

Colour Theory

Name: _____

Date: _____

There are two ways to mix colours. If we mix light, we call it additive (theory) mixture; when we mix inks, dyes or pigments, it is subtractive (theory) mixture. There is really no difference in the way the colours behave in the two circumstances. Only the mechanics of the processes are different. Additive colour mixture begins with the absence of light (black), and adds colours of light together to form new colours.

Using the internet and Colour Logic reference answer all questions

- 1 TV screens and computer monitors all mix light together to get colour, what type of colour theory is applied here?
 - i) When we mix light, what are the primary colours?
_____, _____, _____
 - ii) The abbreviated term for additive colour is also called _____ colours.
 - iii) When we overlap additive primary colours, the secondary colours become;
_____, _____, and _____
- 2 When working with paints or inks etc. This colour theory is referred to as?
- 3 What is the major difference between additive colour and subtractive colour theory?
- 4 When designing a web site, it is recommend to use web safe colours. How many colours are used for web safe colours?
- 5 Name the three primary colours in a subtractive colour theory?
- 6 When mixing paints or inks primary colours together, we get secondary colours. Name the three secondary colours.

- 7 Define the term complementary colours.
- 8 What is the complementary colour to green? _____.
- 9 What is the complementary colour to violet? _____.
- 10 What is the complementary colour to blue? _____.
- 11 Colour is also referred to as Hue? TRUE / FALSE

Colour Schemes

- 1 Define monochromatic colour?
_____.
- 2 Define analogous colour?
_____.
- 3 Give two examples of warm colours _____, _____.
- 4 Give two examples of cool colours _____, _____.

Colour Symbolism

Colour plays a vitally important role in the world in which we live. Colour can sway thinking, change actions, and cause reactions. It can irritate or soothe your eyes, raise your blood pressure or suppress your appetite.

When used in the right ways, colour can save on energy consumption. When used in the wrong ways, colour can contribute to global pollution.

As a powerful form of communication, colour is irreplaceable. Red means "stop" and green means "go." Traffic lights send this universal message. Likewise, the colours used for a product, web site, business card, or logo cause powerful reactions.

Give two examples for each question.

- 1 *What is the psychological symbolism for Red? (ie. energy, warmth)*
_____, _____.
- References in nature?(ie. fire, blood) _____, _____.
- Contemporary culture?(ie. hearts (valentines day), christmas)
_____, _____.

2 *What is the psychological symbolism for White?*(ie. purity, truth)

_____.

References in nature?(ie. clouds, doves and other birds)

_____.

Contemporary culture?(ie. white dove of peace)

_____.

3 *What is the psychological symbolism for Purple?*(ie. magic, passion)

_____.

References in nature? (grapes)_____.

Contemporary culture? _____.

4 *What is the psychological symbolism for Black?*(ie. power, the unknown)

_____.

References in nature? (ie. crows and other birds)

_____.

Contemporary culture? (ie. ink) _____.