

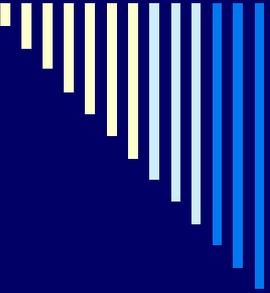
Elements of Design

COLOR

Mrs. Bendrat

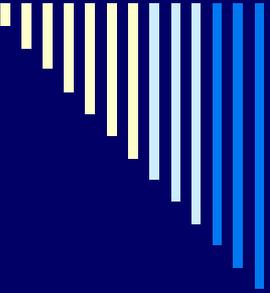
Fashion Class

Thornton High School



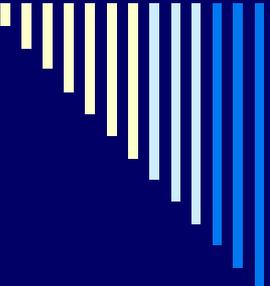
Elements of Design

- They are as follows:
 - Color
 - Shape
 - Line
 - Texture
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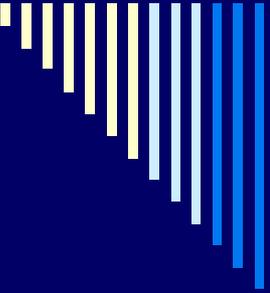
Design Elements

- They are the building blocks of design.
 - They are put together in a pleasing manner to form a particular design.
 - The same elements apply to a building, car, a painting, or a pair of shoes.
 - Color is the Most exciting design element.
 - It is noticed everywhere.
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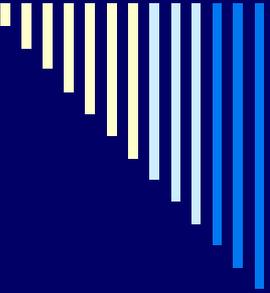
COLOR

- ❑ Lets you express yourself.
 - ❑ It affects how you feel.
 - ❑ It makes clothes appear warm, cool, perky, or drab.
 - ❑ You can create illusions with color.
 - ❑ The BEST colors for you are the colors that make the most of your natural looks.
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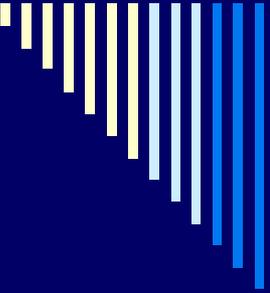
COLOR

- Is the most personal and important part of fashion.
 - It is what FIRST catches the eye of someone who sees you.
 - Sets the stage.
 - You chose clothes because of the color.
 - Popular colors are promoted by the designers and given fashionable names.
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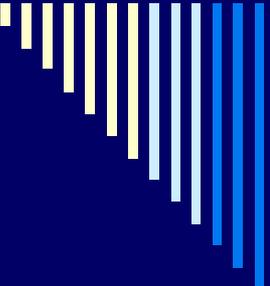
More Info. On Color

- Examples of fashionable names: royal blue, salmon pink, sunburst yellow, and lime green. – these grab your attention and convince you to buy so you will be in fashion.
 - This is strictly a play on your emotions.
 - Certain colors mean certain things.
 - Red – you are angry / blue – feel sad and lonely.
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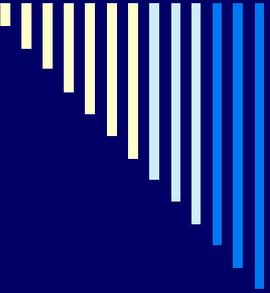
Color Symbols

- ❑ When red is used you feel good and full of energy – red is power, spark emotion, and activates the appetite. Many store promotion areas might be bright to cause people to be cheerful and to buy!!
 - ❑ Classrooms are usually in soft or neutral colors to encourage serious study.
 - ❑ Orange – lively, cheerful, joyous, hospitable
 - ❑ Green – calm, cool, fresh, pleasant, friendly
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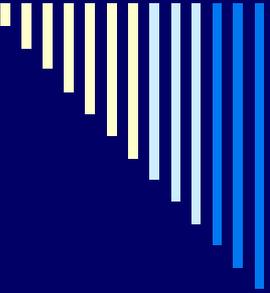
COLOR TERMS

- ❑ Hue – name given to a color.
 - ❑ Value – lightness or darkness of a color.
 - ❑ Under value there is Tints (made when white is added) and Shades (made when black is added).
 - ❑ Intensity – brightness or dullness of a color.
 - ❑ You can lower the intensity by mixing a hue with its complement on the color wheel.
 - ❑ Neutral colors – black and white – not really colors and are not on the color wheel.
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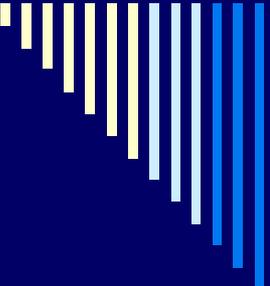
Neutral Colors

- White reflects all light so it is really not a color. It is the “absence of color.”
 - Black absorbs light and all colors.
 - When white and black are mixed, they become the neutral gray.
 - Beige is also considered a neutral color – sometimes called a near neutral color.
 - Beige can be used with almost any color – blends well.
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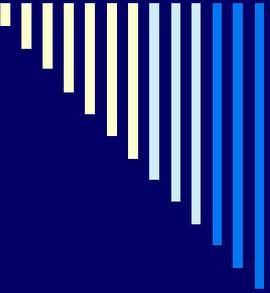
The Color Wheel

- Primary Colors – red, yellow, and blue.
 - Secondary colors – orange, green, and violet.
 - Secondary colors are made from mixing equal amounts of two primary colors.
 - Orange is made from red and yellow, Green is made from blue and yellow, and Violet is made from red and blue.
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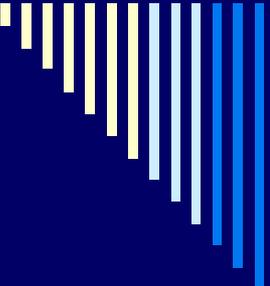
More Info. on Color Wheel

- Intermediate hues (or Tertiary Colors) are a result of equal amounts of Primary and Secondary Colors.
 - When naming these colors always name the Primary color first.
 - Tertiary colors are: blue-violet, blue-green, yellow-green, yellow-orange, red-orange, and red-violet,
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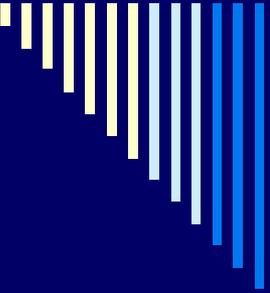
Warm and Cool Colors

- ❑ Warm colors are red, orange, and yellow.
 - ❑ They seem to be hot like the sun.
 - ❑ They could also appear to be hot like fire.
 - ❑ Orange is the warmest color.
 - ❑ Cool colors are green, blue, and violet.
 - ❑ They remind us of water or the sky.
 - ❑ Blue is the coolest color.
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Feelings of Warm and Cool Colors

- ❑ Warm colors – activity and cheerfulness.
 - ❑ Warm colors are outgoing and lively. If they are overdone, they can give a nervous impression.
 - ❑ Warm colors seem to advance or come toward the observer.
 - ❑ They make the body look larger. White and light colors also make objects look larger.
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Cool Colors

- ❑ Cool colors give us a feeling of quietness and restfulness.
 - ❑ These colors tell a subdued mood, if overdone they can be depressing, especially blue.
 - ❑ Cool colors seem to recede, or back away for the observer. They make the body look smaller.
 - ❑ Designers use cool colors in garments of large sizes so the people wearing them look smaller.
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