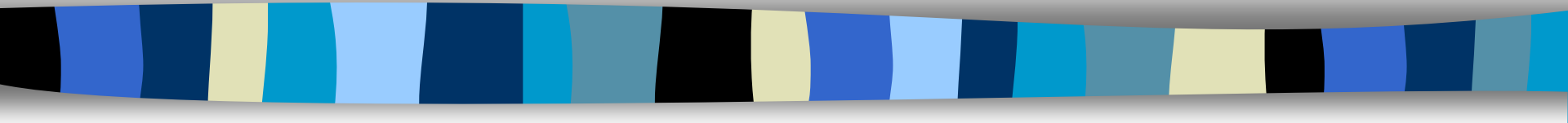


# Graphic Communication



## Colour Theory



# Graphic Communication

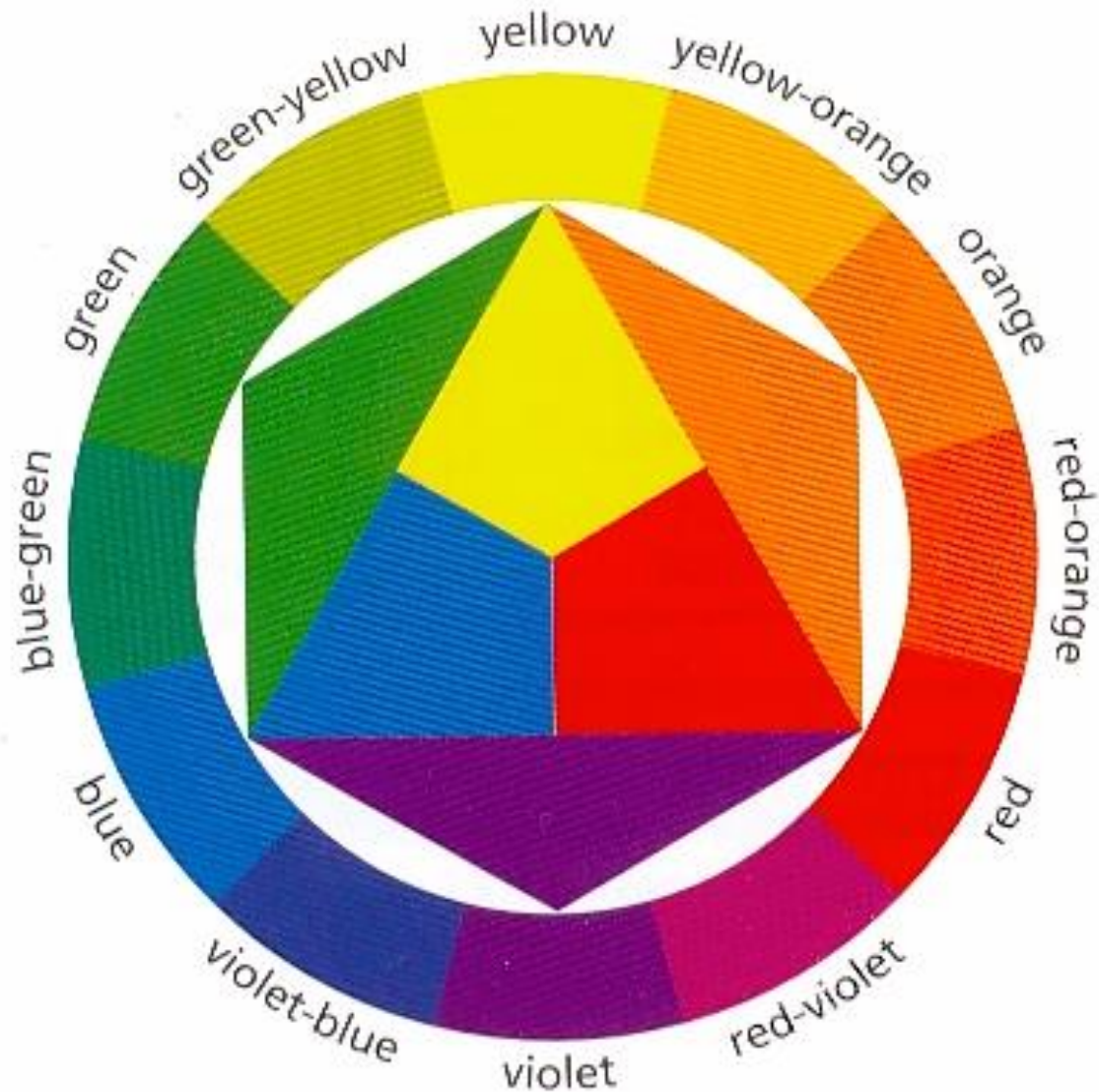
- Colour theory is needed for the Knowledge & Interpretation and the Presentation & Illustration Grades.
- This consists of a range of different aspects.



# Graphic Communication

- You will need to know about the colour wheel.
- What colours are contrasting?
- What colours are harmonious?
- What colours are advancing?
- What colours are receding?
- What colours are warm or cold?
- What is tone and tints and shades?

# The Colour Wheel





# Harmonising Colours

- Harmonising colours are beside each other on the colour wheel.
- The following colours are harmonious:
  - Yellow & Orange
  - Red & Violet
  - Blue & Green



# Contrasting Colours

- Contrasting colours are on opposite sides of the colour wheel.
- The following colours are contrasting:
  - Yellow & Violet
  - Red & Green
  - Blue & Orange



# Advancing Colours

- Advancing colours appear to come towards you when you look at them.
- Advancing colours are warm colours:
  - red
  - orange
  - yellow



# Receding Colours

- Receding colours appear to move into the background when you look at them.
- Advancing colours are cold colours:
  - blue
  - green
  - violet





# Warm Colours

- These colours are used to give a feeling of warmth to a drawing.
- They can also be used to show hot things as part of a symbol, like a red dot on a hot water tap.
  - red
  - yellow
  - orange



# Cold Colours

- These colours are used to give a feeling of coldness to a drawing.
- They can also be used to show cold things as part of a symbol, like a blue dot on a cold water tap.
  - blue
  - green
  - violet



# Tone

- The tone of a colour is how strong or weak a colour is.
- By applying more coats of a colour its tone can be made stronger.
- This can be shown in the tonal bar.



# Tint & Shade

- Tints and shades are created by adding white or black to a colour.
- White is added to a colour to give it a tint. Pale colours tend to be soft.
- Black is added to a colour to give it a shade. Dark colours look as though they are heavy.



# Red

- Warm
- Vibrant
- Exciting
- Active
- Festive
- Passion



# Yellow

- Warm
- Sunny
- Happy
- Glowing
- Easily seen



# Blue

- Cool
- Elegant
- Sophisticated
- Formal
- Classy



# Green

- Cool
- restful
- natural calm
- soothing
- fresh





# Violet

- Cool
- Peaceful
- Solitary



# Orange

- Warm
- Happy
- Cheerful
- Energy
- Refreshing



# Neutral Colours

- **Greys**

- Natural
- Restful
- Calm

- Elegant
- Dignified

- **Browns**

- Natural
- Earthly
- Safe

- Reliable
- Good



# Black & White

- Dramatic
- elegant
- opposing
- contrasting
- sophisticated