

Color

Color has basic, intensive visual appeal. Color theory is extremely complex science. Color is a property of light not an object itself. Hue is the first property of the color the name of the color. There are three primary colors Red, Yellow, and Blue. The secondary colors are mixtures of the primary's Orange, Green, and Purple. Six tertiary colors are colors in-between the secondary colors for examples Orange, Red Orange, is a secondary color it contains more Orange the Red.

Tints: Are the color hue with white added.

Shades: Are the color hue with shade or black added.

These both determine the color value.

Color intensity/ Complementary colors

Intensity is the brightness of the color. Full intensity is a pure hue. When a pure hue is mixed with other color it is less intense. Complementary colors are contrasting colors opposite on the color wheel. Example, Purple and Yellow. When placed beside each other we create intense color-it shows each color intensity to it's fullest.

Color can invoke moods such as blues are cool colors they work well in winter or pool scenes. Yellows are warm colors and work well in summer or hot scenes.

Monochromatic Colors

This when all the colors your are working with are in the one hue tint or shade of that hue color these colors work well together.

Analogous Colors

These are colors that sit side-by-side on the color wheel and also work well together.

Triadic Colors

This involves three hues that are equal spaced on the color wheel. Result is a lively color scheme that is great for fun activities. Example of back to school Red, Yellow, and Blue.

Knowing color harmony can be very helpful. Color can provide visual unity.

Color Discord

Is opposite of color unity and can be visually disturbing. Color that has no basic affinity for

each other is a discord color. They seem to clash, to be pulling away in opposing direction rather than relating harmoniously to one another. This is the term discord. Sometimes discord can bring excitement and be useful in design. In the sense of Scrapbooking mild discord can bring a page to life. You must keep your values equal to create a sense of harmony. When first working with color you may choose not to use discord since it does take a bit of practice to get it right. The major thing is to remember we are to enhance our photos. We want our photos to stand out to be noticed. Work with color in the photos can be an easy way to start. Play with different color mats and see what makes that photo stand out. Tip; Bring your photos with you while shopping, this will allow you to pick the right colors for those pictures.

Please feel free to share this tip with your family and friends.

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