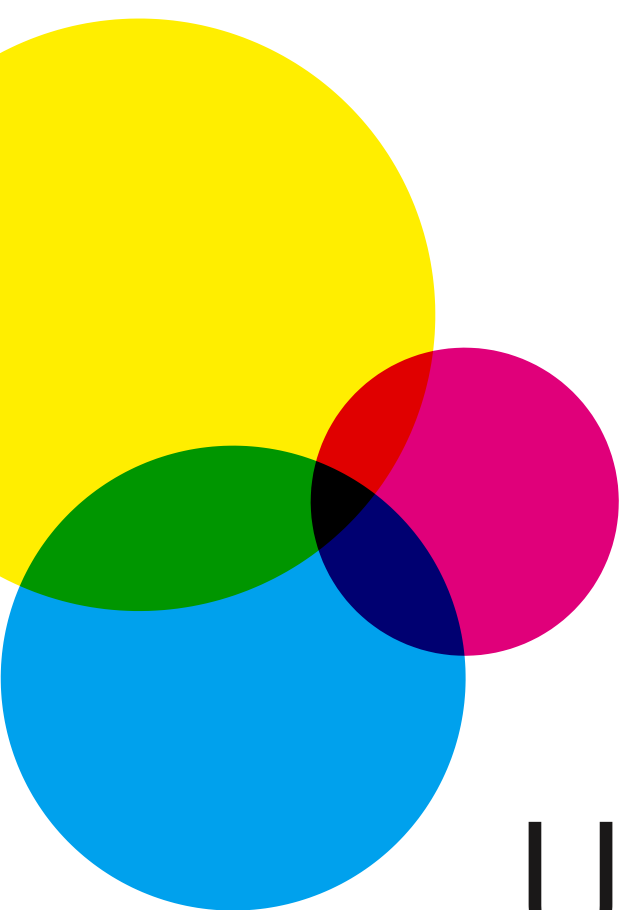


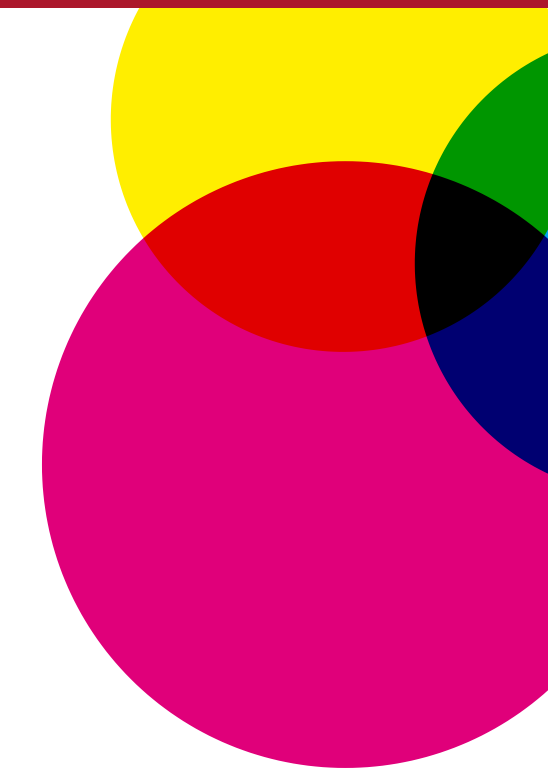


Understanding **Color Theory** for Graphic Designers

START



Understanding **Color Theory** for Graphic Designers

[Color Wheel](#)[Saturation and Value](#)[Color Schemes](#)
Monochromatic
Complementary
Triad[Adobe Color Simulation](#)[Color Logo Project](#)

Learning Objectives:

- Students will be able to describe color combinations as monochromatic, complementary, or triad.
- Students will be able to construct scenarios where each major type of color combination is appropriate.
- Students will be able to create a color palette using Adobe Color and apply them in an aesthetically pleasing way to a logo.

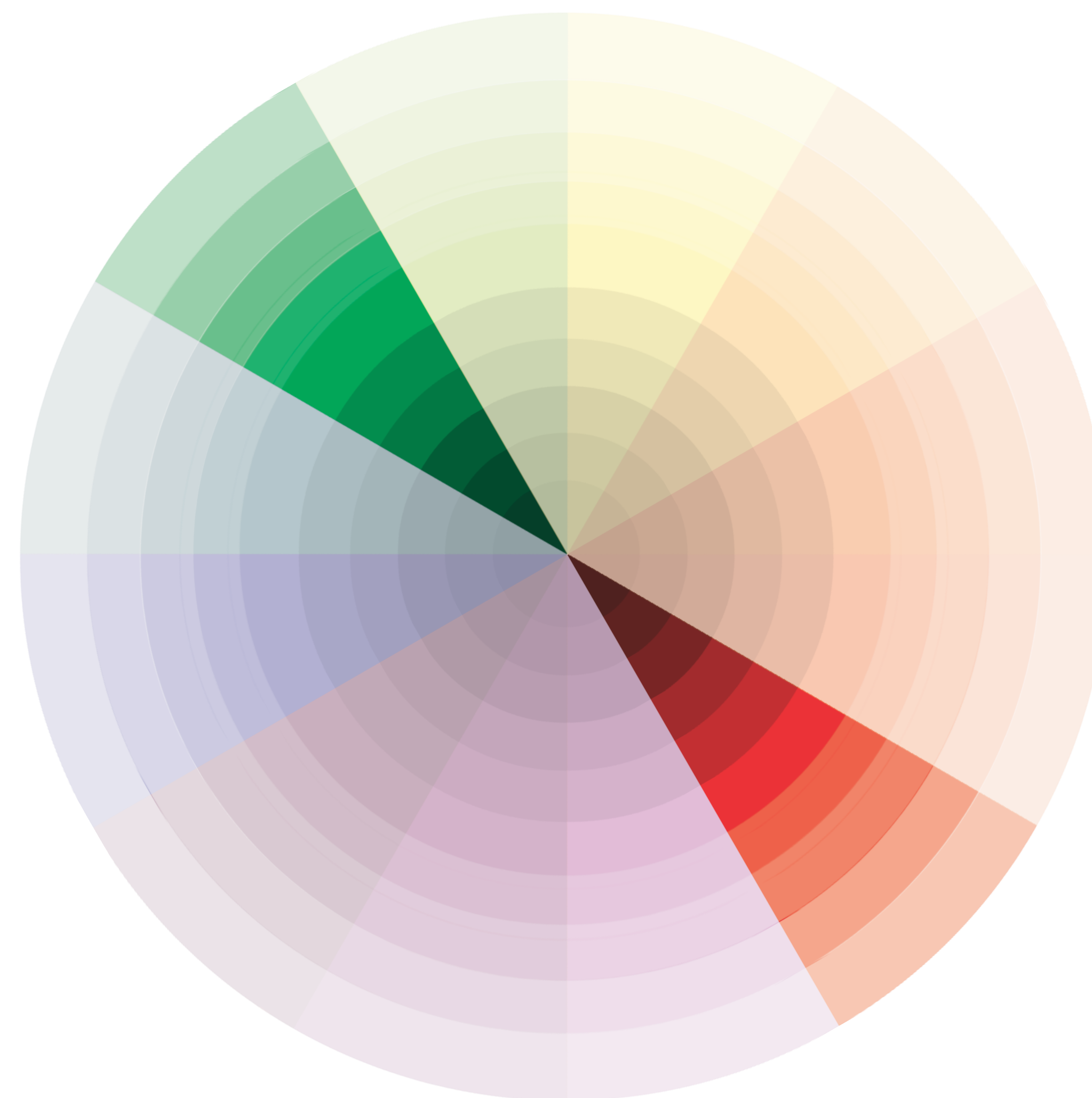
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Complementary Colors

Complementary color are two colors that are on opposite sides of the color wheel. This combination provides a high contrast and high impact color combination – together, these colors will appear brighter and more prominent.

To avoid complementary color schemes that are too simplistic, add some variety by introducing tints, shades, or desaturated hues.

Logos that use Complementary Colors



Green and Red

Click on a Hue on the Color Wheel to Highlight its Complementary Color

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Color **Hue**

Hue is simply the name of the color

Red is a Hue

Green is a Hue

Blue is a Hue



Color **Saturation**

Saturation is the intensity of the color.

Saturation adjusts the hue's intensity by adding or subtracting grey to the hue



Saturation



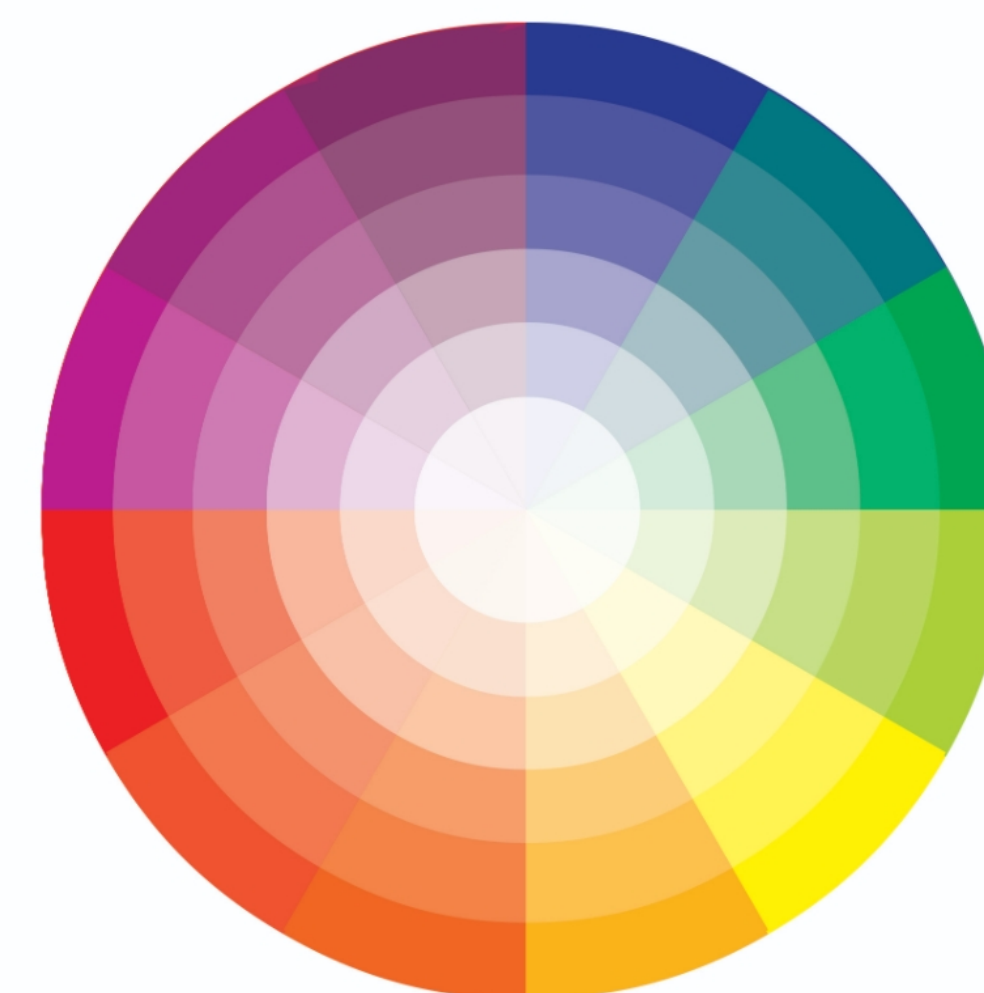
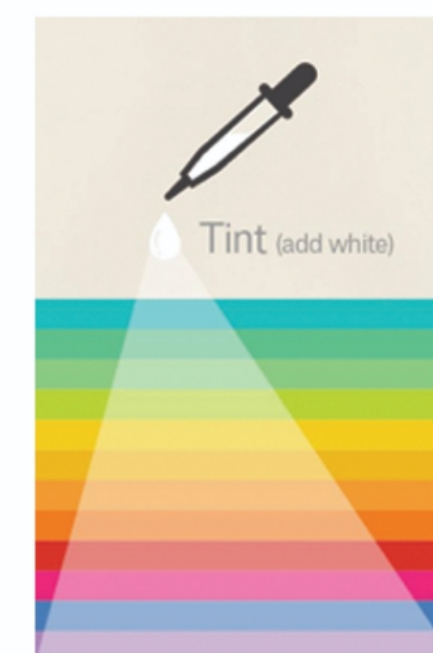
Color **Value**

Value is the lightness or darkness of the color.

Tint increases lightness by adding white to the hue.

Shade reduces lightness by adding black to the hue.

TINT



SHADE



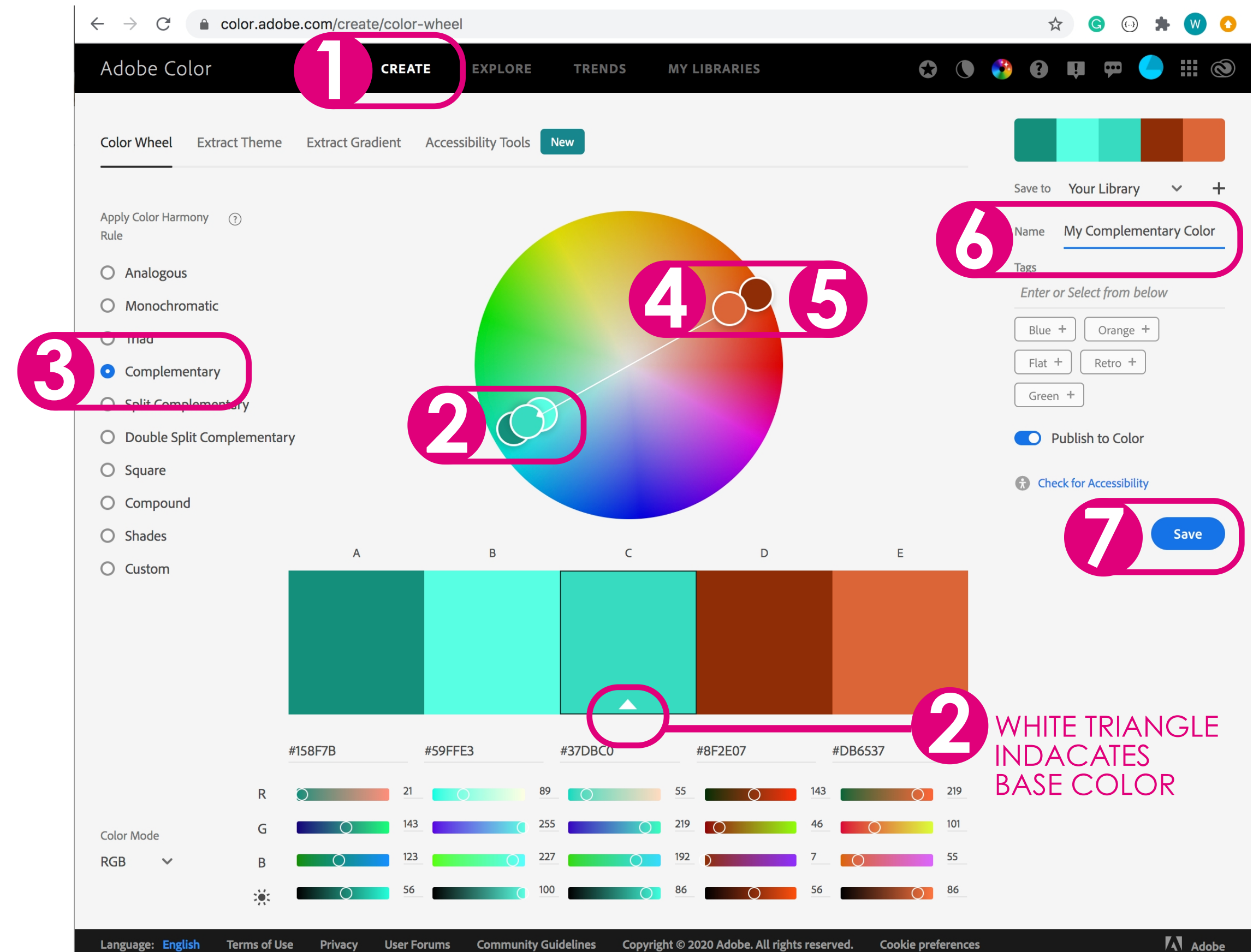
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Choosing Complementary Colors in Adobe Color

Select the number on the simulation screen that correspond to the instruction number.

- 1 Select the **Create** Tab on top of the Adobe Color page
- 2 Select a **Base Color**
- 3 In the Color Harmony Rule section, choose the **Complementary** button
- 4 Select a **Complementary Color** to the **Base Color**
- 5 Adjust your **Complementary Colors** to the desired hues tints and shades on the color wheel
- 6 When you create a desirable color combination, name file: **My Complementary Color**
- 7 Click the **Save** button on the webpage to save the color palette to your Adobe Creative Cloud Library



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Complementary **Color**

Please describe a situation in which you would use a complementary color scheme.

Please describe a situation in which you would use a monochromatic color scheme.

Please describe a situation in which you would use a triad color scheme.

Write your answer here...

Submit

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Create a Color Scheme in **Adobe Color** and Apply Those Colors to a Logo in **Adobe Illustrator**

Now it's your turn. Construct an appropriate complementary color ccheme for the logo below in **Adobe Color**, then apply those colors to the logo in **Adobe Illustrator**.

- 1 Go to adobe.color.com and log into your Adobe account
- 2 Create an appropriate color scheme in Adobe Color for the the logo in the right. Name the file: My Logo Colors
- 3 Download the Illustrator file of the black and white logo to your computer by clicking on the **Download Logo** button
- 4 Open the downloaded logo file in Adobe Illustrator
- 5 In Adobe Illustrator, access your color scheme from the **Adobe Color Themes** window. Window > Color Themes
- 6 Apply your colors to the logo by selecting the paths you desire to add color to and eyedrop the desired color on the **Adobe Color Themes** window
- 7 When finished, save your colored logo file: **(Name)MyColorLogo.ai**, and submit the colored logo file



Download Logo

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Color Logo Project

Explain the reasoning for the specific Complementary Colors you selected for this logo and upload your logo for submission of the project.

Write your explanation here...

Upload your logo

Upload Your Logo Here

Submit Project

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