

DESN 110 – VISUAL DESIGN

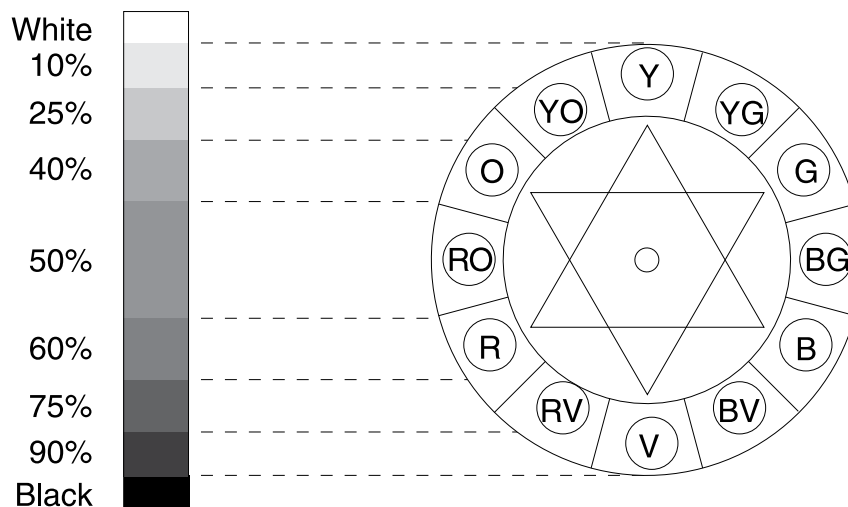
Properties of Color

HUE

Hue simply refers to **the name** of the color, such as yellow, red, orange, etc. If you were to go to the art supply store, you would see many different names that do not match to the names on our color wheel, such as Cadmium Red, Ultramarine Blue, or Yellow Ochre. This is why we use the color wheel; to clarify what names go with what color and how they relate to each other.

VALUE

The second property of color is value. This term refers to the **lightness or darkness** of the hue. The hue called blue on our color wheel has a value that can be assigned to a grayscale. This value would be different than the value for yellow. Blue would have a much darker value than yellow, which has a very light value. This is much the same as taking a black and white photograph, or turning the color down on your television; each color is assigned a shade of gray. See diagram below:



Just as each color around the wheel has a different value, the value of each individual color around the wheel can be manipulated and changed. In pigment, value can be altered by adding white to the hue to create a tint of the color. Also, black can be added to the hue to create a shade of the color. Most people can distinguish between at least 40 different shades and tints of a color. On our color wheel, all of the colors are indicated at their normal value, not mixed with black or white.

INTENSITY

The third property of color is called intensity. This term refers to the **brightness** of a color. Intensity can also be called chroma or saturation. On our color wheel, the colors are indicated at their full intensity with no black or white mixed in. This is because creating a tint or shade of a color not only changes its value, but it also changes its intensity. Even though two colors may have the same value, one may be much more intense than the other. You can lower a color's intensity by adding gray to the color. Depending on the gray that is used, it is possible to change the intensity of a color without changing its value. This color with lowered intensity is called a tone of that color. Another way to lower a color's intensity, or neutralize it, is to use that color's complement. Complementary colors are colors that are directly opposite from each other on the wheel. If you mix complementary colors in equal proportion you will get a muddy gray color that lacks intensity. By adding a color's complement in varying degrees you can control a color's intensity. Even though mixing complementary colors dulls them, placing complementary colors directly next to each other will intensify them. This effect is caused by simultaneous contrast; a color is effected by the colors that surround it.