CIOS 108
Design Fundamentals for Computer Applications

Color Combinations
The Traditional Color Wheel

http://www.saumag.edu/art/online_course_resources/2dimensionaldesign/2dimensionaldesign.html
Hue

- Pure color or color at its highest intensity
- 50% hue means a color at 50% of its full intensity
- 100% hue colors jump off the page/screen
- Using two hues next to each other creates extreme contrast
Tints and Shades

- A tint is a hue with white added to it
- A shade is a hue with black added to it
- Frequently referred to as value or tone
Cool and Warm Colors

- ½ of the color wheel comprises the “cool” colors (green through purple)
- The other half are the “warm” colors (yellow through pink)
Cool Colors

- Cool colors move to the background
- Greens, blues, and violets
- Soothing and relaxing / Gloomy
- Can even slightly lower your body temperature
Warm Colors

- Warm colors leap out off the page, they excite
- Can slightly increase your body temperature
- Warm colors dominate
- Warm colors can heighten motivation
- Red especially creates excitement, or agitates
- Yellow is happy and lighthearted
Neutrals

- Generally don’t show on a color wheel
- Blacks, grays, whites
- Beiges, tans, khakis
- Soften colors that are nearby
- Serve as resting places for the eyes
- Browns: sad and wistful, like fall
- White: purity, innocence, sterility
- Black: evil
Complementary Colors

- Colors directly across from each other on the traditional color wheel
- Each color has one and only one complement
- Always work well together
- Trick is to use a lot of one and a little of the other
- Complementary color schemes use values (tints and shades) of complementary colors
Monochromatic Color Schemes

- Different values (tints and shades) of a single hue
Triadic Color Scheme

- Created by drawing an equilateral triangle inside the color wheel and using the colors at the corners
Analogous Color Schemes

- Next to each other on the color wheel
- Often found in nature
- Harmonious and pleasant
Color Perception

- Perception of color often depends on the colors that are close by

- The two small boxes above are the same color, although they don’t necessarily look like they are
Handy Online Color Tools

- WellStyled.com’s Color Scheme Designer
  - [http://colorschemedesigner.com/](http://colorschemedesigner.com/)
  - Click a color on the color wheel
  - Upper right area shows mono (analogous) color scheme
  - Click a different type of scheme in upper left (includes complementary and triadic)

- Firefox Colorzilla Plug-in
  - Use to sample colors that you see in your browser window
  - Great for Web designers
  - Only works with the Firefox browser