Crash Course: COLOR THEORY

01 Color is relative
A color's appearance is influenced by the light reflecting off it and the color surrounding it.

02 Hue impacts value
When considering hue, keep in mind the effects of light, color, and surrounding tone on the perception of any color.

03 Color is psychological
Colors can affect human behavior, influencing mood, perception, and reaction.

04 Unconventional colors stand out
When used thoughtfully, unconventional colors can be a great way to visually communicate a point or express a design element.

05 Color has cultural significance
Color choice has different cultural connotations in various contexts, from religious ceremonies to marketing strategies.

06 Saturation affects vibrancy
With more saturation, colors appear more vibrant and visually engaging. Lower saturation creates subtler, more nuanced hues.

07 Simultaneous contrast is visually powerful
Simultaneous contrast occurs when colors placed close to each other elicit a reaction that is different from the colors themselves.

08 Color has a 60-30-10 rule
This rule states that no more than 60% of the image should be a single color, 30% should be a secondary color, and the remaining 10% should be the dominant color.

09 The relationship between text and color is crucial
Color affects the legibility of text. Black on white or white on black should be avoided to ensure optimal legibility.

10 Color accessibility can't be ignored
Some people experience color blindness, and it's important to consider accessibility when designing interfaces or creating art.

11 Any two colors can be harmonious
Select two colors that complement each other, ensuring they work well together without clashing.

12 Basic color schemes are best
Implementing simple color schemes in your design can be the key to effective color usage.