Colour Theory: Illustration, Colour, Layout and Desk Top Publishing

Illustration terms

Look at this at example of a computer rendering.

Notice some of the key features of the illustration that make it appear more realistic

1. **Light** (see note)

2. **Shade** (see note)

3. **Reflection** (see note)

4. **Tone** (see note)

5. **Gradient** note that a gradient fill has been used in the background behind the bionicle. It is a gradual change from one tone or one colour to another

6. **Texture** (note the are some differences in texture between the metal ball bearing shown at A the plastic parts and the highly reflective table top

7. **Shadow** (see note)

Colour Terms

Light
Areas that are the lightest are orientated towards the light source.
The arrow indicates an area of this feature that catches the greatest amount of light. This it due to its shape, the fact that it is made of a reflective material and that is orientation towards the light source.

A

Reflection
created when reflective surfaces mirror
the objects around it. in this case the table top reflects the bionicle above it.

Tone
The gradual change of tone across this surface indicates that it is curved rather than flat

Shade
Surfaces of a darker tone that are pointing away from the light source

Shadow
Shadow is created when a strong light source shines across an object and blocks light from reaching surrounding surfaces.
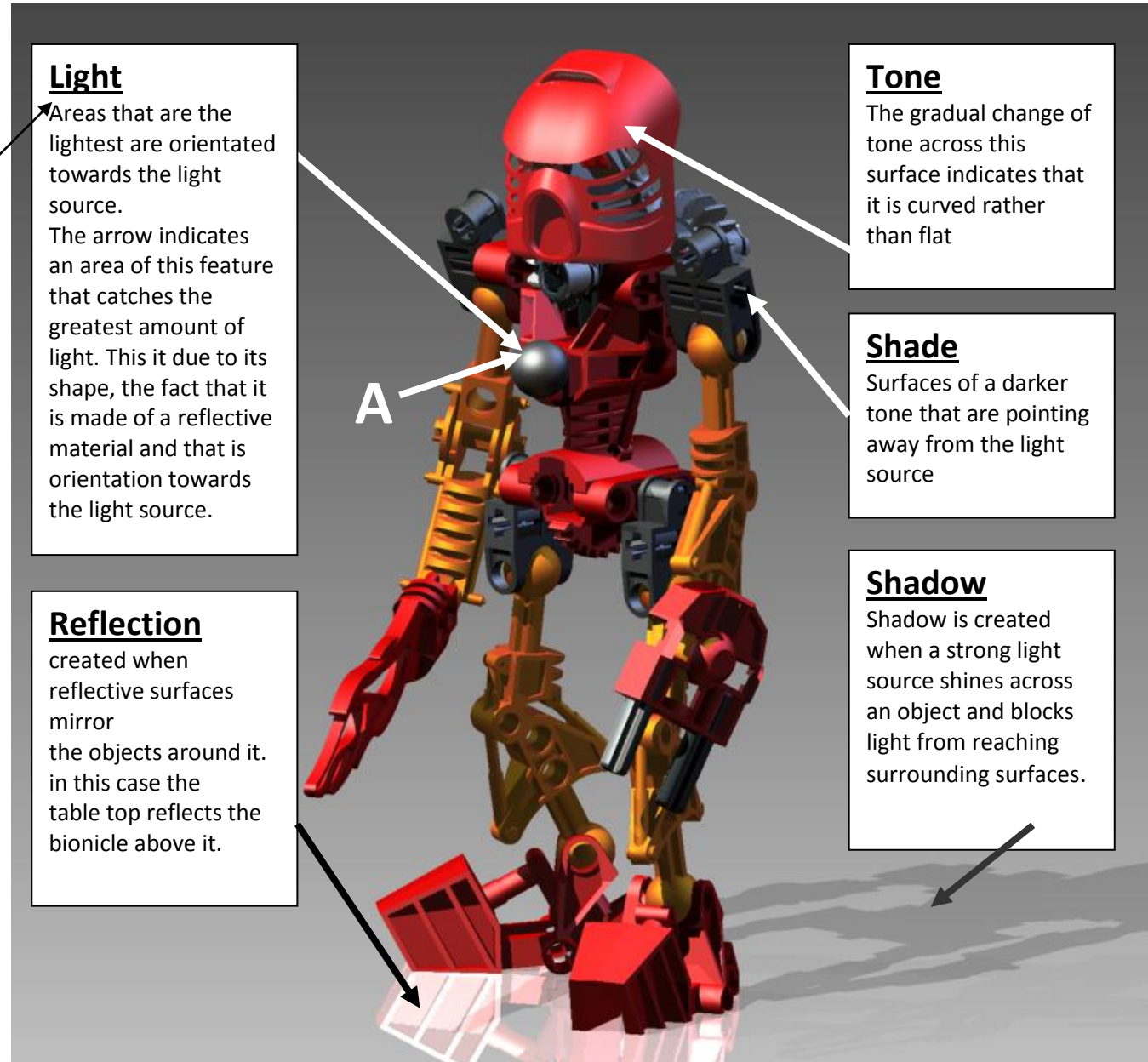
From your work in S2 you will be familiar with **primary colours** (blue, red and yellow), **secondary couloirs** (green, orange and violet) and **tertiary colours** (yellow-orange, red-orange, red-violet, blue- violet, blue-green, yellow-green).
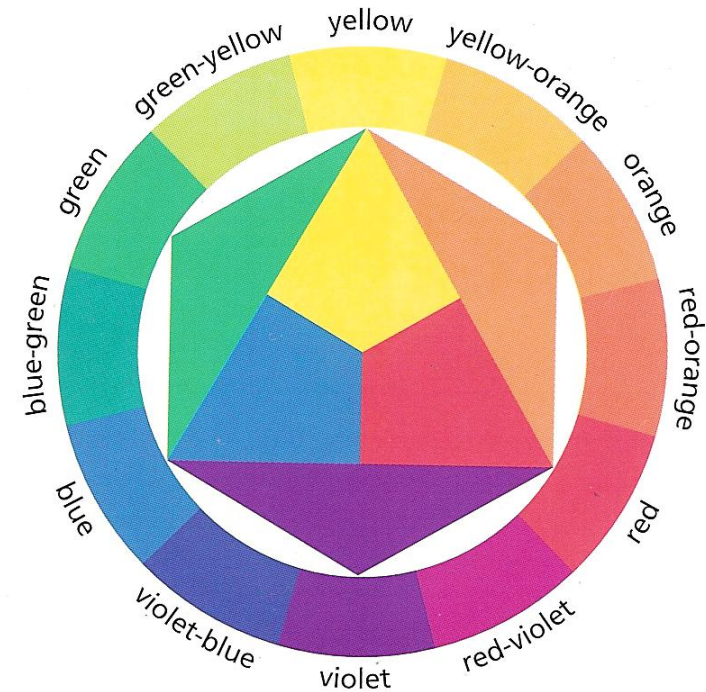
You may also be familiar with these terms

1. <u>warm</u>

2. <u>cool</u>

3. <u>contrast</u>

4. <u>harmony</u>

These are associated with colours or colour combinations. Let's look at examples of these with reference to the colour wheel (shown opposite)

The colour wheel

Term	Examples	Notes
<u>**Warm colours**</u> found on one side of the colour wheel, starting at yellow-orange round to red-violet		these are also known as advancing colours as they appear to be closer to the viewer.

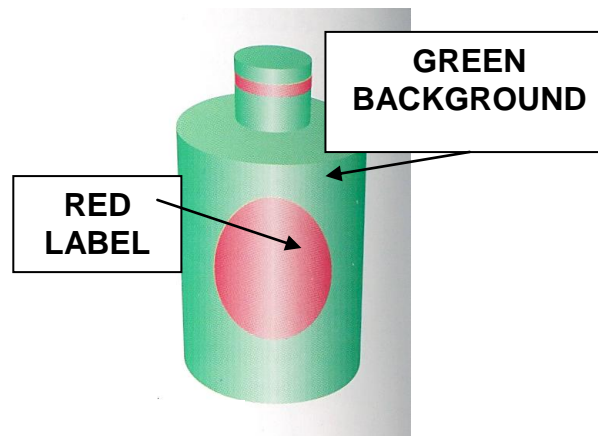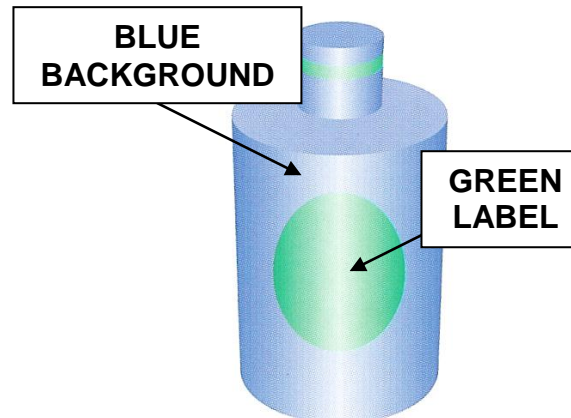|		
Cool colours found on the other side of the colour wheel starting at blue violet round to green-yellow.		these are also known as receding colours as they appear to be further away from the viewer.
Contrasting Colours ➤ Colours far apart on the colour wheel ➤ Eye catching ➤ Makes objects stand out ➤ Complimentary e.g. the green makes the red look redder, and the red makes the green look greener	GREEN BACKGROUND RED LABEL 	often used in product packaging to ensure that it grabs the attention of the consumer, for instance Weetabix is blue text on a yellow background. **Weetabix** THE WHOLEGRAIN CEREAL
Harmonising Colours ➤ Colours close to each other on colour wheel ➤ Easy on the eye ➤ Creates a relaxing image	BLUE BACKGROUND GREEN LABEL 	often used in bedroom interior design because it gives a relaxing mood in the room.

Colours can also be changed to them lighter or darker

Adding **black** to a colour makes a **SHADE** of that colour.   For Example   [orange] + [black] = [brown]

Adding white to a colour makes a TINT of that colour.   For Example   [orange] + [white] = [light tint]

Colours can also communicate certain moods or feelings.

Consider the examples below

BLUE

Cool, elegant, sophisticated, reliable, classy, formal

RED

Warm, exciting, vibrant, passionate, dangerous, revolutionary, active,

YELLOW

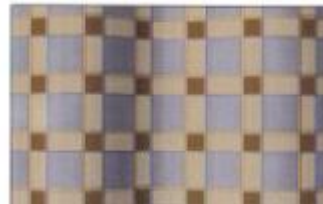Warm, happy, sunny, lively, cheerful, bright, glowing, most easily seen

GREEN

Cool, restful, natural, calm, soothing, informal, associated with the environment

ORANGE

Warm, happy, sunny, appetising, full of flavour and energy

NEUTRALS

Browns: natural, earthy, safe, good, wholesome

Greys: natural, restful, comfortable, dignified, calm

VIOLET

Cool, peaceful, solitary

BLACK AND WHITE

Dramatic, elegant, stylish, sophisticated, opposing pure and innocent (white only

Some Examples
Warm Colour Scheme Example
The room shown opposite has a warm colour scheme. This is clear by the use of a mixture of colours from the warm side of the colour wheel: **orange, red-orange and red**. There are also neutral colours like beige and white which can be used in any colour scheme.

Advancing Colours
Warm colours are also known as **advancing colours** and can be used to **make items things stand out** or **make rooms appear larger** than they actually are (this also depends on the amount of tint or shade used in a colour).

Orange

Red/ Orange
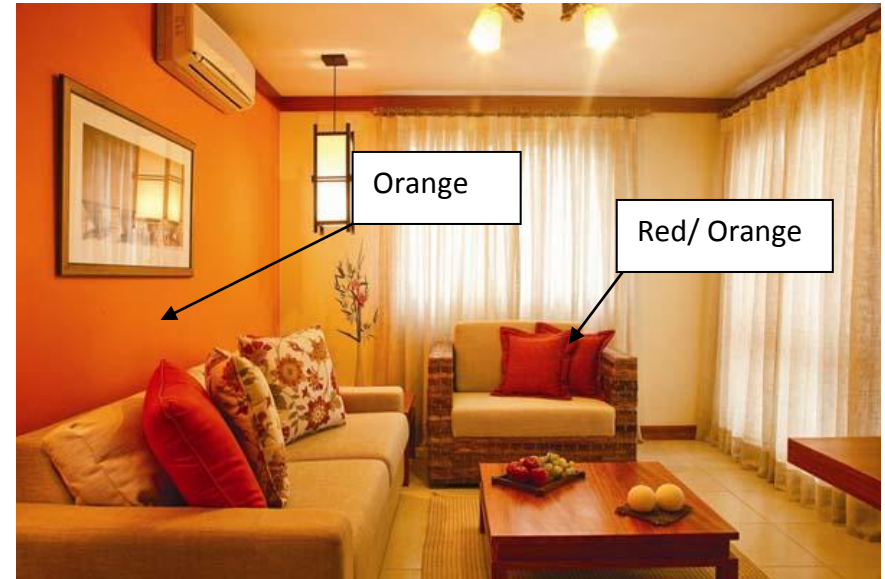
Blue

Green

Cool Colour Scheme Example
The room shown opposite has a cool colour scheme. This is clear by the use of a mixture of colours from the cool side of the colour wheel: **blue, blue-green and green**. There are also neutral colours like beige and white which can be used in any colour scheme.

Receding Colours
Cool colours are also known as **receding colours** and can be used for **backgrounds behind products** which 'pushes' the product to the foreground, in adverts or packing or **make rooms appear smaller** in interior design (this also depends on the amount of tint or shade used in a colour).
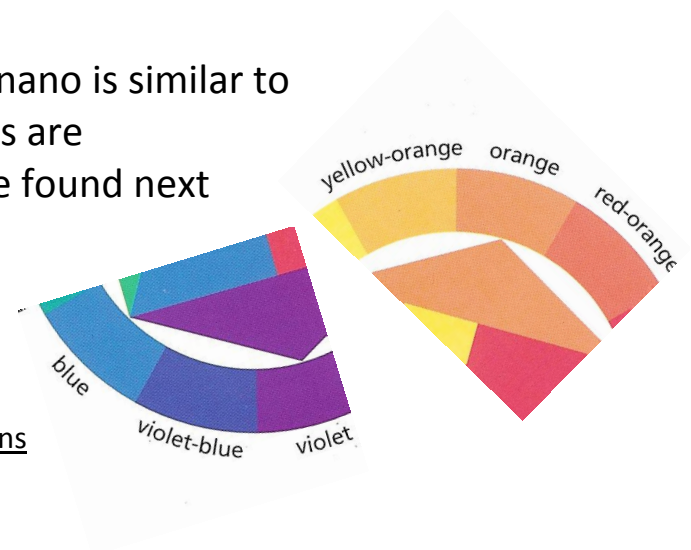
Contrasting Colour Scheme

These examples show iPod nanos being worn on peoples clothing. In each case the casing of **the nano contrasts with clothing being worn** (blue contrasts with orange, green contrasts with redy brown). Notice how contrasting colours appear on opposite sides of the colour wheel.

Harmonising Colour Scheme
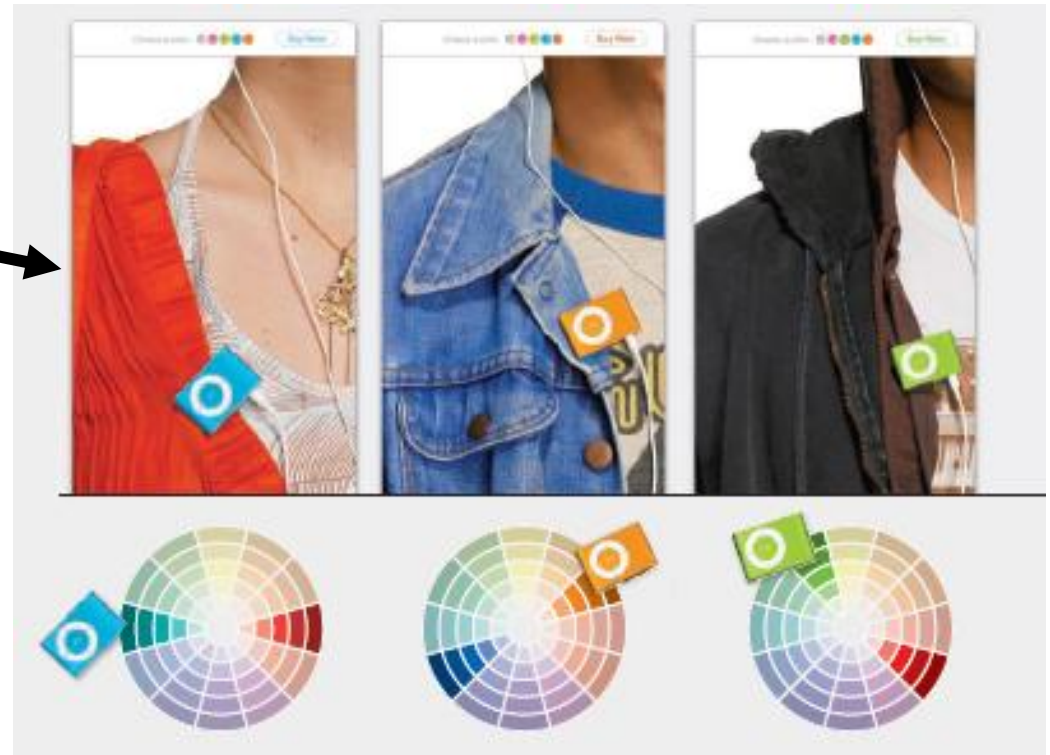
In this example the silver of the iPod nano is similar to the grey of the clothing. These colours are harmonising. Harmonising colours are found next to each other on the colour wheel.

Examples of harmonising colour combinations

Exciting Colour Scheme

Exciting colour schemes are created by **selecting colours equally distributed around the edge of the colour wheel**. For example in this case green, orange and violet

Examples of colour combinations used in exciting colour schemes