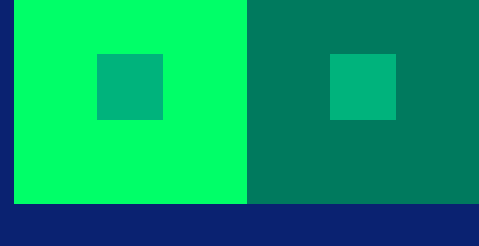




Crash Course COLOR THEORY

01



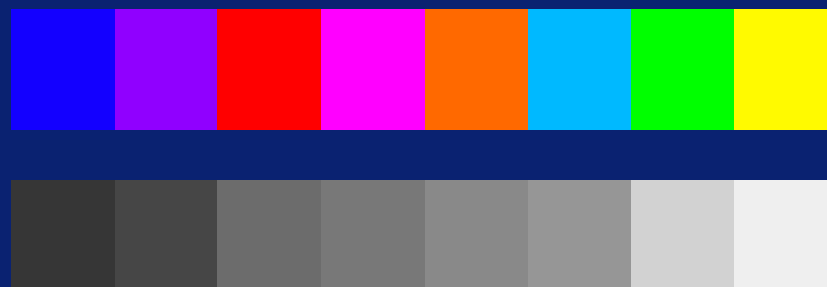
Color is relative

A color's appearance is influenced by the light shining on it and the color surrounding it.

02

Hue impacts value

When converted to grayscale, an assortment of hues at 100% brightness and saturation reveals a range of gray values.



03



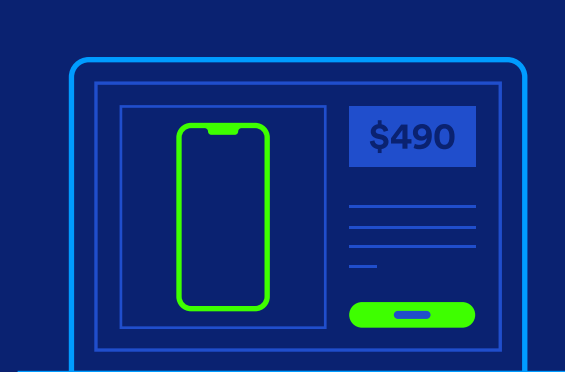
Color is psychological

Colors are often associated with certain moods. For instance, blue is thought to express a sense of sadness.

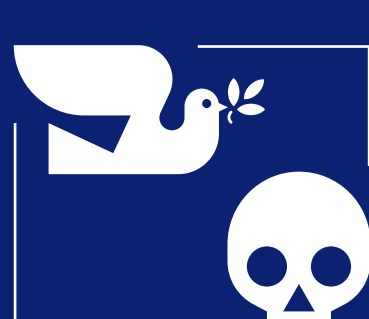
04

Unconventional colors stand out

When used thoughtfully, unexpected colors are a great way to draw users' eyes to important design elements.



05



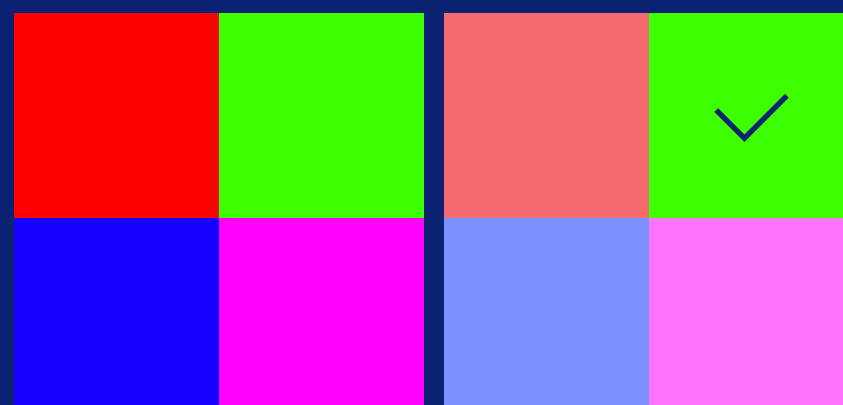
Color has cultural significance

Different colors have different cultural connotations. In the west, white conveys innocence, but in parts of Asia it's associated with death and bad luck.

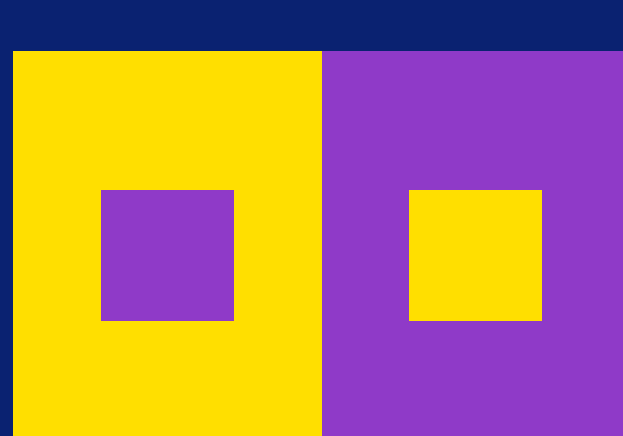
06

Saturation affects vibrancy

With color, less is more. A highly saturated color becomes vibrant when used in tandem with less saturated colors.



07



Simultaneous contrast is visually powerful

Simultaneous contrast occurs when color complements of the exact same value are placed adjacent to one another.

08

Color has a 60-30-10 rule

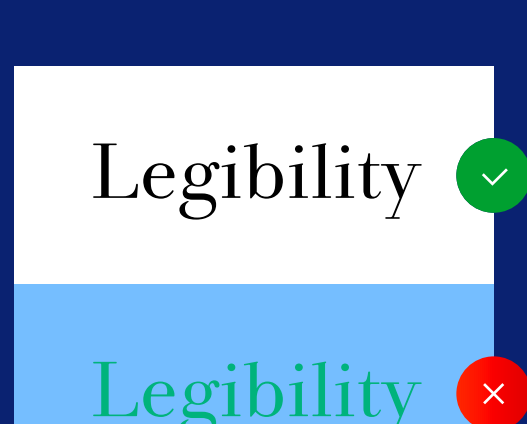
This rule states that color schemes work best when used proportionately:

60% Primary Color. **30%** Secondary Color.

10% Accent Color.



09



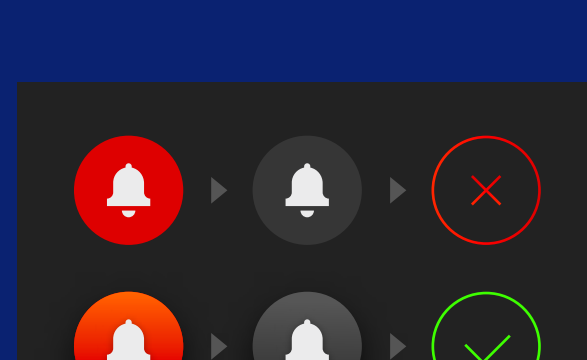
The relationship between text and color is crucial

Color affects the legibility of text. Black text on white reads well. It's best to avoid low contrast text/background combinations.

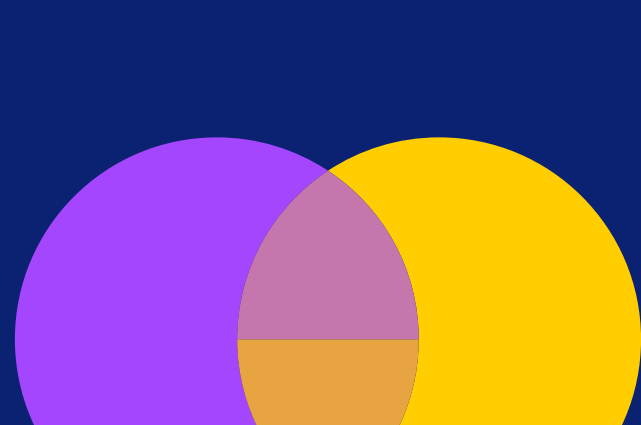
10

Color accessibility can't be ignored

Some people experience color blindness, so it's best not to rely on color alone to visually convey information.



11



Any two colors can be harmonious

Colors work together best when one or both colors contain some of the other.

12

Basic color schemes are best

Implementing too many colors in a design lessens the impact of them all.

