

Colour Theory

Name: _____

Date: _____

There are two ways to mix colours. If we mix light, we call it additive mixture; when we mix inks, dyes or pigments, it is subtractive 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. The TV or computer uses what type of colour theory? _____
 - i) what is the primary colours for this? _____, _____, _____
 - ii) this is also known as _____ colours.
 - iii) when we overlap these primary colours we get _____, _____, and _____
 - iiii) when we have all three primary colours overlap we get what colour? _____.
2. When working with paints or inks etc. This colour theory is called? _____.
3. What is the major difference between TV or computer colour theory and Paints and inks?

4. How many colours are used for web safe colours? _____
5. What are the three primary colours? _____, _____, _____.
6. What are the three secondary colours? _____, _____, _____.
7. How do you make intermediate colours?

8. What are complementary colours? _____

9. What is the complementary colour to green? _____.
10. What is the complementary colour to violet? _____.
11. What is the complementary colour to blue? _____.
12. What is another name for colour? _____.
13. What is an Alpha channel? _____.
14. What software can we find an Alpha channel? _____.
15. What is the difference between a tint and a shade? _____
_____.
16. What is a tone? _____.
17. What is Chroma? _____.

Colour Schemes

1. What is monochromatic? _____.
2. What is analogous? _____.
3. Where on the colour wheel are warm colours found? _____.
4. Give two examples of warm colours _____, _____.
5. 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) _____, _____.