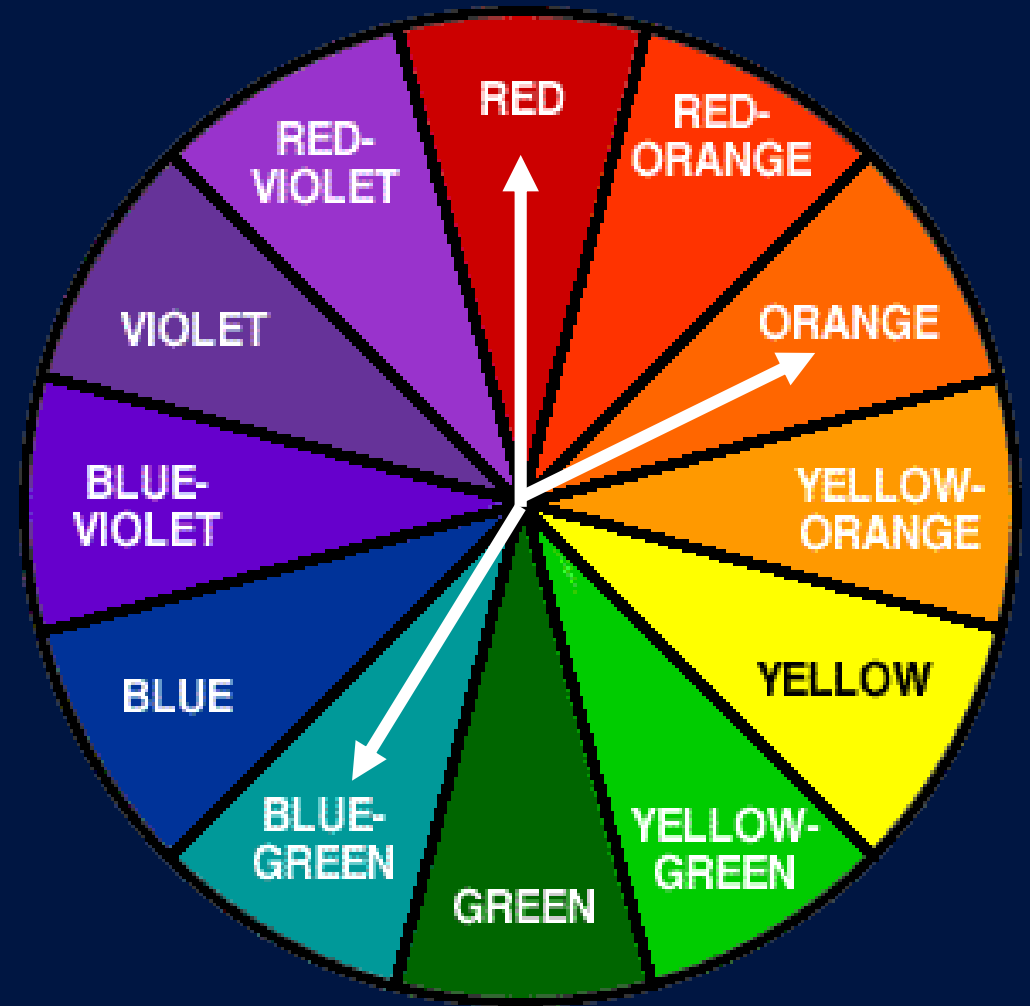


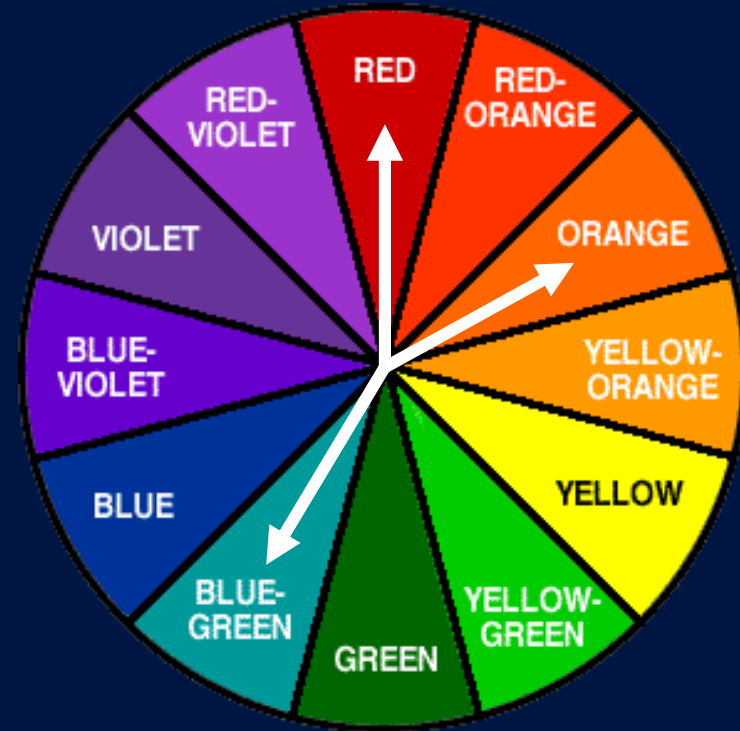
Split Compliment

- A color scheme using a color and 2 colors directly next to it's compliment.

For example:

I picked blue-green so I found its compliment which was red-orange so I used the color on each side of red-orange which was red and orange.





Double Compliment

- A color scheme that uses four colors arranged in two complementary color pairs.



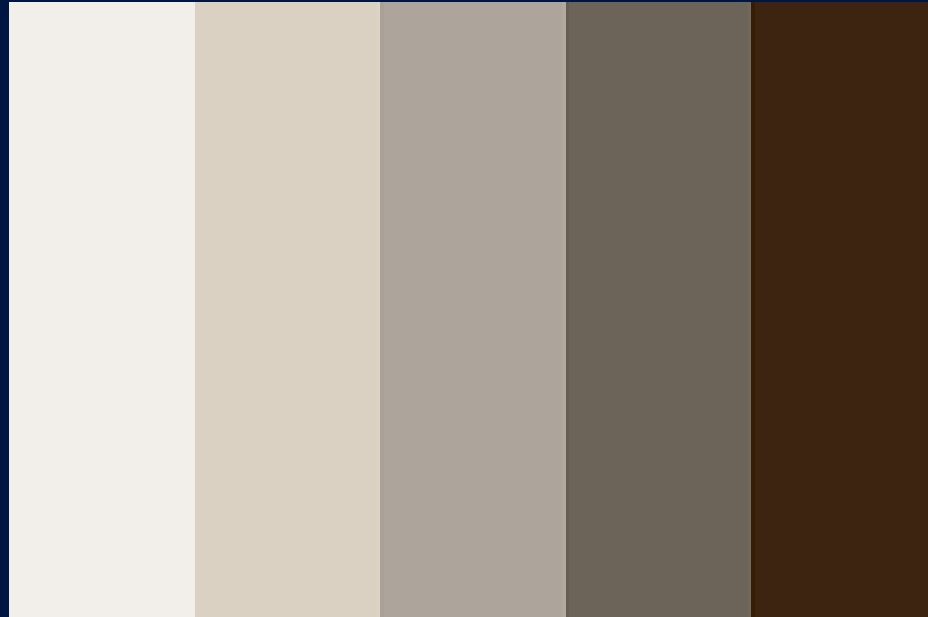
Triad

- A color scheme using 3 colors equal distant (equidistant) on the color wheel.



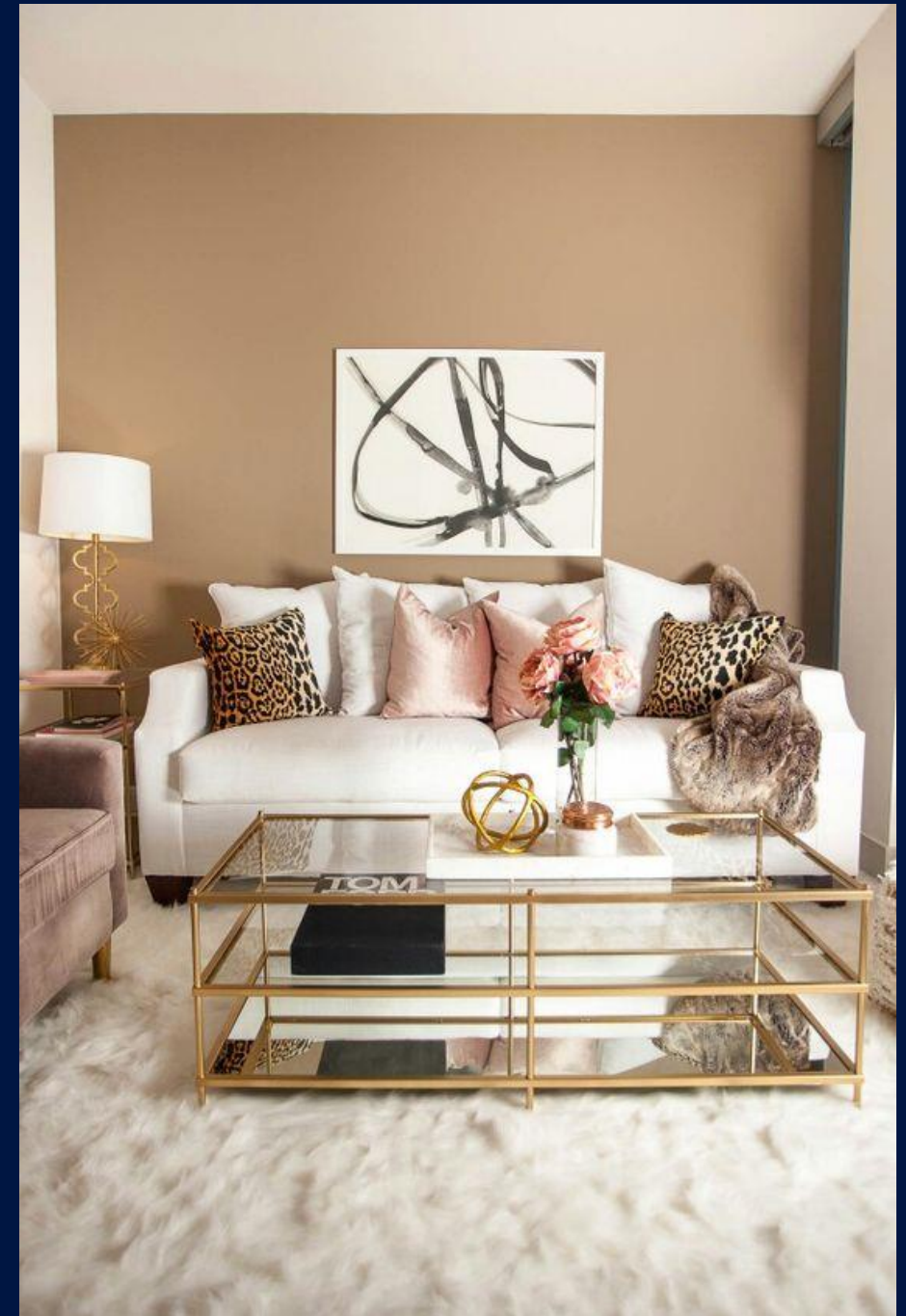
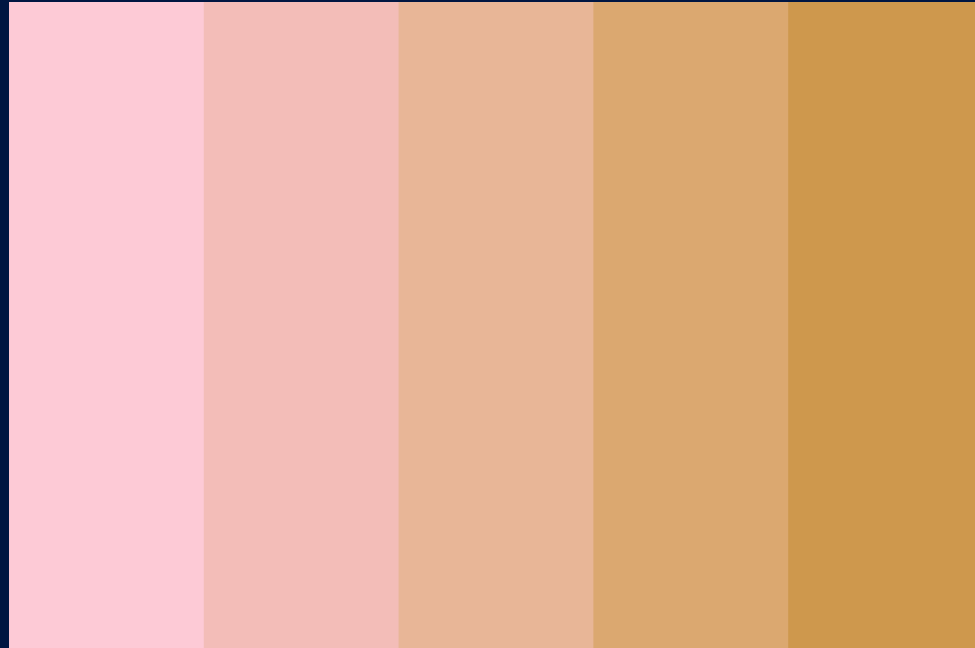
Neutral

- A color scheme using browns or metallic(s) such as gold, silver, and bronze.



Accented Neutral

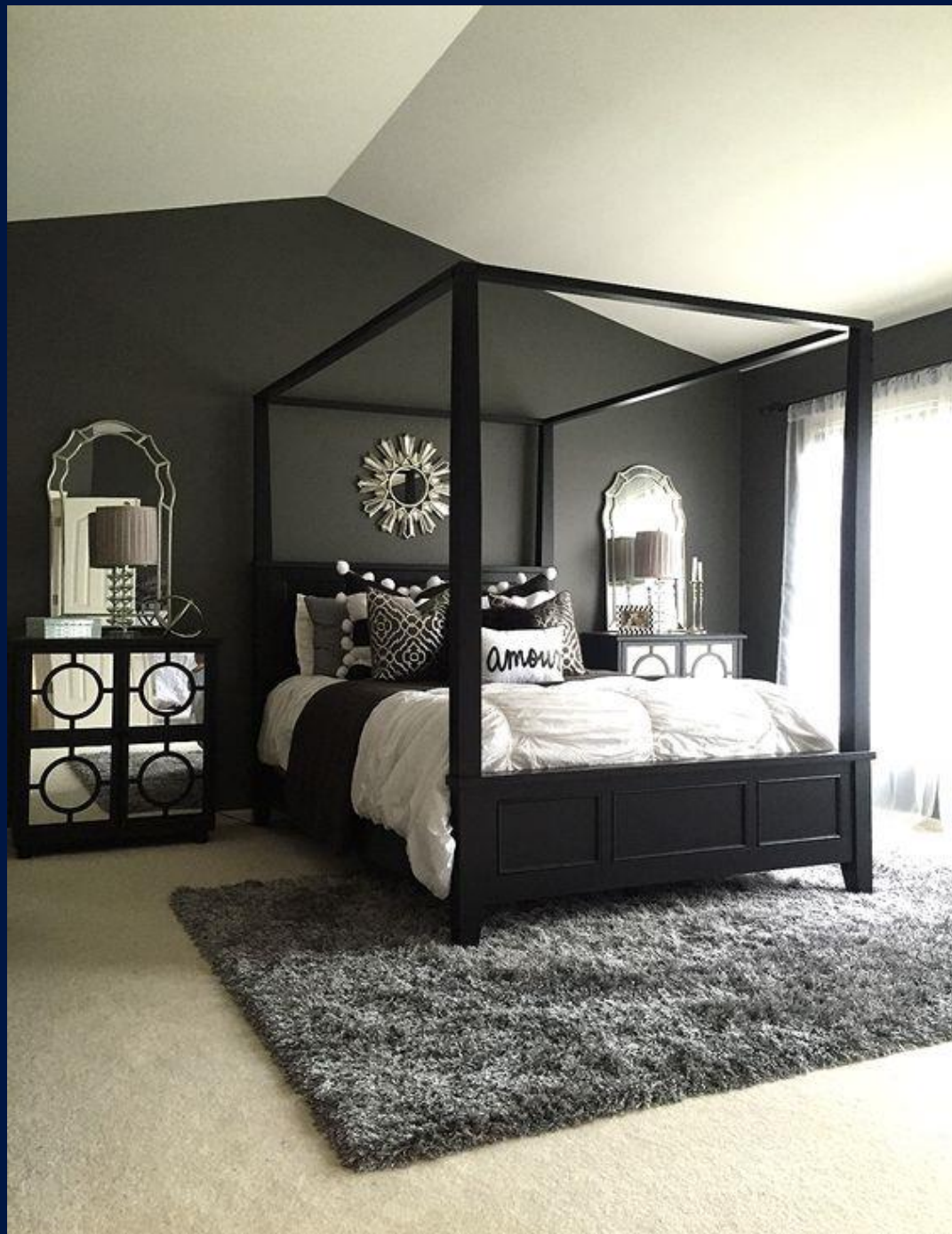
- A color scheme using a neutral with only one accent color.



Achromatic

- A color scheme using black, white, and/or gray.





Color is affected by...

- Texture
- Artificial lighting (incandescent, fluorescent, halogen, LED, etc.)
- Natural lighting (light created by the sun, moon, or fire)

Assignment: Color Schemes

- Find 2 different magazine pictures that each display a certain color scheme. Cut the edges so the picture is straight and mount on black cardstock. Title each mounted picture the color scheme that is being displayed in professional lettering.
- Write your name and class period in white colored pencil on the back of the paper.