Color Your World Lesson Handout

Course: Graphic Design I

Lesson Plan: Element of Color (**Color *Your* World: One letter at a time)**

Goal: The main goal of this lesson is to introduce and reinforce the element of color. You will demonstrate each of the elements of color through the use and fundamentals of Photoshop. Each color theory will be created in a design using Photoshop's tools and options.

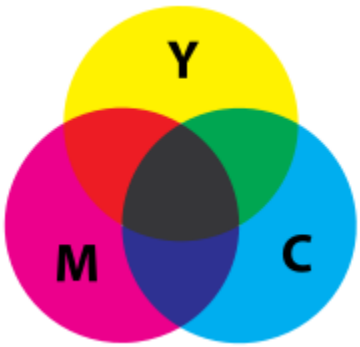
Photoshop Assignment:

- **Color *Your* World: One letter at a time.** The objective of this assignment is for you to learn the 11 color theories and effectively use the colors in a creative design that displays your name. Each of you will type your name in Photoshop and convert each letter using one of the 11 color theories. Each letter will be placed in its own layer to allow for easy movement and correct placement. You may add shapes and lines or change the size and font of the letter to achieve the desired effect. You must complete 3 sample thumbnails prior to the beginning of the assignment.

Materials:

- Adobe Photoshop CS6
- Inkjet Printer / Laser Color Printer
- Photo Paper
- list of color theory
- teacher sample
- 5 thumbnails that students will do one week prior to lesson (HOMEWORK)
- Photoshop tools used – move tool, rectangle and oval marquee, text tool (font and size), edit>transform>invert, color palette, color picker, paint bucket

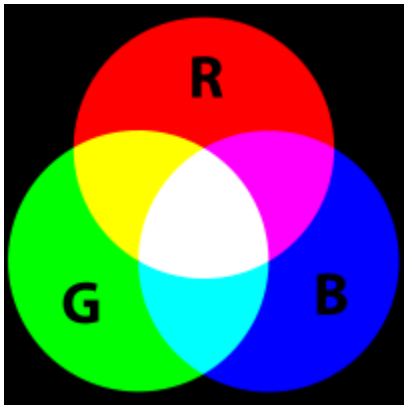
1. **COLOR**: an element of art that is derived from reflected light. The sensation of color is aroused in the brain by response of the eyes to different wavelengths of light. Color has three properties: hue, value and intensity.
    - **Hue** - the name of a spectral color. Hue is related to the wavelength of reflected light.
        - **Intensity-** brightness or dullness of a color
        - **Value**- the art element that describes the darkness or lightness of an object. Value depends on how much light a surface reflects. Value is one of the three properties of color.



2.
    - **Subtractive Process**

- A **subtractive color** model explains the mixing of paints, dyes, inks, and natural colorants to create a range of colors, where each such color is caused by the mixture absorbing some wavelengths of light and reflecting others. The color that an opaque object appears to have is based on what parts of the electromagnetic spectrum are reflected by it, or by what parts of the spectrum that are not absorbed.

Subtractive color systems start with white light. Colored inks, paints or films placed between the viewer and the light source or reflective surface (such as white paper) *subtract* wavelengths from this white, and make a color.



- **Additive Process**
  - A photographic process in which the desired colors are produced by adding together appropriate proportions of three primary colors. In which red, green, and blue light are added together in various ways to reproduce a broad array of colors. The main purpose of the RGB color model is for the sensing, representation, and display of images in electronic systems, such as televisions and computers.

CMYK- In most color printing, the primary ink colors used are cyan, magenta, and yellow. Cyan is the complement of red, meaning that cyan acts like a filter that absorbs red. The amount of cyan applied to a paper will control how much red will show. Magenta is the complement of green, and yellow the complement of blue. Combinations of different amounts of the three inks can produce a wide range of colors; this is how artwork reproductions are mass-produced, though for various reasons a black ink is usually used as well. This mixture is called CMYK.

- **Full Color**
  - a term referring to four color printing of CYMK

- **Primary colors** – Colors that come from nature and no other colors can be mixed together to create the primaries. Most intense colors. red, yellow and blue
- **Secondary colors** – colors that are created by mixing the primary colors together. Colors are duller do to mixing of the primaries. orange, green and violet
- **Triad colors** – are 3 colors that are in the shape of a triangle on the color wheel.
- **Intermediate (Tertiary**) – colors created by mixing a primary with a secondary color. yellow-orange, red-orange, red-violet, blue-violet, blue-green, yellow-green
- **Analogous colors** – are 3 colors that sit next to each other on the color wheel and have one common hue.
- **Complementary colors** – 2 colors that are opposite each other on the color wheel. Complementary colors create an optical vibration to the eye of the viewer. They each reflect their color while the other absorbs it, creating the optical vibration.
- **Split complementary colors** – are colors composed of 1 color combined with 2 colors on each side of the first color's complement on the wheel.
- **Double split complementary colors** – consist of 2 adjacent colors and their complementary colors and their complementary colors directly opposite on the color wheel.
- **Monochromatic colors** – are the tints (add white) and shades (add black) of one color on the color wheel
- **Grayscale** – gradation from white to black
- **Warm Colors**- colors that advance (come towards you) Yellow, yellow-orange, orange, red-orange, red, red-violet
- **Cool Colors**- colors that recede (go into) into a design. Yellow-green, green, blue-green, blue, blue violet, violet