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COLOR

Characteristics, Color
Wheel,
Color Schemes, Use of
color in Interior Decoration

Characteristics Of Colors

Qualities Of Color;

1. Hue >Indicates name of a color egg. red, blue, green etc
- 2.Value>refers to amount of lightness or darkness. Lightest value is white and darkest value is black.

Tint>Red+White=**Pink**

Shade>Red+Black=**Maroon**

Tone>Red+Black+White=**Greyed version of red**

Intensity>Also known as chroma. Refers to as brightness or dullness of colour. Bright colours are full of life and dull colours are subtle



Based on Effect:-

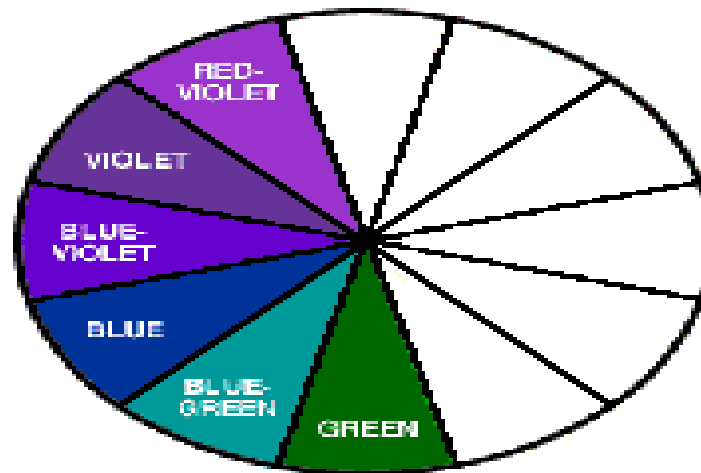
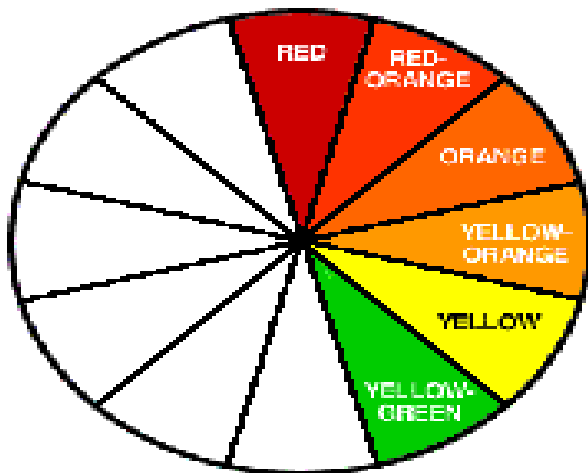
► Warm and cool colors -

Some colors such as red orange, red purple, etc give feeling of warmth while others such as green, blue purple give a cool effect

Yellow color will feel warm when used with red and orange but will give a cool effect when used with blue or green.

In a color wheel almost half of the colors are warm and half are cool.

Warm colors are colors of sunshine and cool colors are associated with sky, water, ice and foliage.



► Advancing or Receding colors -

Depending upon intensity and value, colors have the ability to attract attention.

Warm colors such as yellow, orange and red, etc. seem to advance and cool colors such as blue, green, etc. seem to recede

In interior decorations, advancing colors appear to make a room small and cool colors appear to make a room spacious.

In a rectangular room if the long walls are colored with warm colors and short walls are colored with cool colors the room will look like a square

Emotional Effect of colors

- ▶ Colors have different psychological effects, positive as well as negative. This point must be kept in mind while choosing colors in your design since various colors convey varied meanings.
- ▶ **Red**

Red is the color of energy, it's bold, it's powerful, it's vibrant. It has the longest wavelength (the distance over which the wave's shape repeats). It's the color of effectiveness, excitement and liveliness. All over the world we follow red traffic light to stop, its visibility is the strongest amongst all other colors because of its highest wavelength. On the other hand its negative impacts can be aggression, visual disturbance and strain. You live in a red room for a day and you will go crazy, it has to be complimented with other colors to make it subtle.

▶ ***Blue***

Blue is the color of intelligence, vastness, royalty, serenity, coolness and tranquility. Sky appears blue and gives calm effect, water appears blue and gives peace of mind. Blue appears to be the favorite color of most of the people but on the other hand it is also a color of coldness, unfriendliness and unemotional.

▶ ***Green***

Green is the most refreshing and cool color. Green is the color of life, fertility, reassurance, peace, harmony, balance. Nature is green and how soothing it is to our eyes. Not a single tree in this world is of the same green tint or shade, yet it appears to be so full of life and create environmental beauty. As for its negative traits it is the color of Boredom, stagnation, blandness and enervation.

▶ ***Violet***

- ▶ Violet is color of truth, luxury and spiritual awareness. It has the shortest wavelength therefore it is considered to be weak also. A color of introversion and suppression. It is associated with deep contemplation and royalty, meditation and quality.

▶ ***Orange***

- ▶ Orange gives warmth, comfort, security, passion, fun and frolic. Due to the mixture of red and yellow it gives stimulation and sensuality. Use of too much orange gives a feeling of no serious attitude and gives a feeling of deprivation if used with black.

▶ ***Black***

- ▶ All colors are absorbed in black. Black is glamorous, graceful, efficient and security. Women wear black to attract, they look sophisticated. Black creates hindrance since there's no light no reflection. It works perfectly with white thus the co relation is either alternation or repetition. Black is the color of mourning also. Too much black creates heaviness and scary look.

▶ ***Yellow***

Yellow is a very emotional color, it is the color of self esteem, confidence and optimism. After red yellow has the longest wave length, appearing to be strong from a distance. World over yellow cabs can easily be seen, sunflowers, daffodils appear to be friendly. Contrary to this it also communicates few negative values like depression, hatred and anxiety.

▶ ***Pink***

Pink is a cute color, very feminine, love and tranquility. Though pink is a tint of red but it soothes rather than stimulates. It gives comfort and suggests grace and elegance. Sometimes too much pink looks physically weak and appears full of flaws. It creates impact of inhibition.

▶ **White**

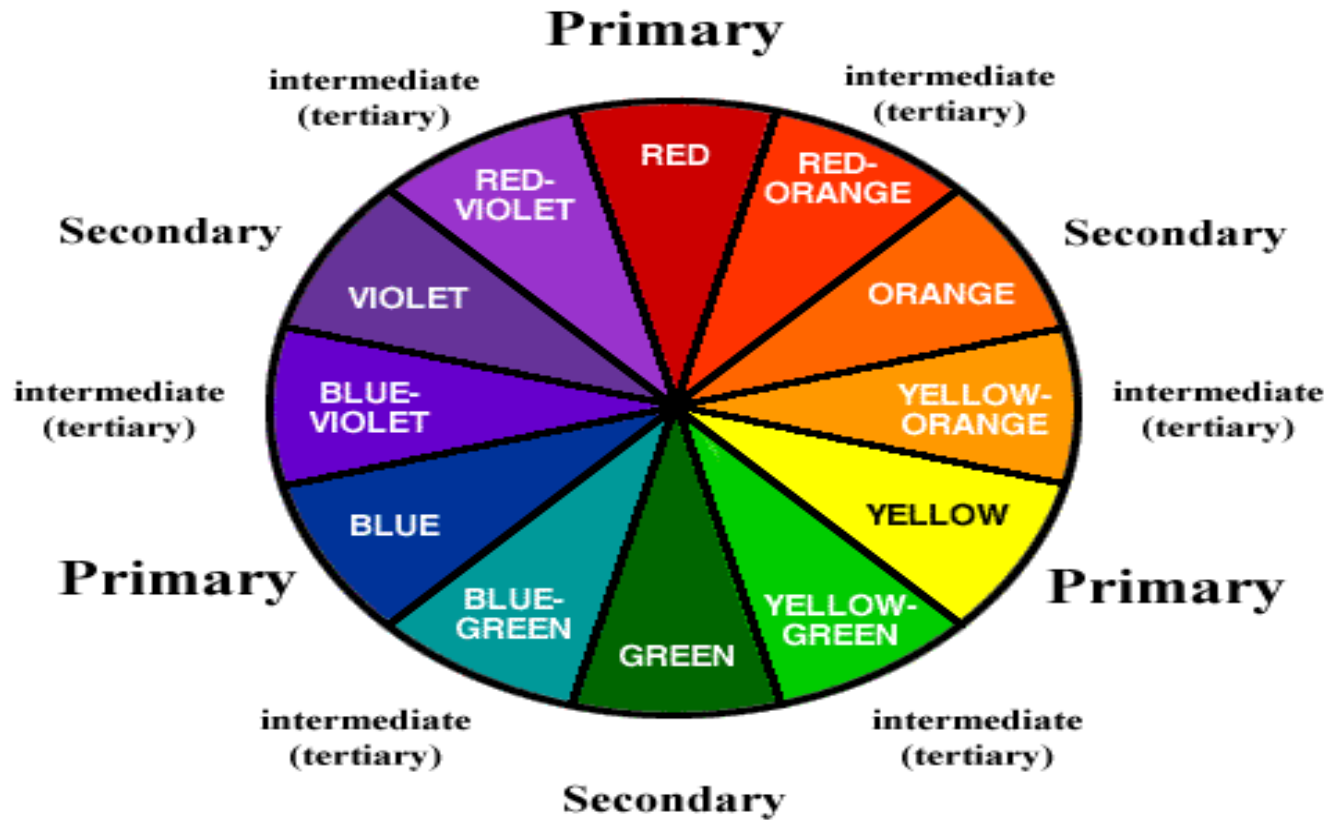
White is pure, clean, hygienic, innocent and simple.

White is total reflection. It gives perception of space, too much clutter in a design can be overcome by using spaces of white. The negative effect of white is that it makes other colors used with it cold and unfriendly. Can create a diminishing effect.

▶ **Grey**

Grey is a neutral color, not giving a direct psychological effect. It may represent emptiness and dullness. It gives impression of dampness and right tone of grey must be used otherwise it may make your composition depressive.

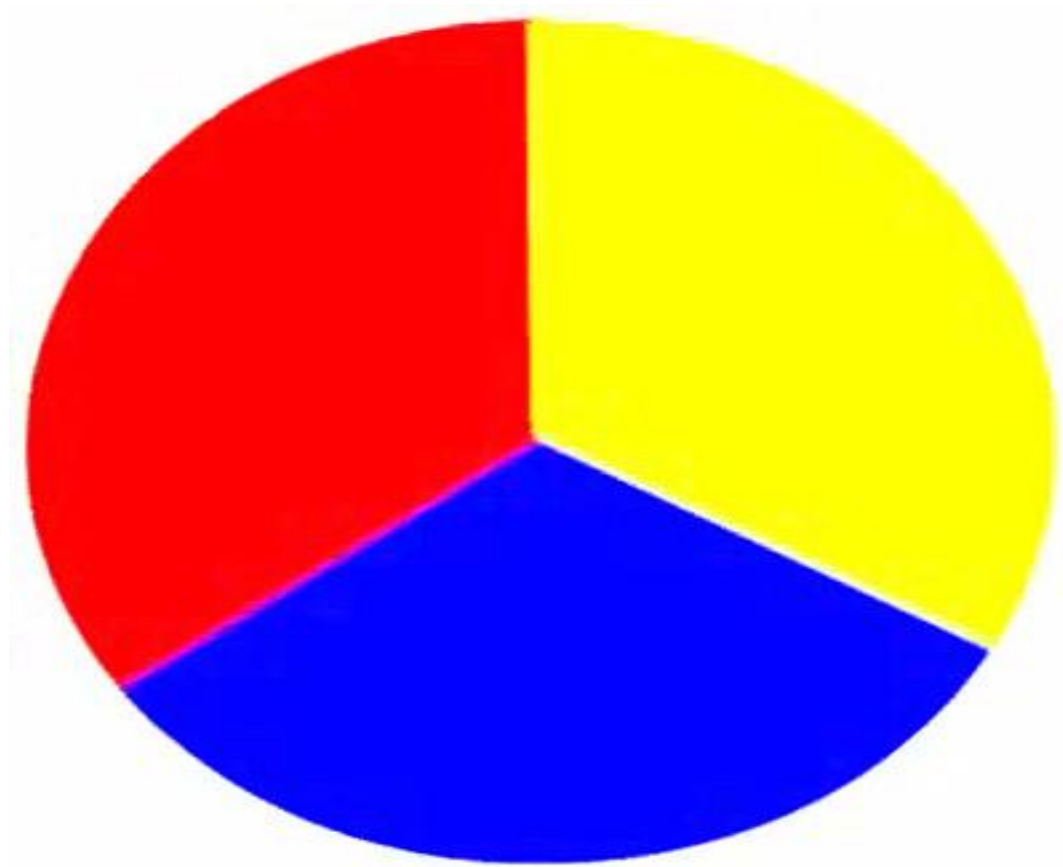
Color Wheel



Primary Colors

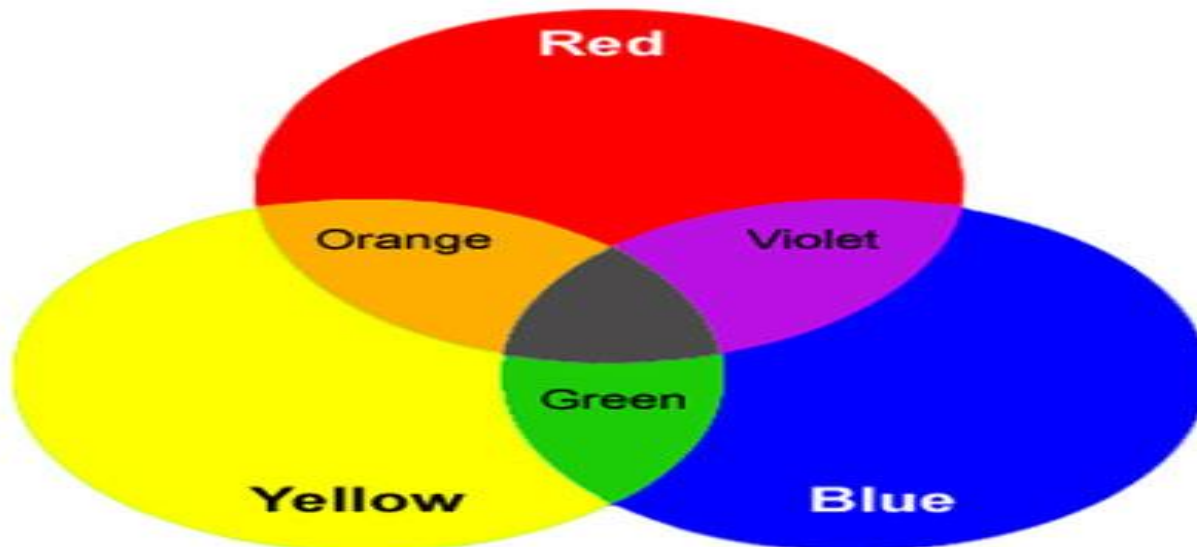
There are three primary colors,

- ▶ Red,
- ▶ Yellow
- ▶ Blue



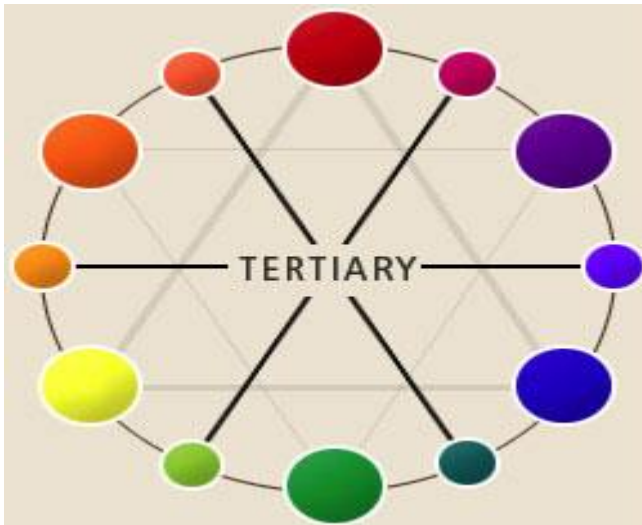
Secondary Colors

- ▶ The mixture of yellow and blue makes GREEN,
- ▶ The mixture of yellow and red makes ORANGE,
- ▶ The mixture of red and blue makes PURPLE.
- ▶ Green, Orange and Purple are secondary colors resulting from the mixture of primary colors.



Tertiary Colors

- ▶ Tertiary colors are intermediate colors made out of secondary and primary colors. A tertiary color is a color made by mixing one primary color with one secondary color, in a given color space such as RGB or RYB.



Color Schemes

- ▶ Color schemes may be similar or contrasting, similar are restful but sometimes monotonous.

Contrasting harmonies can be too disturbing or striking.

Color schemes are of two types -

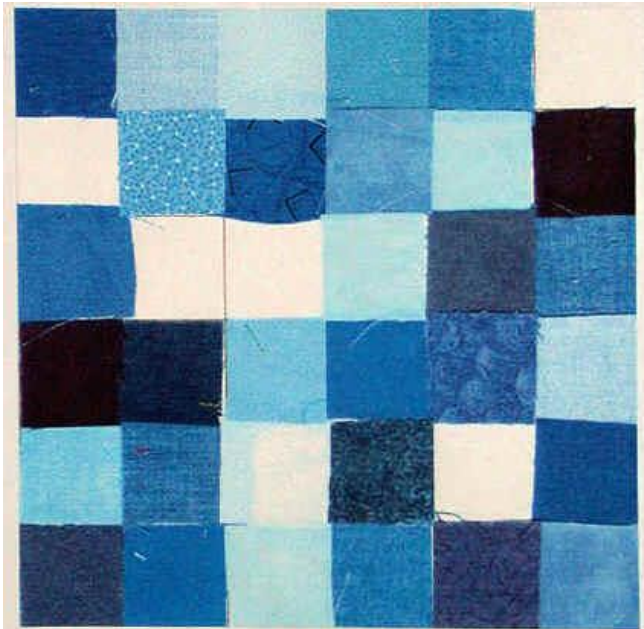
- 1) Related color schemes
- 2) Contrasting color schemes

Similar or Related color schemes:

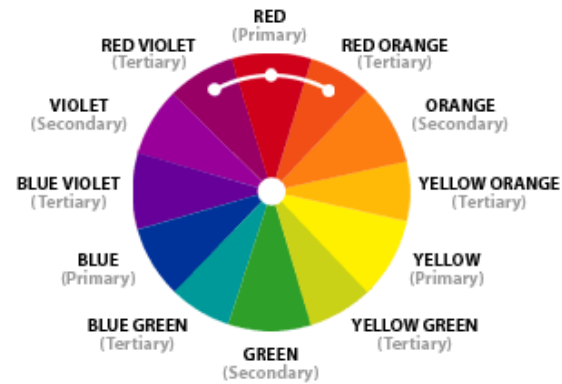
- 1) Monochromatic color scheme
- 2) An analogous color scheme

Monochromatic

- ▶ A one-hue color scheme - using tints and shades
- ▶ Endless values are created by adding white or black
- ▶ Quiet and peaceful effect
- ▶ Boredom can be avoided by using different forms, textures, and spatial relationships.



Analogous



- ▶ Uses colors (3-5) that are adjacent to each other on the color wheel.
- ▶ One color is used as a dominant color while others are used to enrich the scheme



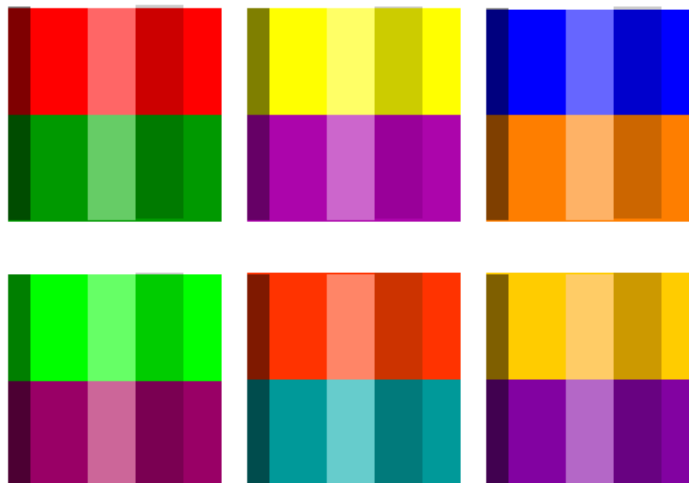
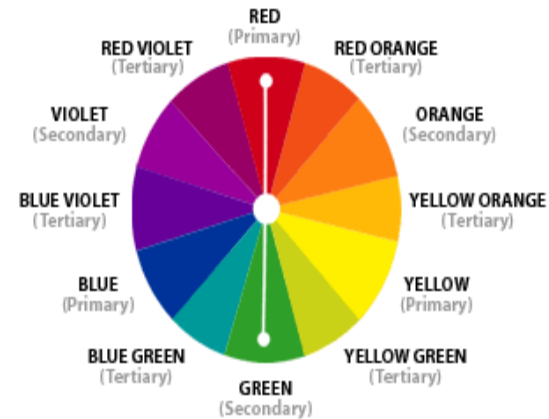
Contrasting color schemes

The 4 contrasting color schemes most frequently used are:

- a) A complimentary color scheme
- b) A split complimentary color scheme
- c) A triad color scheme
- d) An accented neutral color scheme

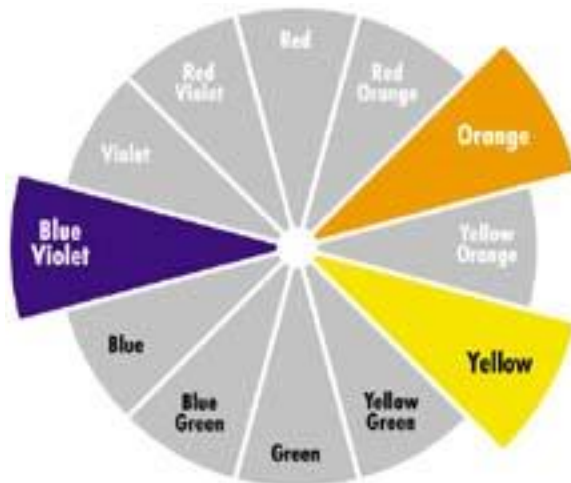
Complementary

- ▶ Built by combining hues opposite each other on the color wheel
- ▶ Tend to be livelier than other schemes
- ▶ Values and intensities must be handled carefully



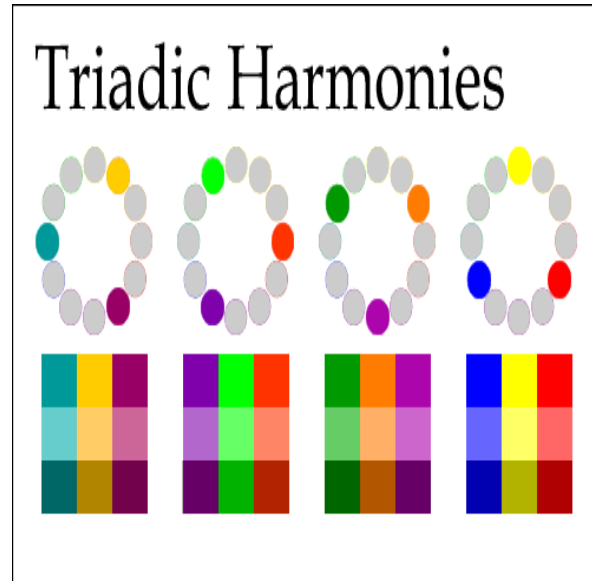
Split-Complementary

- ▶ A variation of the standard complementary scheme
- ▶ Uses a color and the two colors adjacent to its complementary
- ▶ Provides high contrast without the strong tension of the complementary scheme



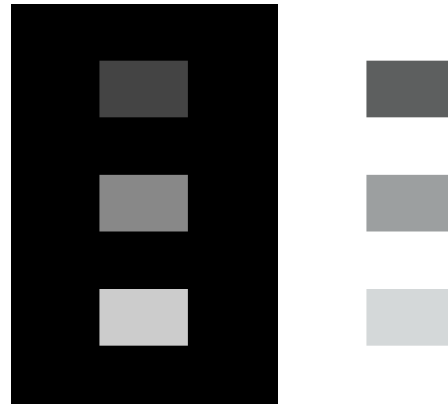
Triad Color Scheme

- When three colors, evenly spaced from one another, are used.
- The triadic scheme is not as contrasting as the complementary scheme, but it looks more balanced and harmonious



Accented Neutral Color Scheme

- ▶ Uses no hue
- ▶ Neutral colors like white, grey, and black are achromatic.
- ▶ Utilizes only value variations, without intensity
- ▶ Usually requires an accent color



- easier to live with than with vibrant color schemes.
- Often used as background colors in rooms because they blend well with other colors
- Touches of accent colors are usually added for interest



The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the frame, creating a modern, layered effect. The central area is a clean white space.

Thank You