Color Harmony

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Color

Quality of an object or substance with respect to light reflected by the object (1)

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Harmony

A consistent, orderly, or pleasing arrangement of parts (2)

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A dynamic equilibrium, a balance in the visual experience

Sources:
(1) dictionary.reference.com/browse/color
(2) dictionary.reference.com/browse/harmony
http://www.colormatters.com/color-and-design/basic-color-theory

COLORHARMONY
Based on the Color Wheel

"basic techniques for creating color schemes"

"...knowing what colors to use in what order and proportion to create a desired mood, to communicate an idea or elicit reaction of the hue."
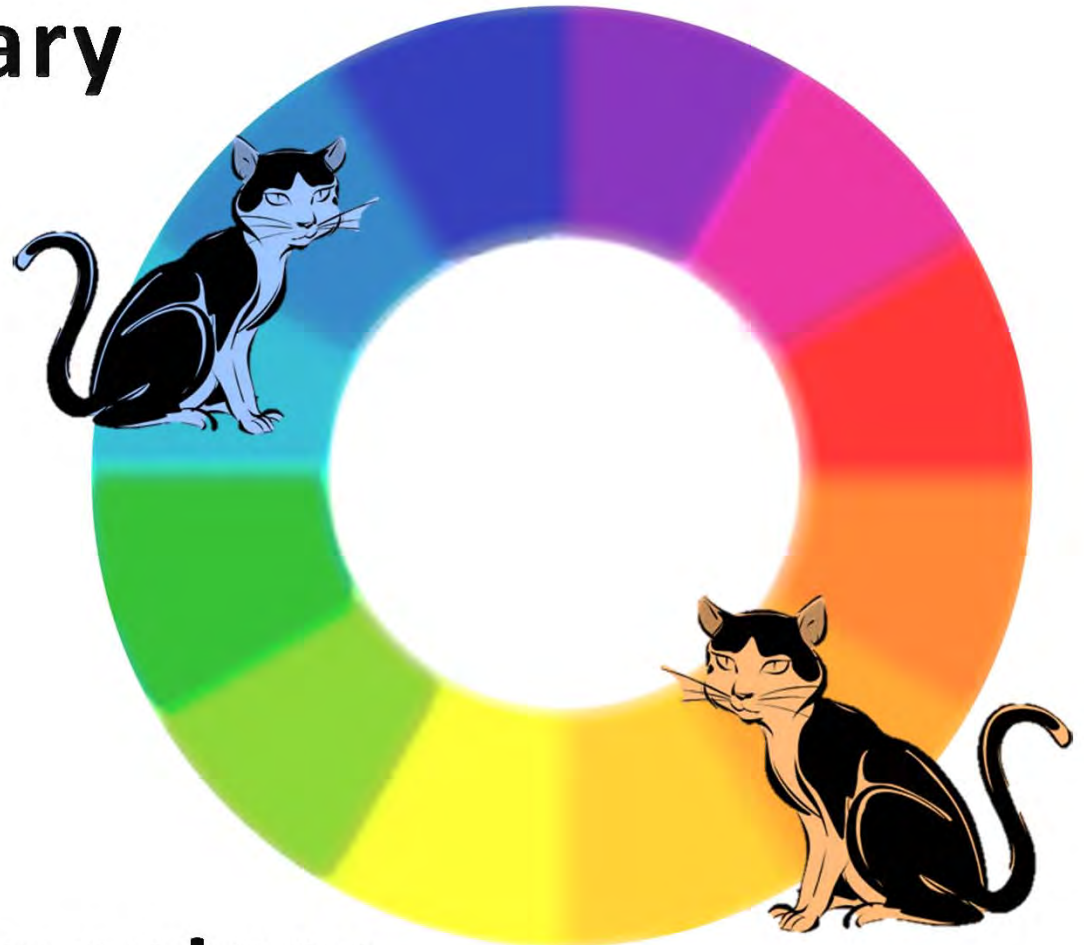
Bride M. Whelan

- **C**omplimentary
- **A**nalogous
- **T**riadic
- **T**etradic
- **S**plit-Complimentary
- **S**quare

Complimentary

High Contrast of these colors create a vibrant look, especially at high saturation.

←opposites→

Works well when you want something to stand out.

- Can be jarring and unsuitable in large doses.
- Bad for Text

CAUTION

Source:
http://www.colormatters.com/color-and-design/basic-co...
http://www.webexhibits.org/colorart/contrast.html
http://office.microsoft.com/en-us/images/results.aspx?qu=parrot&ex=1

Analogous

Tends to be vibrant, even if using pale or unsaturated hues

adjacent

Aim for Balance

Choose One Color to Dominate, Use the Other Two for Balance

CAUTION

Triadic

Creates Serene and Comfortable Designs

Often Found in Nature

Match Well

- Make sure you have enough contrast
- Choose One Color to Dominate, Second to Support, and Third to Accent

CAUTION
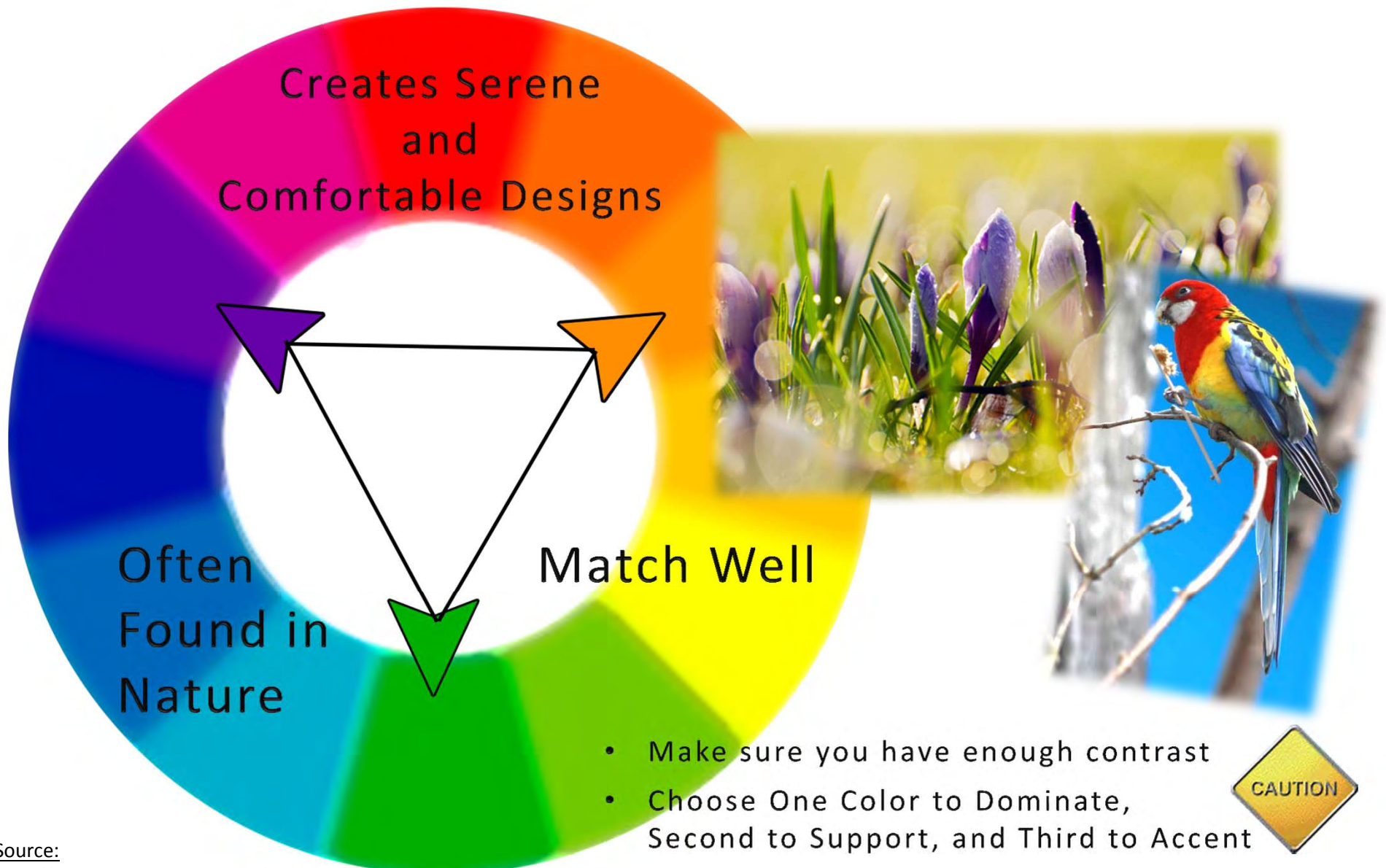
Tetradic

- Rich Color Scheme
- Offers Plenty of Possibilities for Variation

Four Colors Arranged in Complimentary Pairs

CAUTION

- Works Best of One Color Dominates
- Pay Attention to balance between Warm and Cool Colors

WARM

COOL

Source:
http://www.colormatters.com/color-and-design/basic-color-theory

Split Complimentary

Same Visual Contrast as Complimentary, but with less tension

Uses Two Colors
← Adjacent of →
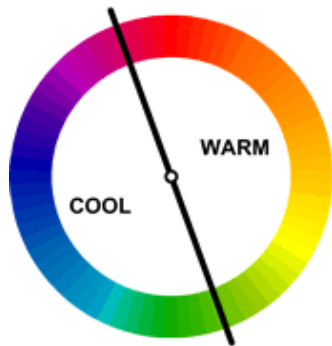Compliment

Good Choice for Beginners (difficult to mess up)
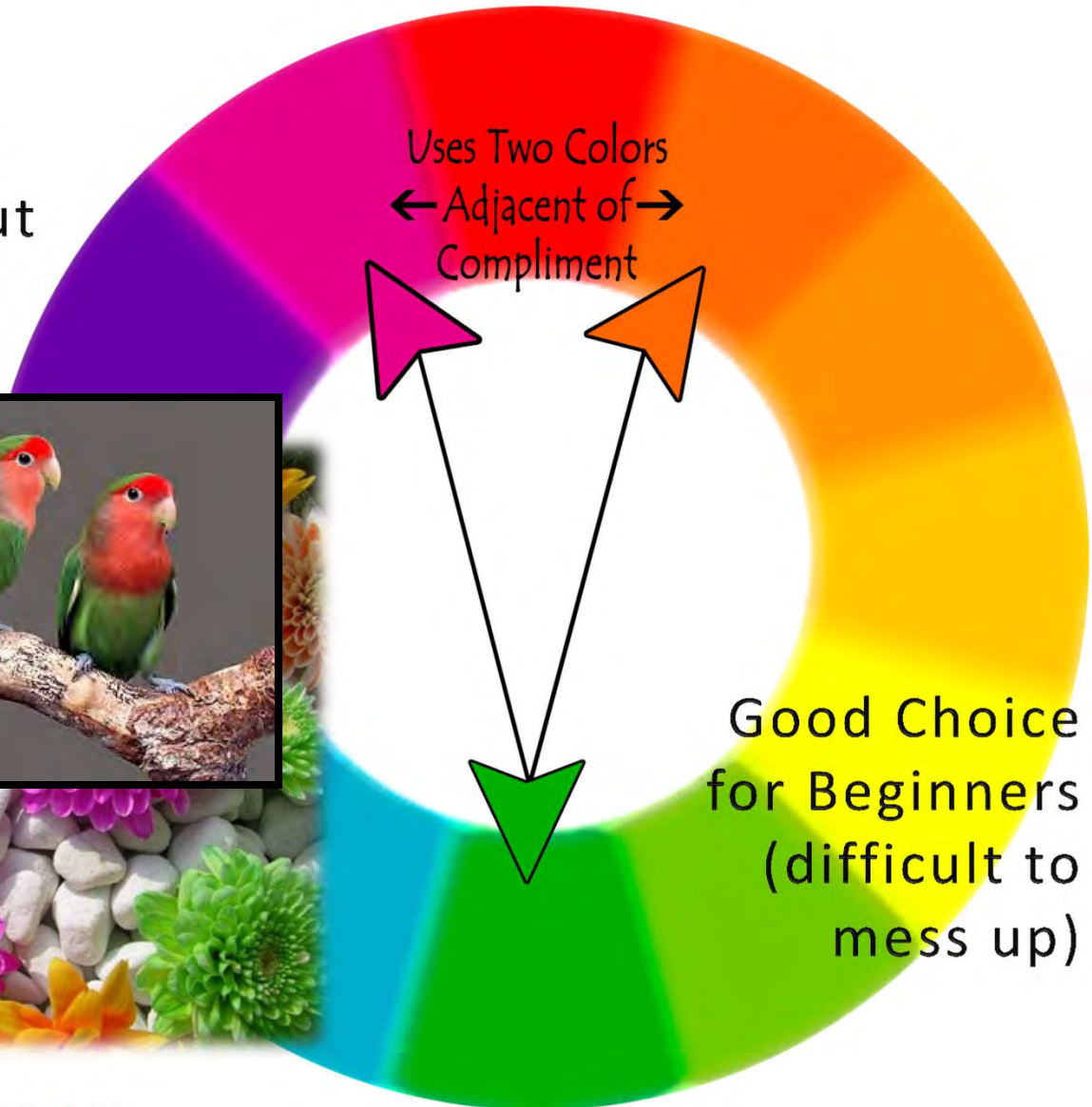
Square

Works Best if One Color Dominates

Four Colors Spaced Evenly Around Circle

Pay Attention to balance between Warm and Cool Colors

WARM

COOL

Source:
http://www.colormatters.com/color-and-design/basic-color-theory
http://www.tigercolor.com/color-lab/color-theory/color-theory-intro.htm#warm_cool_colors
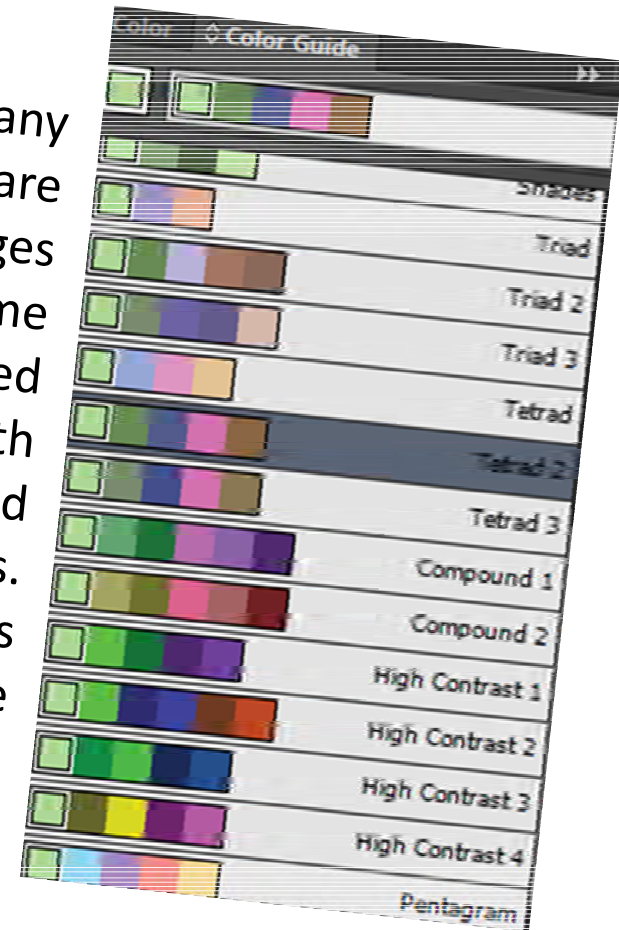
Tools to Help You

There are a plethora of tools available to aid the selection of harmonic colors. A quick search online can pull up a lot of options and further insight.

Visual Aids are available at art outlets…

…and many software packages come equipped with presets and guides. (This one is in Adobe Illustrator)

Areas of Use

Art

"*To give a brief run-down on Color Theory, <u>Color is the strongest design quotient if one learns to use it effectively.</u> One can use it therapeutically in a visual life's landscape to either* **energize** *or relax, to make a statement or just as an attention grabber to play on bettering ones* **moods**.*"*

--Remi Francis *(emphasis added)*

Fashion

Interior and Exterior Design

Behavior Management & Therapy

Source:
http://www.do2learn.com/organizationtools/EmotionsColorWheel/tips1.htm
http://rembrandz.blogspot.com/2011/11/daily-life-color-theory-for-artist.html
http://pisopainting.com/home-painting-denver/
http://coquette.blogs.com/coquette/pantone_fall.jpg
Art Photo courtesy of Laura Williams