

COLOUR WHEEL THEORY

MEDIA DESIGN 11 & 12





Primary Colors

Primary Colours

- Yellow
- Blue
- Red

- The building blocks of all colours.



Secondary Colors

Secondary Colours

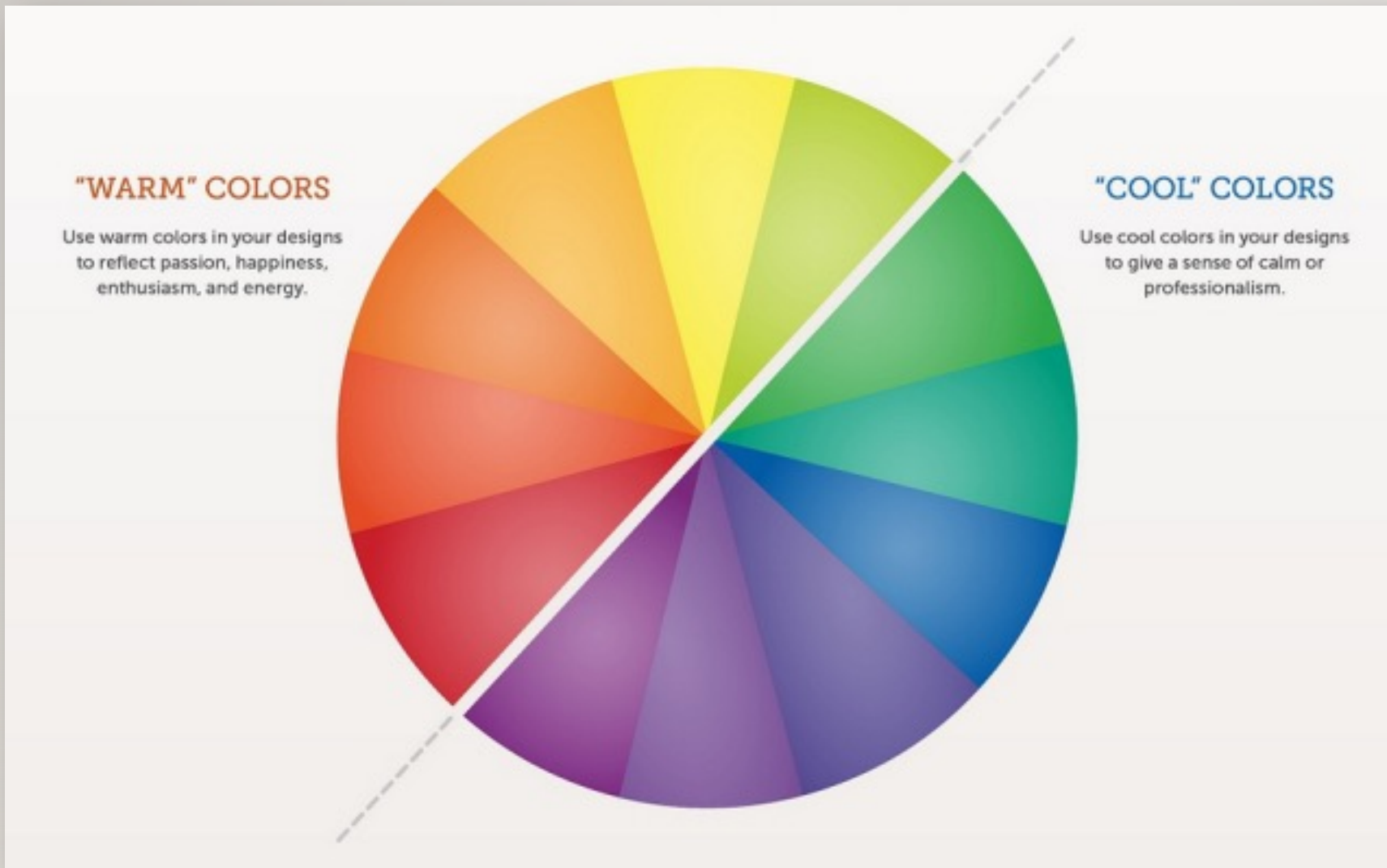
- Created by combining Primary Colours.
- Green
- Orange
- Purple

Tertiary Colours



Tertiary Colors

- Created by combining Primary and Secondary Colours.
- Yellow-orange
- Red-orange
- Red-purple
- Blue-purple
- Blue-green
- Yellow-green
- These are the colours formed by mixing a primary and a secondary colour.

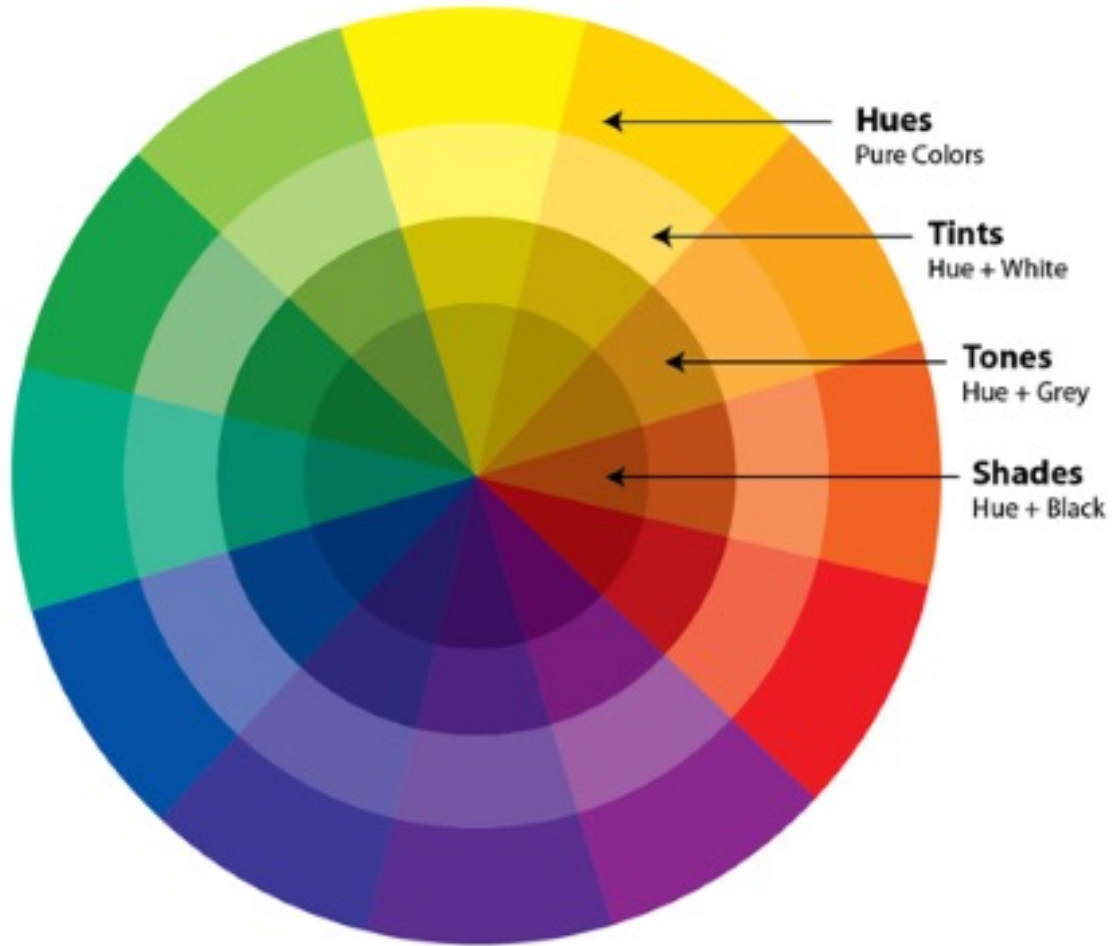


The Colour Wheel can be broken up into two parts:

Warm Colours & Cool Colours

WARM COLOURS:
Exhibit energy and joy
(best for personal messages)

COOL COLOURS:
Convey calmness and peace
(best for office use)



All colors have **tints, shades, and tones.**

A tint is the variation of that colour when mixed with white

A shade is the variation of that colour when mixed with black.

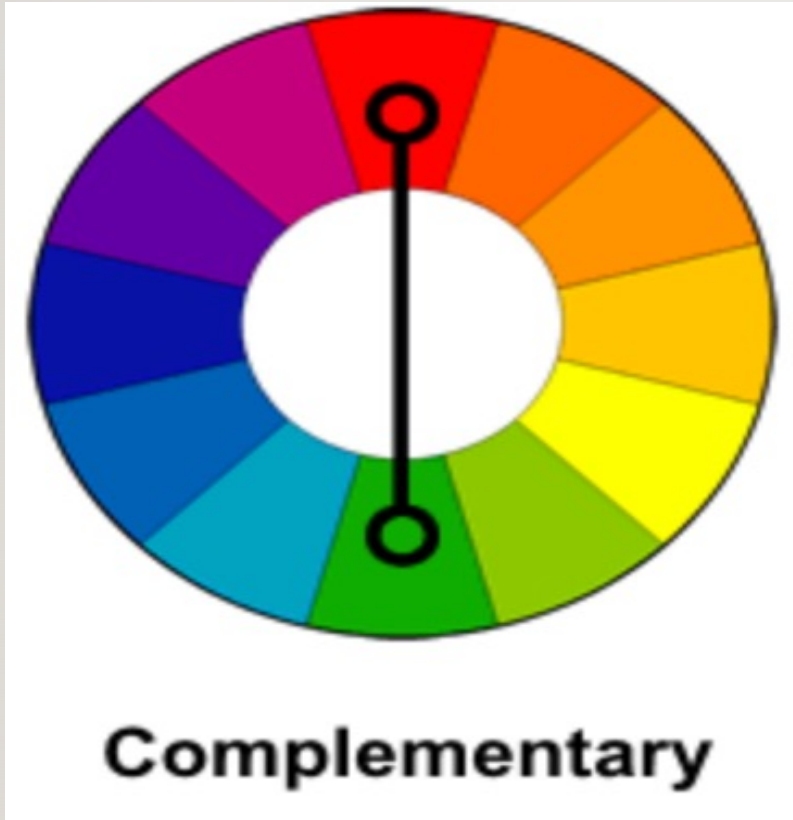
A tone is the variation of a colour when mixed with grey.

MATCHING COLOURS:

There are few basic rules for matching colours, based on the positioning of the Colour Wheel. The next few slides will go over these.

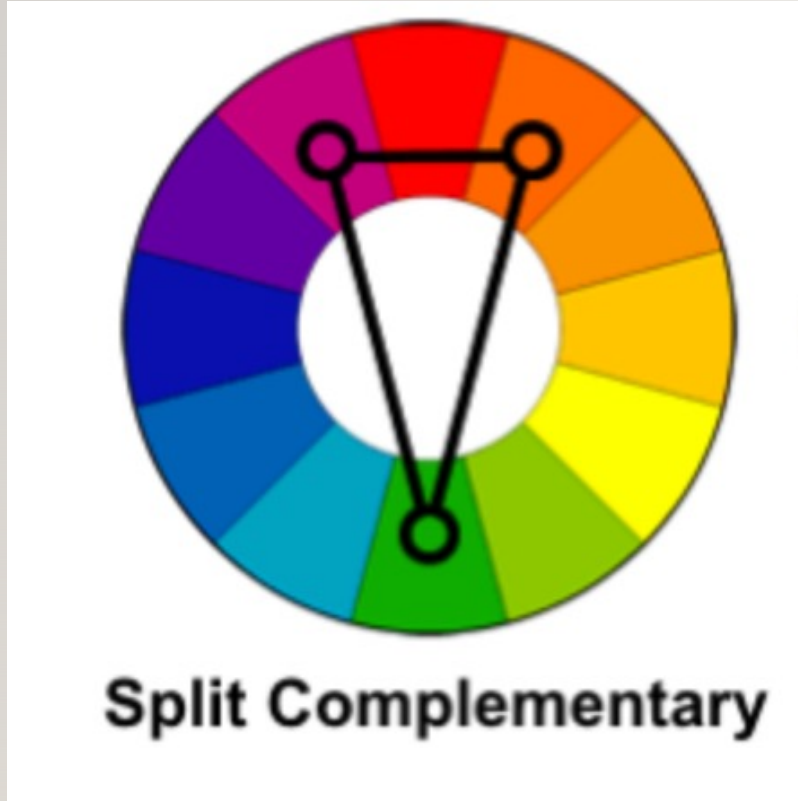


RULE 1: COMPLEMENTARY COLOURS



- Any two colors opposite each other on the wheel.
- *For example:*
 - *blue and orange*
 - *red and green.*
- These create a high contrast.
- Ideally, use one color as background and the other as accents.
- Alternately, you can use tints and shades here; a lighter tint of blue contrasted against a darker orange, for example.

RULE 2: SPLIT COMPLEMENTARY COLOURS



- Uses three colors.
- The scheme takes one color and matches it with the two colors adjacent to its complementary color.
- For example:
 - blue, yellow-orange and red-orange.
- Ideal for beginners because it is difficult to mess up.
- This is because you get contrasting colors, but they aren't totally opposite as complementary colors

RULE 3: ANALOGOUS COLOURS



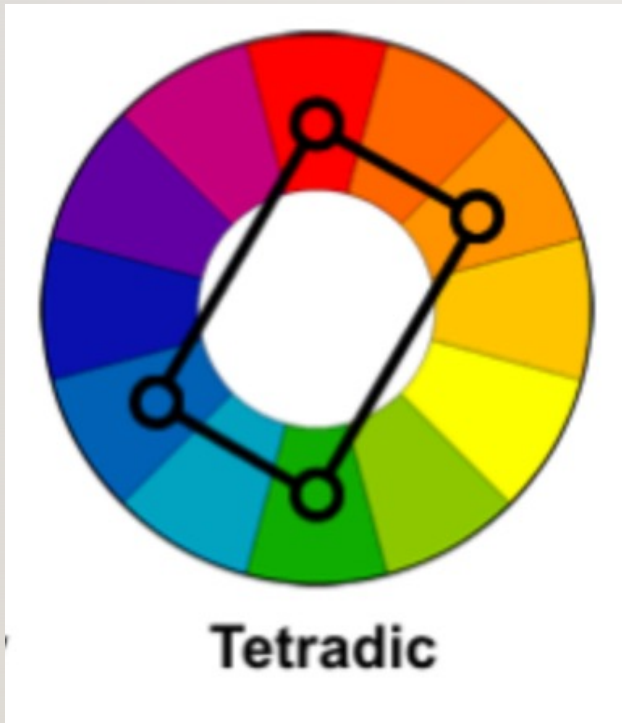
- Any three colors next to each other on the wheel.
- *For example:*
orange, yellow-orange, and yellow.
- With analogous colors, it's best to avoid hues as they can be jarring. Instead, focus on tints of analogous colors.
- - Avoid combining warm and cool colors in this scheme.

RULE 4: TRIADIC COLOURS

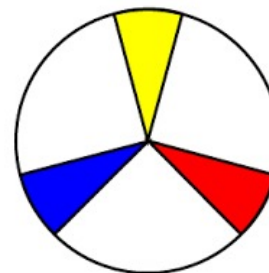
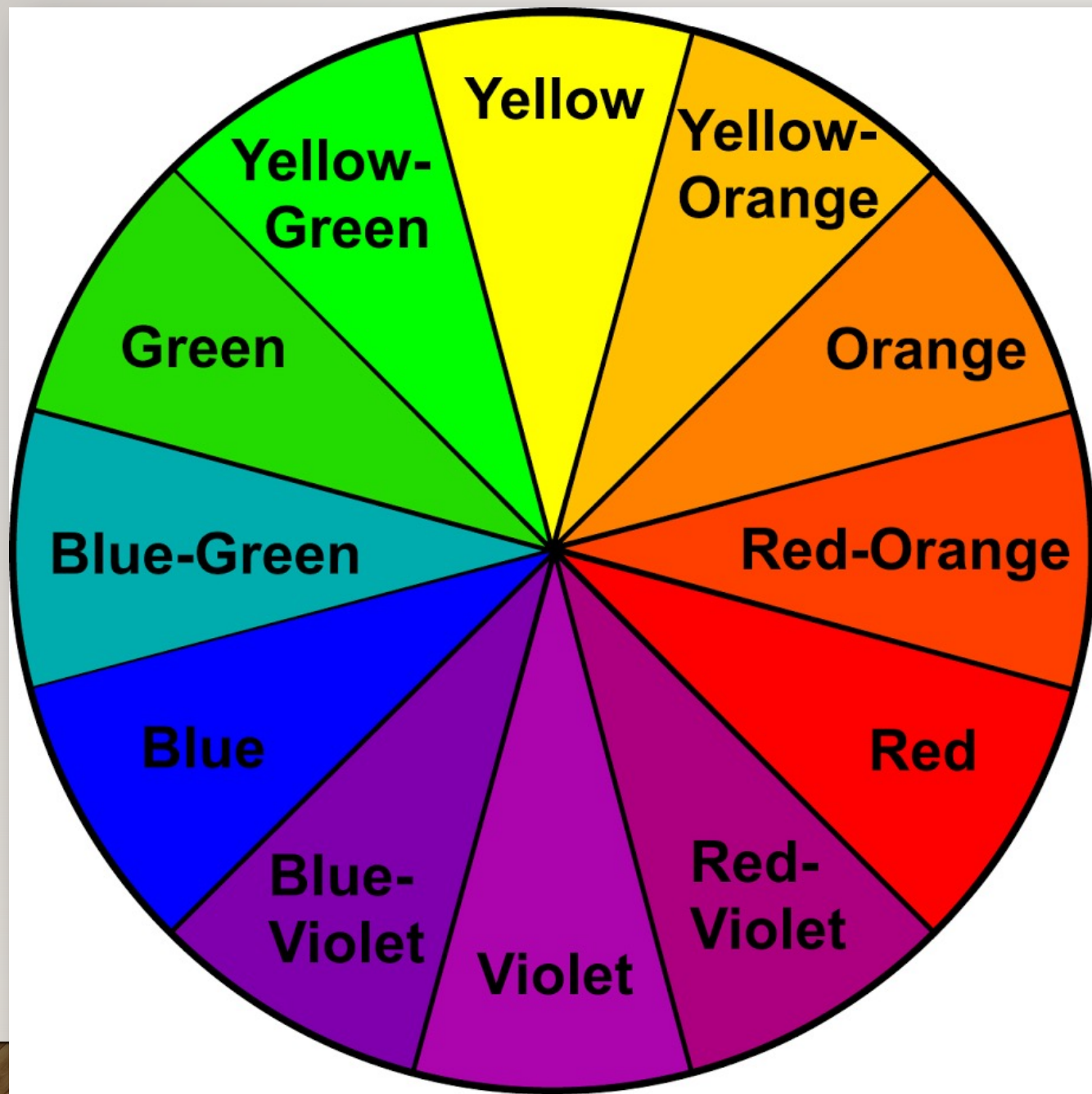


- Any three colors that are equally apart on the color wheel.
- *For example, red, yellow and blue.*
- The Triadic scheme is high-contrast, but more balanced than complementary colors.
- The trick here is to let one colour dominate and accent with the other two.

RULE 5: TETRIADIC COLOURS



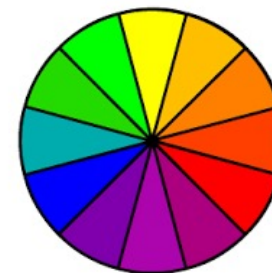
- Uses four colors together, in the form of two sets of complementary colors.
- *For example, blue and orange is paired with yellow and violet.*
- This is the hardest scheme to balance.
- It offers more color variety than any other scheme (but) if all four colors are used in equal amounts, the scheme may look unbalanced, so you should choose a color to be dominant or subdue the colors.
- Avoid using pure colors in equal amounts.



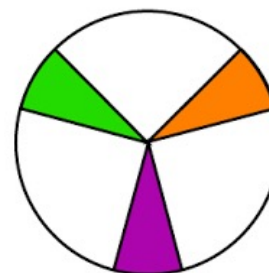
primary



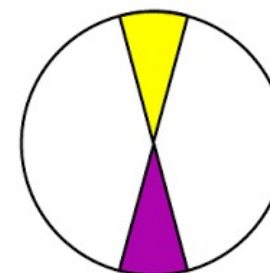
analogous



hue



secondary



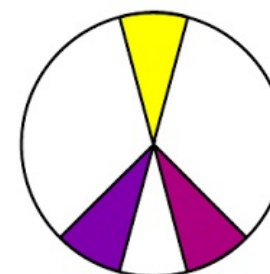
complementary



tint



intermediate



split complementary



shade

THINGS TO KEEP IN MIND:

Even though the basics of colour combinations may seem basic, it can still be tricky to nail down the right set.

Starting with one colour and working you way backwards is good method to start out with.

Looking at colour schemes in nature is a common technique, too.
Lots of businesses use this method.

As well, there are lots of resources online that can help you out with some of the dirty work.

<https://www.sessions.edu/color-calculator/>

<http://www.colourlovers.com/palettes/most-views/all-time/meta>

http://www.worqx.com/color/color_wheel.htm

But...

These rules are not set in stone.

Sometimes they can be broken.

