

Y10 Graphics – Colour Theory

Key Words & Vocabulary

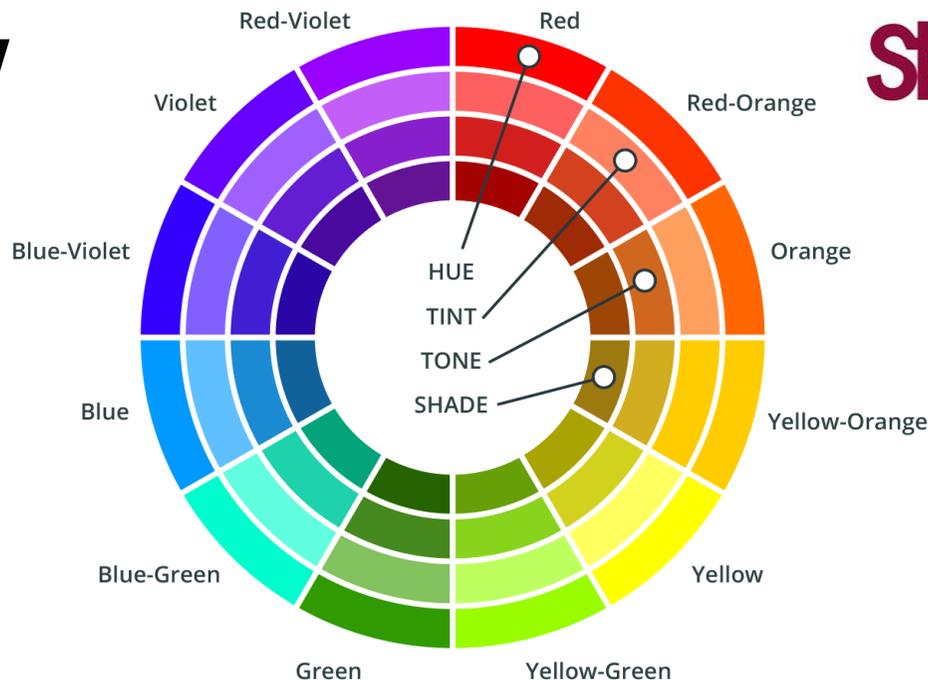
Primary	Evocative
Secondary	Representative
Tertiary	Tint
Complimentary	Hue
Juxtaposed	Shade
Opposite	Tone
Cool	Harmony
Warm	Contrast
Connotation	Monochromatic
Feeling	Analogous
Emotive	Triadic

The colour wheel was invented in 1666 by Isaac Newton, who mapped the **colour** spectrum onto a circle. The **colour wheel** is the basis of **colour** theory, because it shows the relationship between **colours**.

The colour wheel can also be divided into warm and cool colours, this is also known as its colour temperature. According to colour psychology, different colour temperatures evoke different feelings.

Warm colours are the colours from red through to yellow. These colours are said to bring-to-mind warmth, cosiness and energy, like the sun.

Cool colours are the colours from blue to green and purple. These colours are said to bring to mind coolness, serenity and isolation like water.



canva.com/colors/color-wheel
colourlovers.com/palettes

Monochromatic

Three shades, tones and tints of one base colour. Apply to design projects for a harmonious look.

Analogous

Three colours that are side by side on the colour wheel. Choose one dominant colour, and use the others as accents.

Triadic

Three colours that are evenly spaced on the colour wheel. bold, vibrant and contrasting.

Tetradic

Four colours that are evenly spaced on the colour wheel. Works best if you let one colour be dominant.

Shade

A shade is created by adding black to a base hue, darkening the colour. This creates a deeper, richer colour. Shades can be quite dramatic and can be overpowering.

Tint

A tint is created by adding white to a base hue, lightening the colour. This can make a colour less intense, and is useful when balancing more vivid colour combinations.

Tones

A tone is created by combining black and white, or grey, with a base hue. Like tints, tones are subtler versions of the original colour. Tones are less likely to look pastel.

How can you use the colour wheel to enhance your food packaging design?

What's in your packaging? Should this be in warm or cool coloured packaging?

Can you use colour to make your food package aesthetically appear as fast food or up-market?