



Can you spot a blatant violation of one of the gestalt laws? Which one is it?



- Law of Proximity
- Law of Similarity
- Law of Symmetry
- Law of Closure
- Figure-ground Segregation
- Law of Good Continuation

Can you spot a blatant violation of one of the gestalt laws? Which one is it?

# *Chapter 4:* Color and Design

Pages 106 – 147

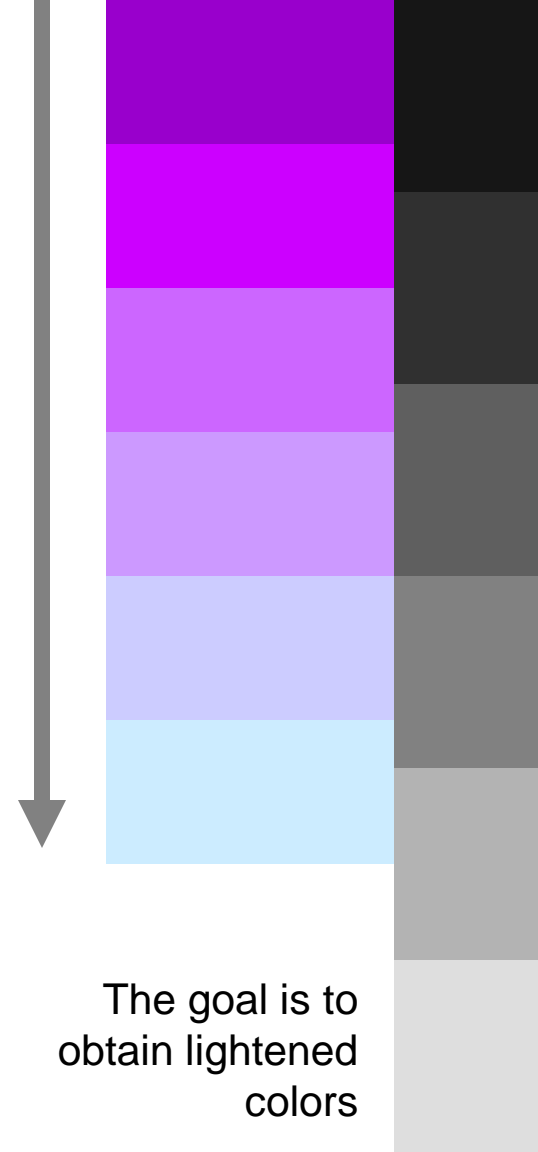
COM232  
Graphic Communication

# Color terminologies

- Hue: Not mixed from other elements and they are the primary source in generating all other colors.
- Tint: Color + White
- Shade: Color + Black
- Value: The lightness or darkness of a color.
- A single hue may have many variations, ranging from *light to dark*, described as *value (tone)*.

# White + color = tint

- Tints are lightened colors
  - *How to create tints?*
- Always begin with white and add color to the white till the desired tint is obtained.



The goal is to  
obtain lightened  
colors

# Color + black = shade

- Color + black = shade
- Shades are darkened colors.
- Begin with a color and add a bit of black to get the desired shade.



darker

The goal is to obtain darkened colors

What are  
color  
values  
good for?

What are  
color  
values  
good for?

- Value to create contrast, emphasis
- Value to evoke emotional response, mood
- Value to create volume
- Value to create visual depth, distance



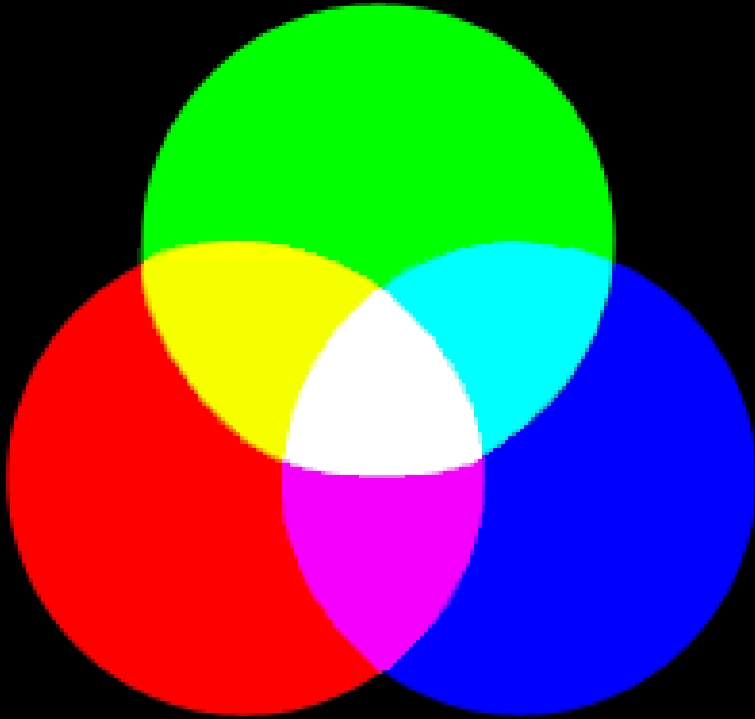
# Mono chromatic

- “Mono” means one.  
“Chroma” means color.
- Monochromatic color schemes have only one color and its values.

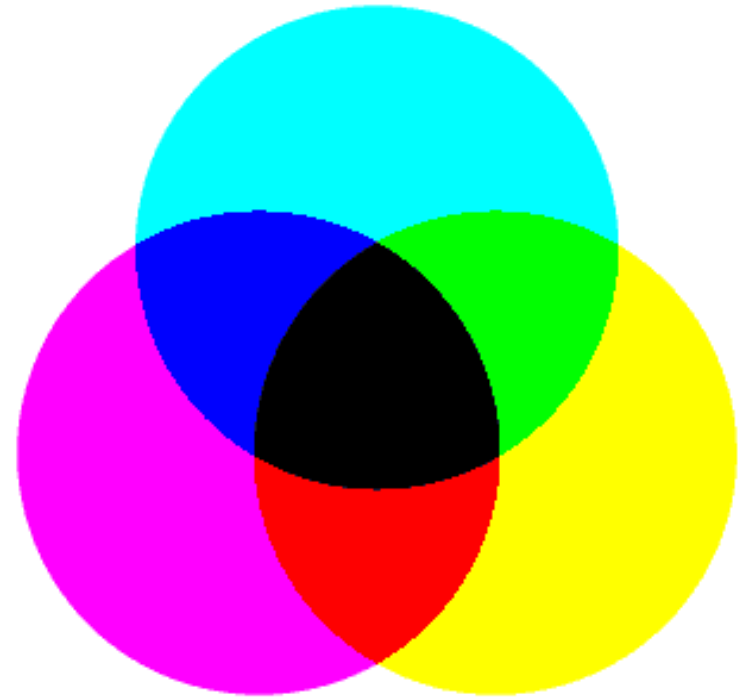


# Specification systems

PANTONE*	PANTONE*	PANTONE*	PANTONE*	PANTONE*	PANTONE*	PANTONE*	PANTONE*
PANTONE 71 G 69 B 68 Cool Gray 6 C R 181 G 176 B 173 △ ○ :: HTML B5B0AD	PANTONE 99 G 72 B 77 182 C R 252 G 184 B 196 △ HTML FCB8C4	PANTONE 89 G 90 B 82 7485 C R 227 G 230 B 209 △ ○ :: HTML E3E0D1	PANTONE 78 G 85 B 90 290 C R 199 G 217 B 230 △ ○ :: HTML C7D9E6	PANTONE 78 G 90 B 89 317 C R 199 G 230 B 227 △ HTML C7E8E3	PANTONE 07 G 75 B 85 256 C R 222 G 191 B 217 △ ○ :: HTML DEBFD9	PANTONE 95 G 93 B 51 100 C R 242 G 237 B 130 △ ○ :: HTML F2ED82	PANTONE 95 G 81 B 719 C R 242 G 207 B △ ○ :: HTML F2CFB0
PANTONE 64 G 63 B 62 Cool Gray 7 C R 163 G 161 B 158 △ ○ :: HTML A3A19E	PANTONE 99 G 55 B 63 183 C R 252 G 140 B 161 △ ○ HTML FC8CA1	PANTONE 77 G 89 B 63 7486 C R 196 G 227 B 161 △ HTML C4E3A1	PANTONE 68 G 81 B 90 291 C R 173 G 207 B 230 △ ○ HTML ADCFE6	PANTONE 60 G 86 B 87 318 C R 153 G 219 B 222 △ HTML 96DBDE	PANTONE 82 G 64 B 80 257 C R 209 G 163 B 204 △ ○ HTML D1A3CC	PANTONE 96 G 93 B 35 181 C R 245 G 237 B 89 △ ○ :: HTML F5ED59	PANTONE 94 G 77 B 720 C R 240 G 196 B △ ○ :: HTML F0C49E
PANTONE 59 G 58 B 57 Cool Gray 8 C R 150 G 148 B 145 △ ○ :: HTML 969491	PANTONE 97 G 36 B 46 184 C R 247 G 92 B 117 △ HTML F75C75	PANTONE 58 G 87 B 43 7487 C R 148 G 222 B 110 △ HTML 94DE8E	PANTONE 47 G 70 B 88 292 C R 120 G 179 B 224 △ ○ HTML 78B3ED	PANTONE 29 G 80 B 83 319 C R 74 G 204 B 212 △ HTML 4ACCD4	PANTONE 59 G 27 B 58 258 C R 150 G 69 B 148 △ ○ HTML 964594	PANTONE 96 G 91 B 8 102 C R 245 G 232 B 20 △ ○ :: HTML F5E814	PANTONE 90 G 69 E 721 C R 230 G 176 B △ ○ :: HTML E8B080
PANTONE 53 G 53 B 52 Cool Gray 9 C R 135 G 135 B 133 △ ○ :: HTML 878785	PANTONE 90 G 5 B 16 185 C R 230 G 13 B 46 △ HTML E60D2E	PANTONE 40 G 83 B 24 7488 C R 102 G 212 B 61 △ HTML 66D43D	PANTONE 0 G 28 B 73 293 C R 0 G 71 B 186 △ HTML 0047BA	PANTONE 0 G 61 B 64 320 C R 0 G 156 B 163 △ HTML 009CA3	PANTONE 44 G 7 B 42 259 C R 247 G 18 B 107 △ ○ :: HTML 70126B	PANTONE 97 G 88 B 9 Yellow C R 247 G 224 B 23 △ ○ HTML F7ED17	PANTONE 84 G 56 E 722 C R 214 G 143 △ ○ :: HTML D68F54
PANTONE 45 G 45 B 45 Cool Gray 10 C R 115 G 115 B 115 △ ○ :: HTML 737373	PANTONE 81 G 8 B 17 186 C R 207 G 20 B 43 △ ○ :: HTML CF142B	PANTONE 42 G 67 B 30 7489 C R 107 G 171 B 77 △ ○ :: HTML 6B8A4D	PANTONE 0 G 22 B 51 294 C R 0 G 56 B 130 ○ HTML 003882	PANTONE 0 G 52 B 54 321 C R 0 G 133 B 139 △ HTML 00858A	PANTONE 38 G 9 B 35 260 C R 97 G 23 B 89 △ ○ :: HTML 611759	PANTONE 77 G 68 B 6 183 C R 196 G 173 B 15 ○ :: HTML CAAD0F	PANTONE 75 G 45 E 723 C R 191 G 115 △ ○ :: HTML BF7329
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PANTONE 49 G 13 B 17 188 C R 125 G 33 B 43 △ ○ :: HTML 7D212B	PANTONE 43 G 51 B 20 7491 C R 110 G 130 B 51 △ ○ :: HTML 6E8233	PANTONE 0 G 16 B 25 296 C R 0 G 41 B 64 ○ :: HTML 002940	PANTONE 0 G 38 B 39 323 C R 0 G 97 B 99 ○ :: HTML 006163	PANTONE 32 G 13 B 27 262 C R 82 G 33 B 69 △ ○ :: HTML 622145	PANTONE 50 G 45 B 6 105 C R 128 G 115 B 15 △ ○ :: HTML 80730F	PANTONE 50 G 24 E 725 C R 128 G 61 ○ :: HTML 803D00	



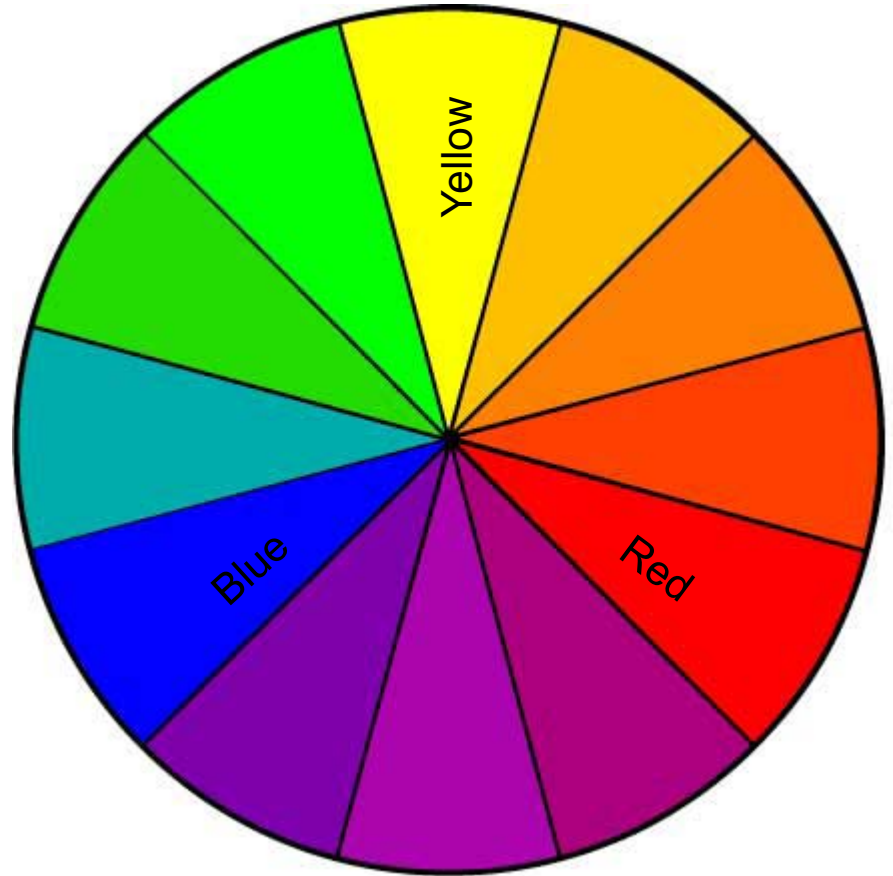
- **Additive** color refers to the mixing of colors of *light*.
- Combination of equal amounts (red, green & blue) result in white.



- **Subtractive** color refers to the mixing of colors of red, yellow & blue *pigments*, such as paint or the ink in your computer's printer.

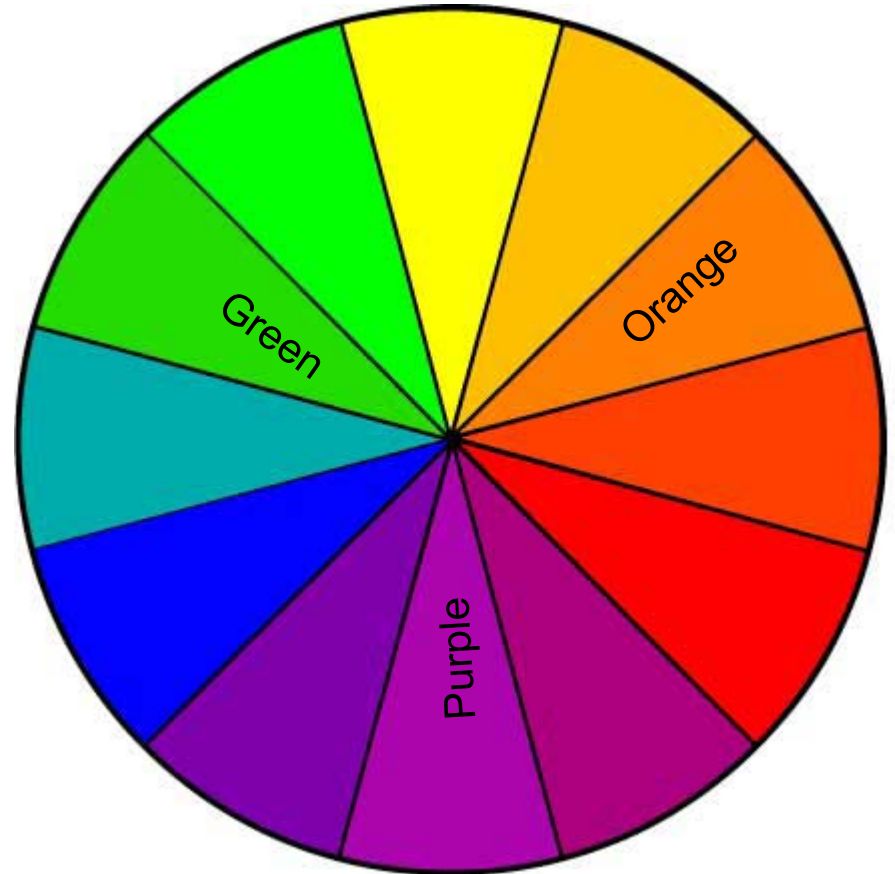
(Source: Wallschaleger, pp. 260-261)

# Primary



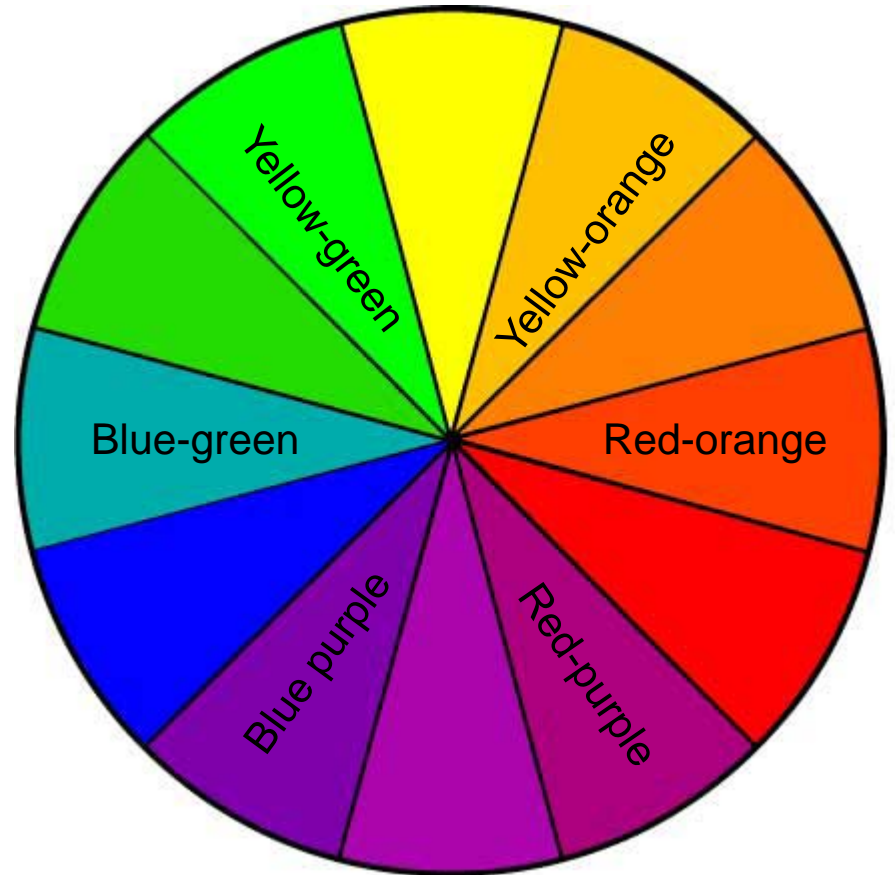
# Secondary

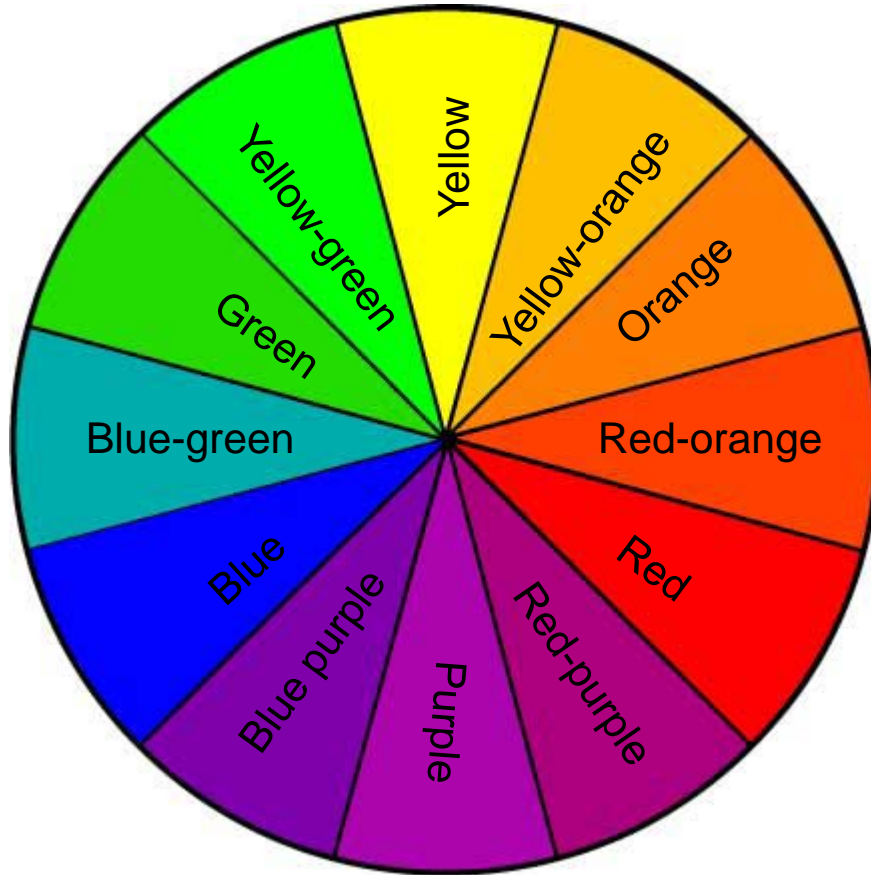
By mixing two primary colors, a secondary color is created.



# Tertiary

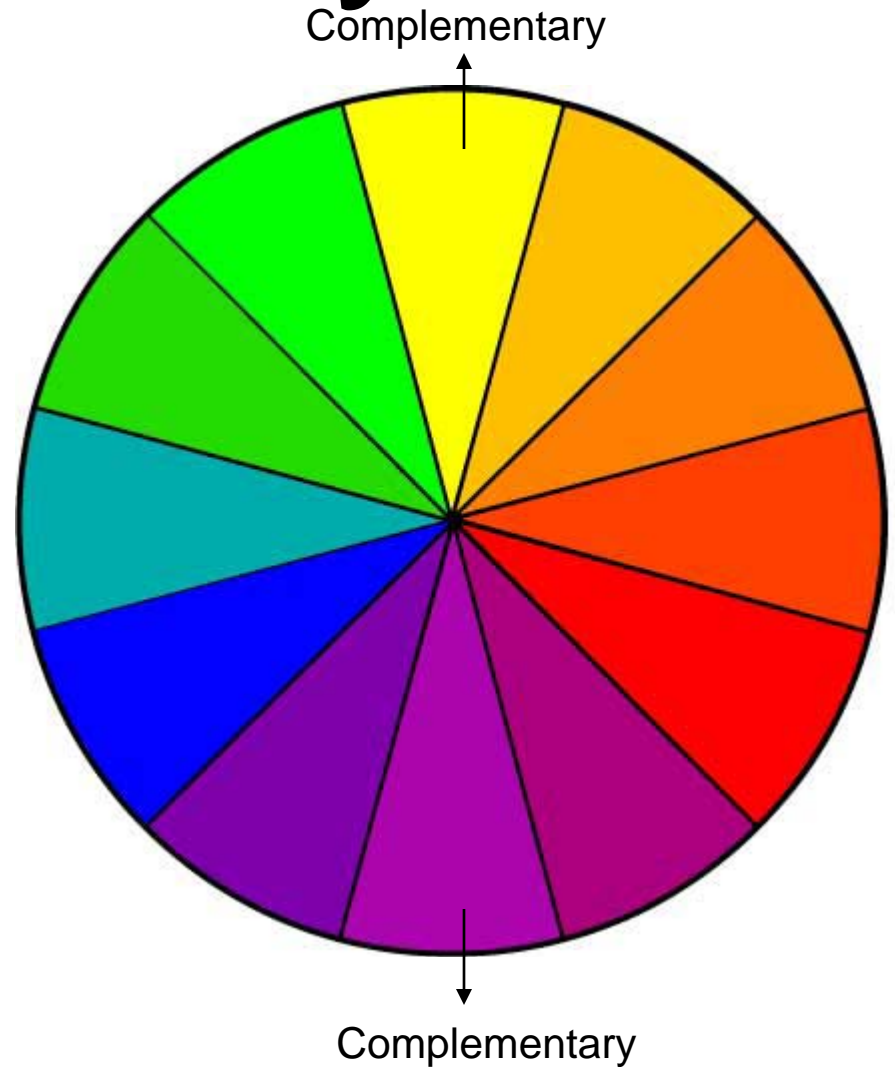
Tertiary (intermediate) colors are created by mixing a primary and a secondary





# Complementary

- Complementary colors are opposite from one another on the color wheel.
- They share no common colors.
- They provide high contrast for emphasis.
- If you're an attention-getter, dress in complementary colors!





# JAWS



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YOU GET A SMALLER MOVIE



BESTADSONTV.COM

SEE THE BIGGEST MOVIE RELEASES ON THE BIGGEST SCREENS IN THE COUNTRY AND GET A CINEMA EXPERIENCE WITH A BIT MORE BITE.  
TO PLAZA HAI PHONG | 29-06-07 | WWW.MEGASTARMEDIA.NET



"On a smaller screen you get a smaller movie."

Advertising Agency: Ogilvy & Mather Vietnam  
Creative Director: Tom Notman  
Art Director: Le Huy Anh  
Copywriters: Richmond Walker, Ly Doan  
Photographer: James Domingo  
Illustrator: Le Huy Anh

<http://www.thebigsauce.com/nucleus/index.php?blogid=1&archive=2007-08>

Can you think of some practical applications of complementary colors if the following effects can be achieved?

- To suggest movement and vibrancy
- Ying-yang effect
- Quiet vs. Loud
- Tense vs. Relaxed
- Mysterious vs. Obvious





# SHOWER FRESH

**NEW DRAUGHT BEER**

INGREDIENTS: 1 GREAT LOOK, 1 ICEBREAKER, 2 FRESHLY DOURED HEINEKENS

**FRESHEN UP...**

Ingredients: 1 great look, 1 icebreaker, 2 freshly poured Heinekens.

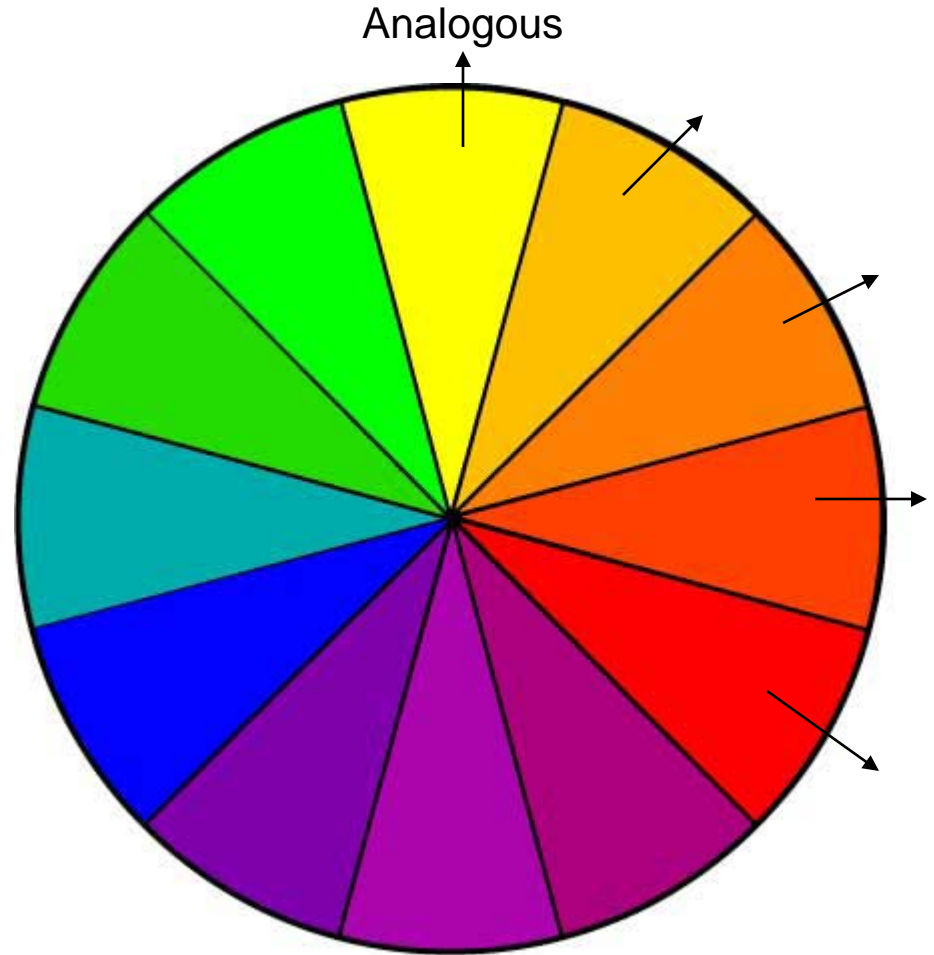
Advertising Agency: Leo Burnett, Cairo, Egypt

Art director: Bassna Hassan

Copywriter: Michael Youssef

# Analogous

- Analogous colors are 3-5 colors adjacent (related) to each other on the color wheel.
- Colors are next to one another.
- Combinations of analogous colors provides very little contrast.
- Harmonious feeling



# Celebrating Mom-in-law Day

Love her, hate her but never ignore her.

Send to a friend



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Check out the microsite: <http://www.mominlawday.com>  
Advertising Agency: [Tribal DDB, New Delhi, India](#)  
Creative Director: Meera Sarath Chandra  
Art Directors: Fershid Raaj, Gajender Kaushik  
Copywriter: Abhishake Das  
Cinematographer: Lalit Malik  
Published: October 2007



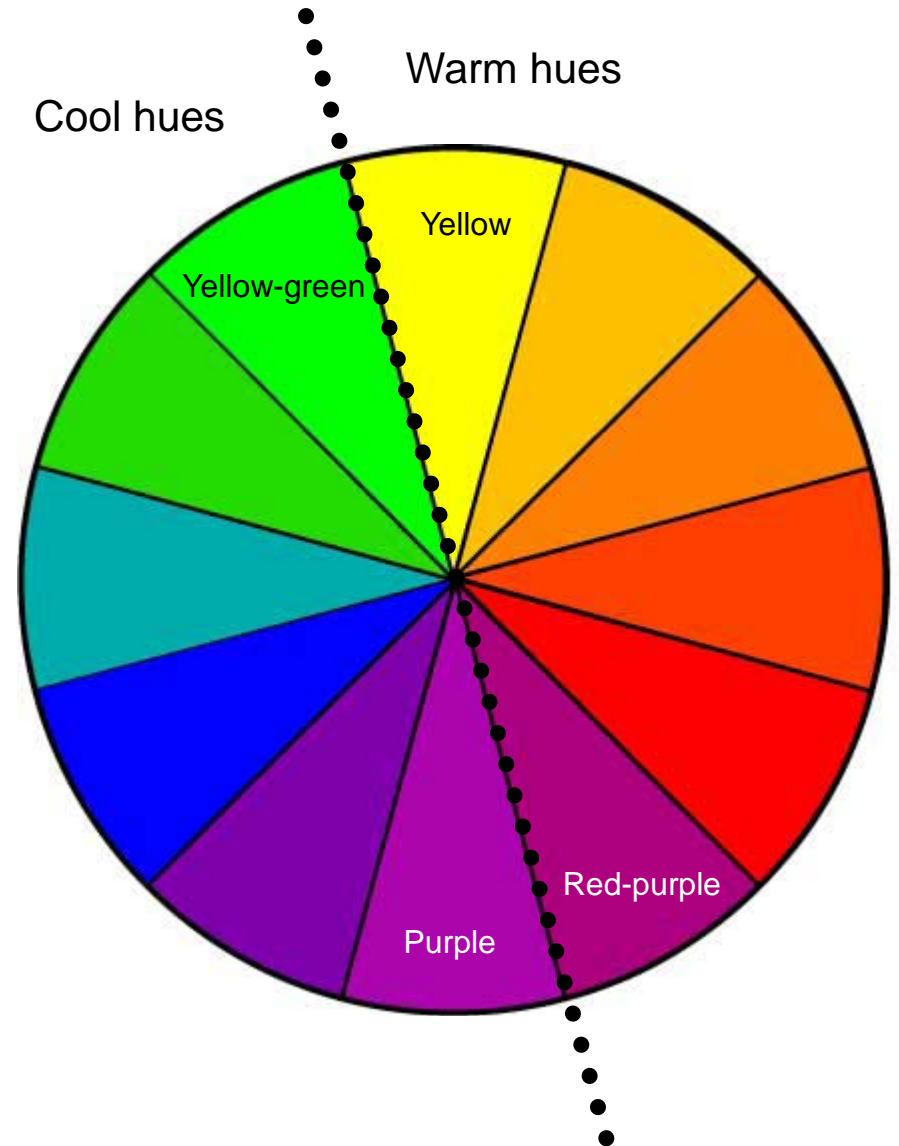
Vincent Van Gogh's Sunflower



Pablo Picasso's Three Women

# Warm

- Warm and intense colors appear to advance toward the viewer.
- Best suited for energetic, bold expressions.
- Provide excellent contrast.
- Can be overwhelming. Use with caution.





# Neutral

Black, white, gray and sometimes **brown** are considered “neutral”



Source:

<http://www.newyorkmetro.com/fashion/fashionshows/2006/fall/main/europe/womenrunway/bottegaveneta/images/25.jpg>

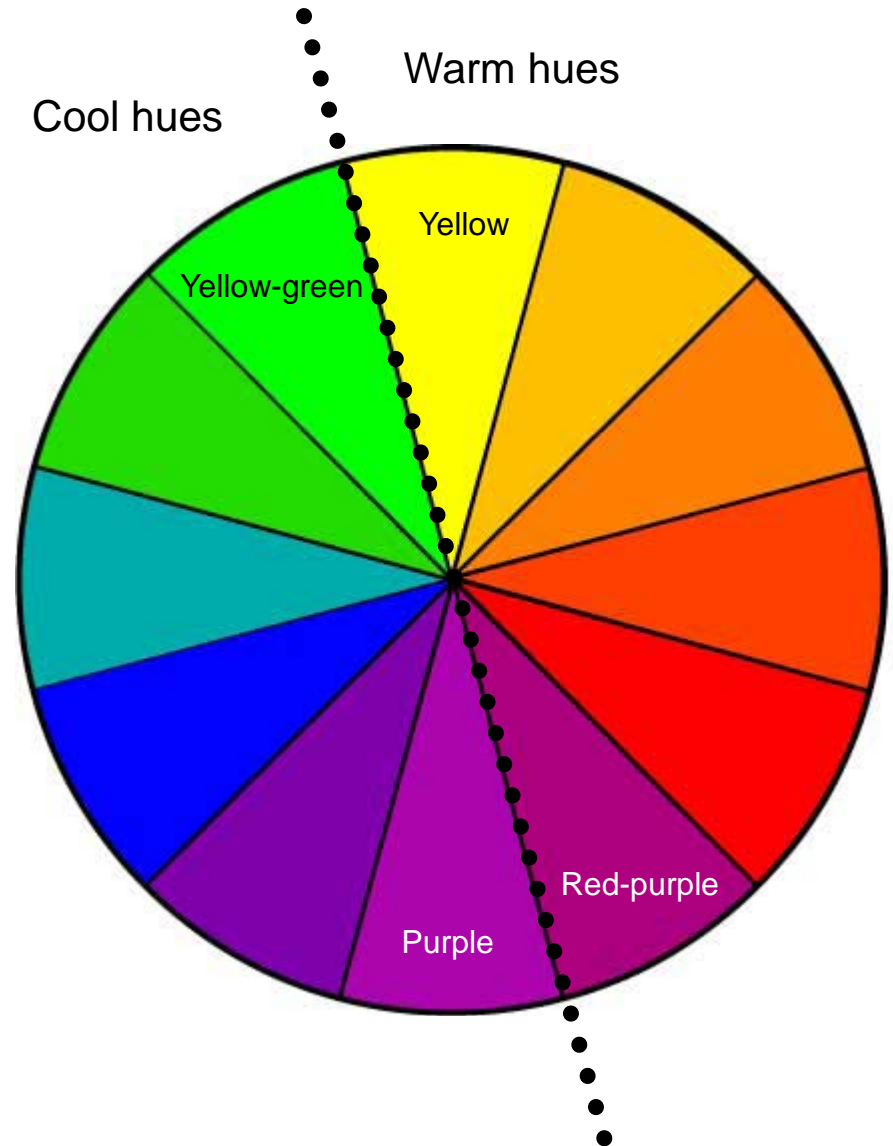


*(Remember Tom Cruise in Risky Business?)*

Pisos antiderrapantes. *espacios* cerámicos

# Cool

- Cool or dull colors appear to recede from the viewer.
- Well suited for conveying lower key message.
- Soothing calmness.



Where would the world be without Scouts?

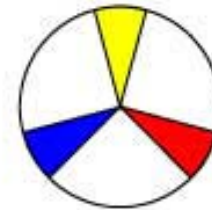
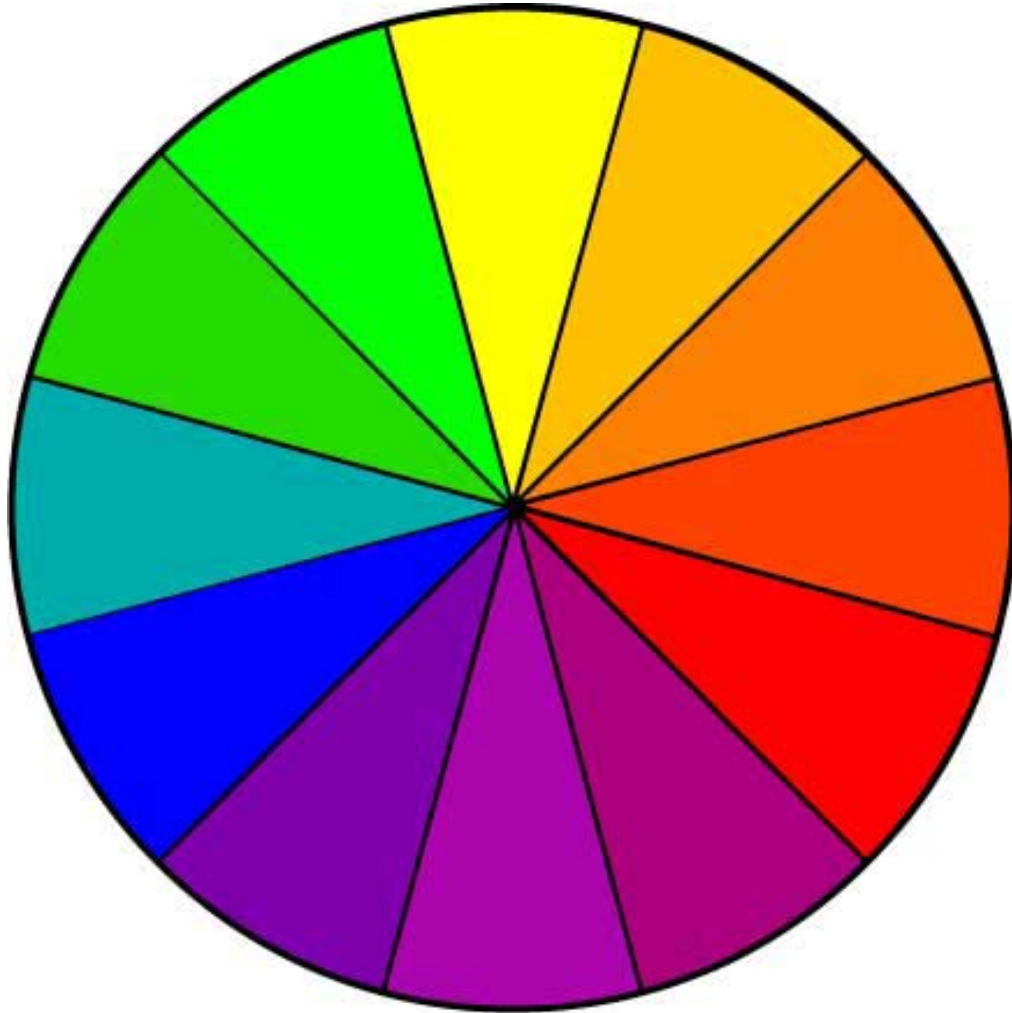
Kids learn life lessons when kids are Scouts. Kids are active when kids are Scouts. See how at [scouts.ca](http://scouts.ca).



Where would the world be without Scouts?  
Kids learn life lessons when kids are Scouts. Kids  
are active when kids are Scouts.

Advertising Agency: FLY Agency/RBW Group,  
Toronto, Canada  
Creative Directors: Mike Welsh, Gavin Barrett  
Art Director: Marco Marino  
Copywriter: Ted Byun  
Photographer: Chris Gordaneer  
Production: Ravi Chandran  
Published: October 2007

To recap...



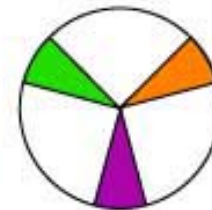
primary



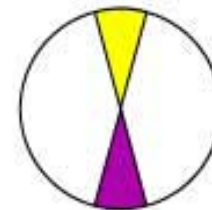
analogous



hue



secondary



complementary



tint



intermediate



split complementary



shade

# Color theory

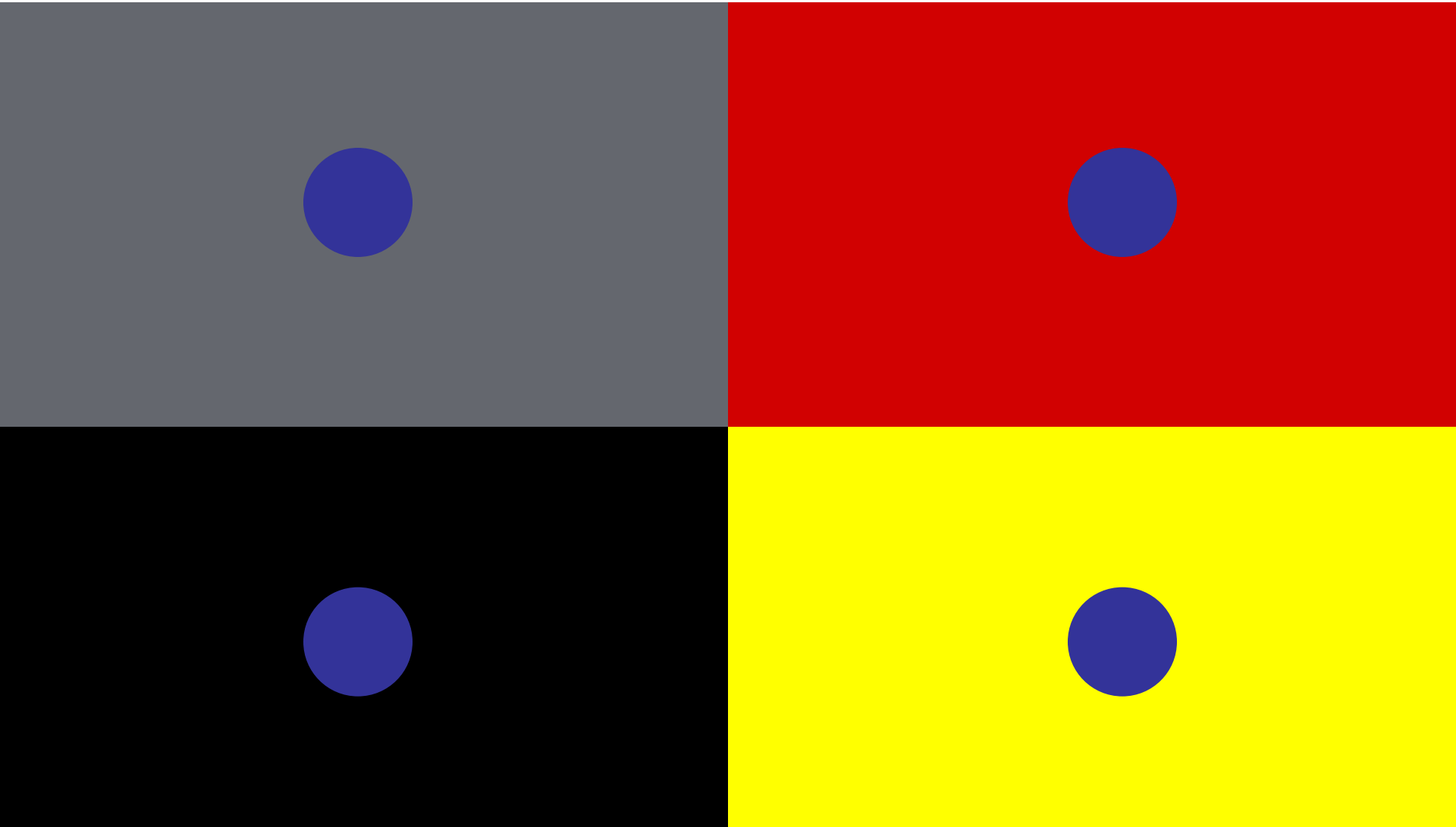
Johannes Itten explains that color can be examined with regard to a set of contrasts (Evans & Thomas, p. 124).

Josef Albers advances the theory that the appearance of color depends on the influence or interaction it has with surrounding or adjacent colors (Ibid).

Warm colors advance and cool colors recede (Ibid, p. 126)

# Color theory

To make a color appear darker, place it in a lighter context (Ibid, p. 131)



# Colors in culture

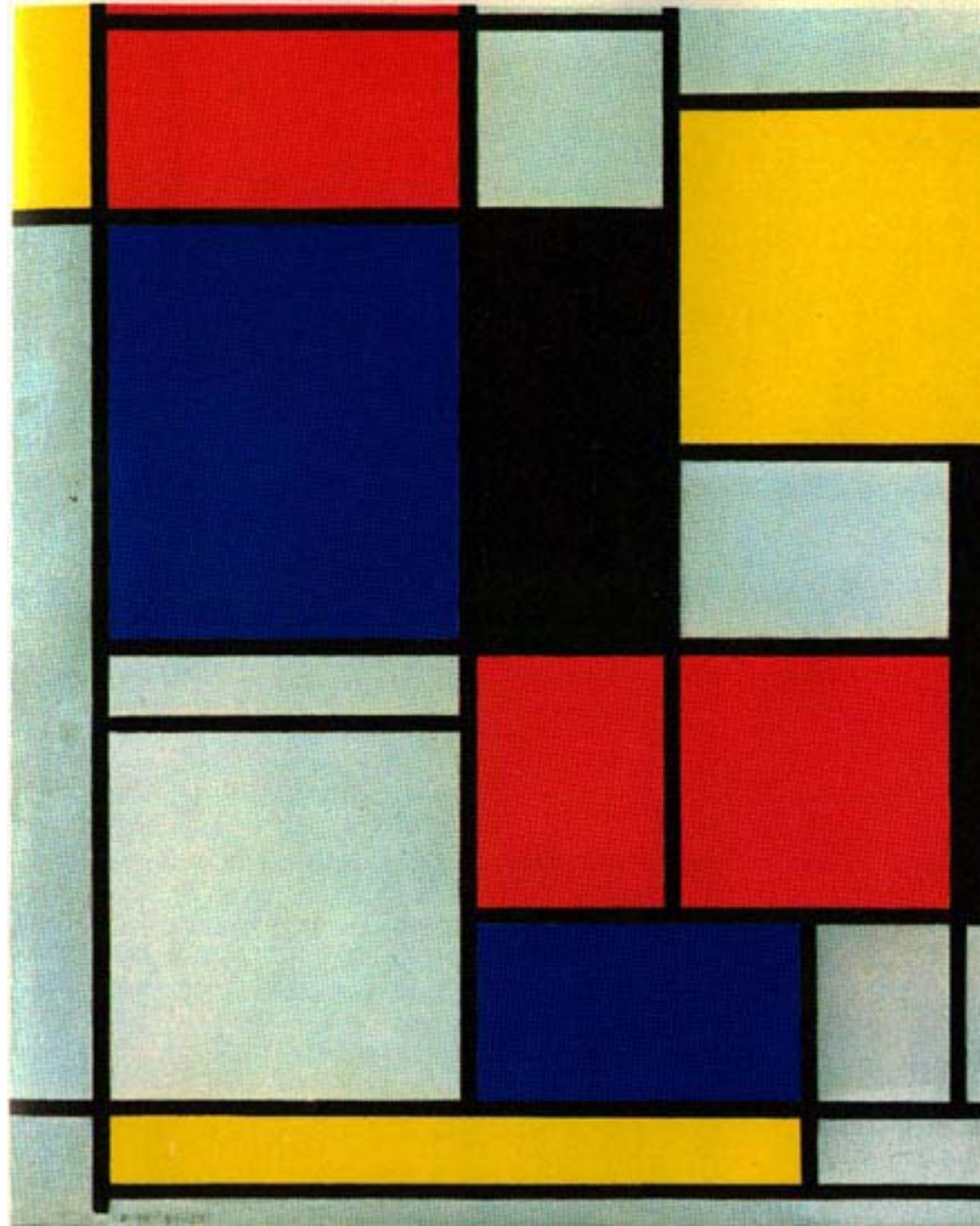
- Red universally means stop but it can also mean an auspicious color.
- White is purity but it is the color of mourning in India and China.
- Colors have symbolic associations in all societies in political, economic, cultural, environmental and sexual contents.
- In the 1980s when environmentalism gained momentum, non bleached hues like beige and off white became popular.



# Colors in art & design

... inspired by popular culture and consumerism – advertisements, product packaging, comics and mass-produced decorative objects.

Piet Mondrian pursued the relationships between lines, colors and planes in geometrical forms.  
(Grand Composition A featured)



- Warhol manipulated originally red and white soup cans.
- Roy Lichtenstein deconstructed color productions by hand painting hugely enlarged images.



*The Melody Haunts My Reverie*, 1965, Silkscreen, 30 x 24 inches, Gift of Judith Selkowitz, 1979.129

# Colors in commerce

- Colors can be used to entice people, enhance a concept, twist a message, convey a feeling or emotion.
- Colors can be used to distinguish one product from another.
- Can you think of some examples?



# Colors in moving pictures

How about colors in animation?

How about feature films?

# Colors in nature



- Animals and insects wear colors that suggest “I’m poisonous”, I’m sexy but colors are also used as a form of camouflage where they mimic the color of the surroundings.
- How about human beings? Heard of melanin?



Source:  
[http://www.birminghamzoo.com/image\\_gallery/hi\\_res/peacock.jpg](http://www.birminghamzoo.com/image_gallery/hi_res/peacock.jpg)


# Color psychology

Color psychology involves the affective nature of color – how color makes a person feel (Evans & Tomas, p 132).

Colors have symbolic associations in all societies in political, economic, cultural, environmental and sexual contents.

Colors can be used to entice people, enhance a concept, twist a message, convey a feeling or emotion.

The idea is to use color psychology as a factor in shaping our messages.



Red is “festive, exuberant, and  
romantic, and it is associated with  
danger, blood, and imagination”


(Evans & Thomas, p. 134)





Green is “growth, nature, and life-giving” (Evans & Thomas, p. 134)

“Green with envy” has a bad connotation.



Yellow is “sunlight, citrus, and energy. It is often associated with gold ... wealth. It suggests intelligence and reason” (Evans & Thomas, p. 134).

Blue is expansive, serene, and reliable (Evans & Thomas, p. 134).

It can be deemed as cold and depressive.