



UNIVERSITY OF IOWA  
ART & ART HISTORY



Fall 2011

Design Fundamental

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# Why do we study color?

- **Communication**  
: determining names of colors
- **Application**  
: visual art works

# Functions of Colors

- **attracting attention**  
: graphic design / industrial design
- **expressing emotions**  
: painting / sculpture
- **delivering messages**

# Meanings of Colors

<http://www.mariaclaudiacortes.com>

# Application of Colors



Product Design

# Application of Colors



Product Design

# Application of Colors



Interior Design

# Application of Colors



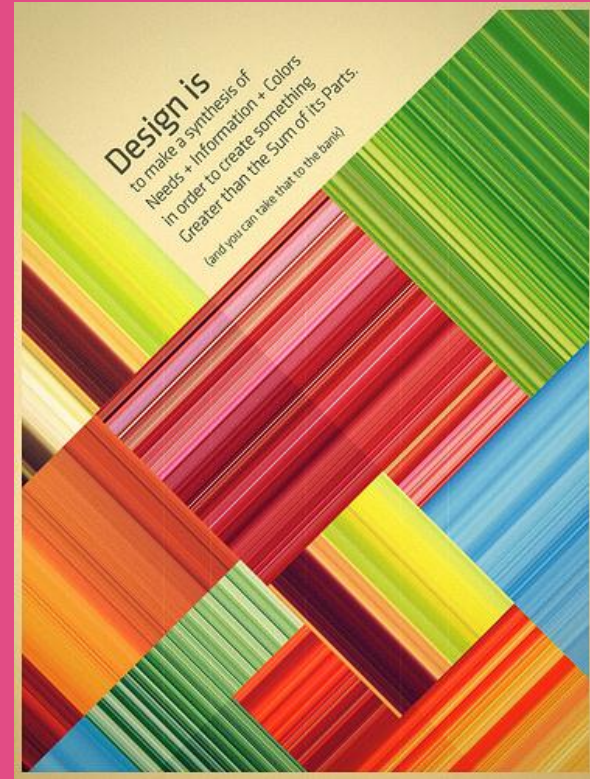
Interior Design

# Application of Colors



Architecture

# Application of Colors



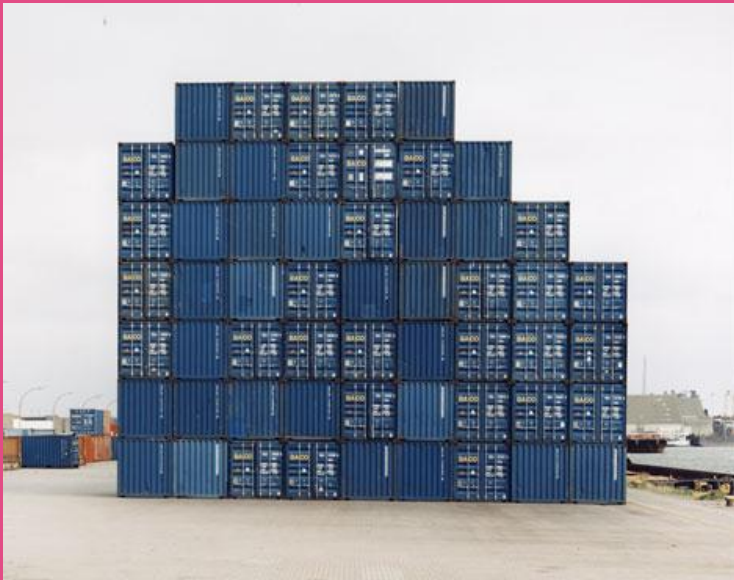
Graphic Design

# Application of Colors



Branding Design

# Application of Colors



Photography / Sculpture

# Application of Colors



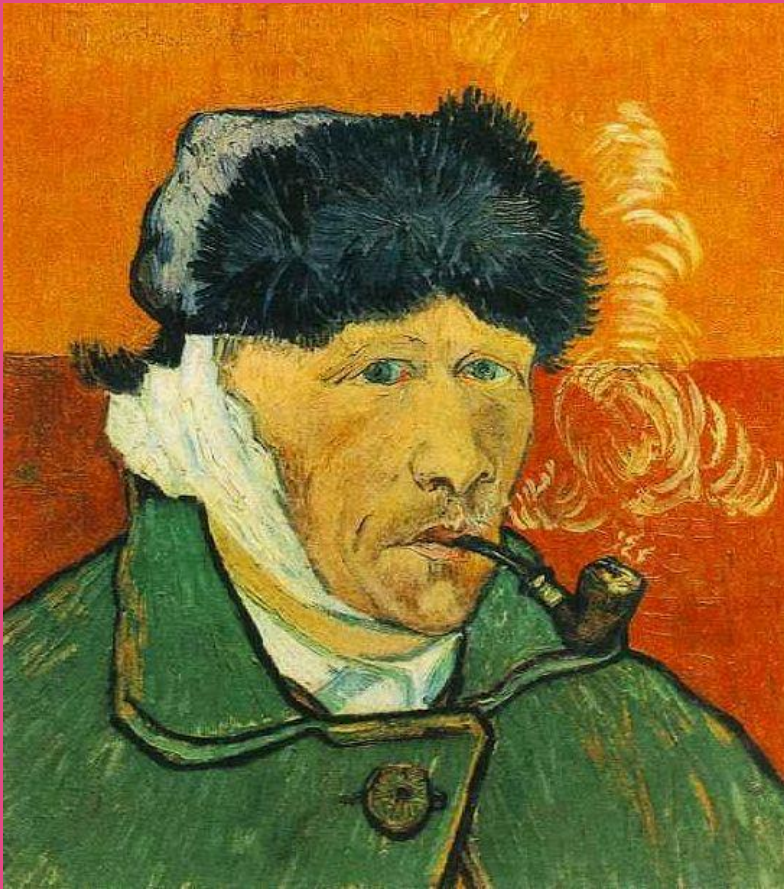
Ceramics

# Application of Colors



Painting / Printmaking

# Application of Colors



Painting / Printmaking

# Application of Colors



Video Art

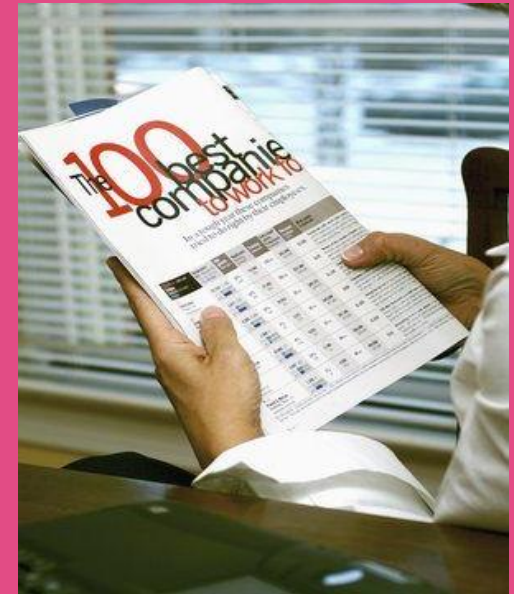
# Color Systems



TV : Additive

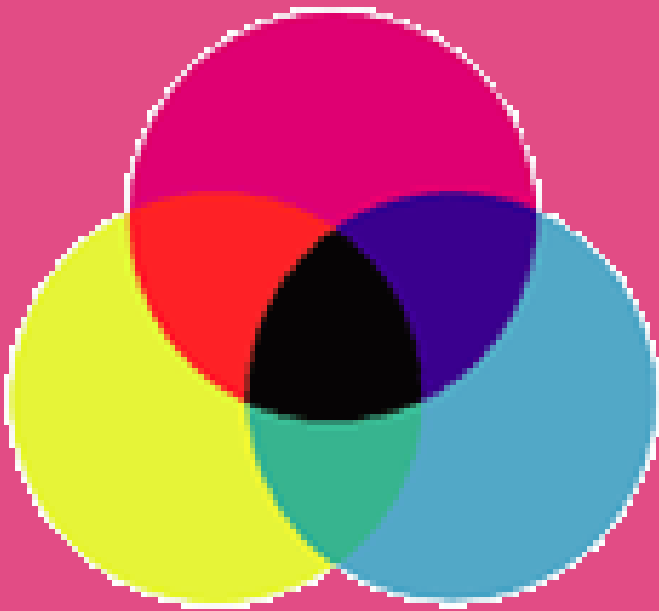


Painting : Subtractive



Magazine : Transparent

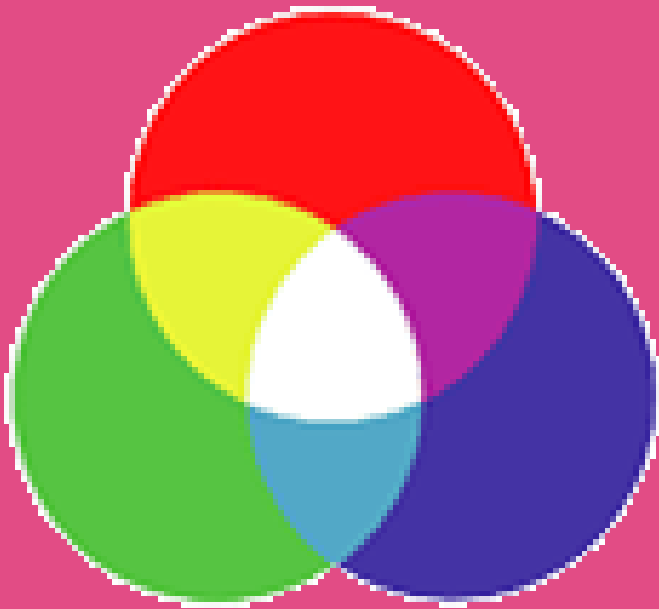
# Color Systems



- **Subtractive Color (CMYK)**

:When we mix colors using paint, or through the printing process, we are using the subtractive color method. Subtractive color mixing means that one begins with white and ends with black; as one adds color, the result gets darker and tends to black.

# Color Systems

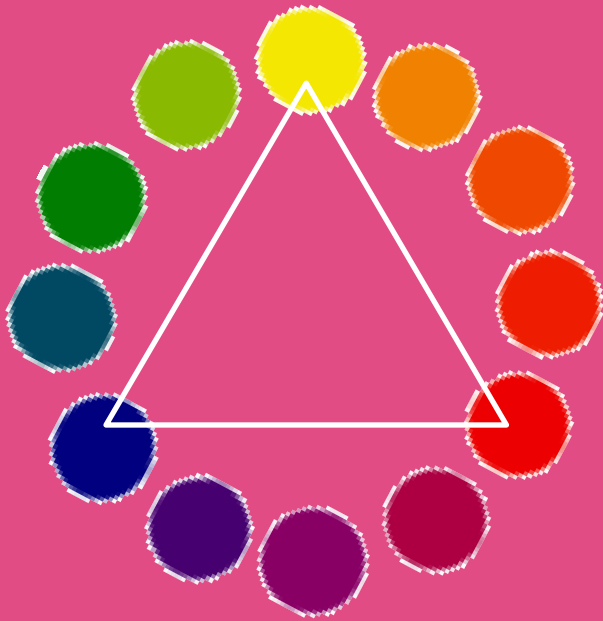


- **Additive Color (RGB)**

:If we are working on a computer, the colors we see on the screen are created with light using the additive color method. Additive color mixing begins with black and ends with white; as more color is added, the result is lighter and tends to white.

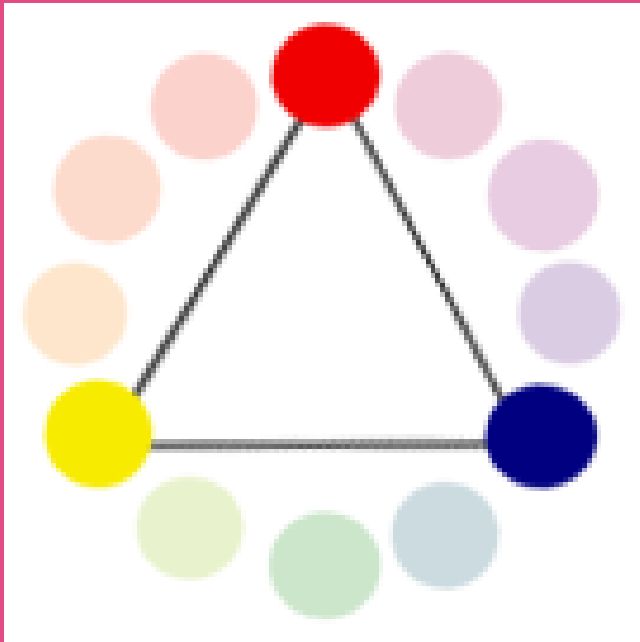
# Color Systems

- **Color Wheel**



: A color wheel (also referred to as a color circle) is a visual representation of colors arranged according to their chromatic relationship. Begin a color wheel by positioning primary hues equidistant from one another, then create a bridge between primaries using secondary and tertiary colors.

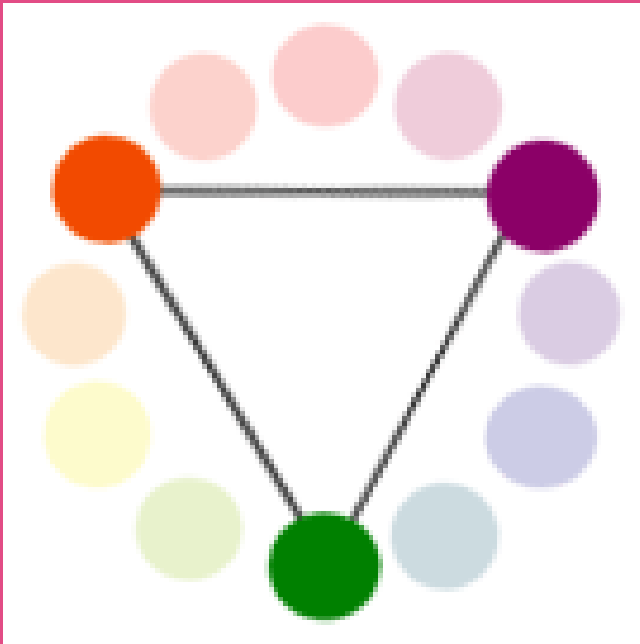
# Color Systems



- **Primary Colors**

: Colors at their basic essence; those colors that cannot be created by mixing others.

# Color Systems



- **Secondary Colors**

: Those colors achieved by a mixture of two primaries.

# Color Systems



- **Tertiary Colors**

: Those colors achieved by a mixture of primary and secondary hues.

# Color Schemes

- **Achromatic Color Scheme**  
: possessing no hue - black, gray, or white.
- **Warm Color Scheme**  
: vivid and energetic, and tend to advance in space - Yellow to Red Violet
- **Cool Color Scheme**  
: impression of calm, and create a soothing impression – Yellow Green to Violet
- **Complementary Color Scheme**  
: Those colors located opposite each other on a color wheel.
- **Analogous Color Scheme**  
: Those colors located close together on a color wheel.
- **Monochromatic Color Scheme**  
: A single base hue, and extended using its shades, tones and tints (that is, a hue modified by the addition of black, gray (black + white) and white

# Color Schemes Assignments

- You are required to create 6 color scheme compositions which was explained above.
- New Document Size : 450px X 450px
- Layer system has to be involved.
- Only 9 Squares are allowed to be used.
- You are allowed to resize squares unlike Gestalt Theory Assignments.
- Only way to create “Rectangles” is to overlap numbers of squares.
- Try to apply Gestalt theory to emphasize focal point, movements, illusions and so forth. It is the time to put your creativity into your works.