

Fashion Strategies

Unit two notes

Color

- Is a ray of light, the source of all color
- Is perceived by the eye and interpreted by the brain
- Is an internal sensation expressed when colored light waves stimulate the eye
- Is light broken down in electromagnetic vibrations of various wavelengths
 - Longest-red
 - Shortest-violet

Pigments

- Are substances that can be ground into fine powders and used for adding color to dyes and paints
- Were derived from animal, mineral, and vegetable sources
- Are now produced through chemistry

The color wheel

- Is the basic tool we use when working with color
- Is based on the standard color theory known as Brewster/Prang

PRIMARY COLORS

- Are red, yellow, and blue
- CANNOT BE MIXED FROM OTHER PIGMENTS

SECONDARY COLORS

- Are orange, green, and violet
- ARE MADE BY MIXING EQUAL AMOUNTS OF TWO PRIMARY COLORS

TERTIARY COLORS:

- Are red-orange, red-violet, blue-green, blue-violet, yellow-green, and yellow-orange
- ARE ALSO KNOWN AS INTERMEDIATE COLORS
- THERE ARE SIX OF THEM
- ARE MADE BY MIXING AN EQUAL AMOUNT OF A PRIMARY COLOR AND A SECONDARY COLOR

COLOR IS AFFECTED BY:

- TEXTURE
- ARTIFICIAL LIGHTING
- NATURAL LIGHTING

WARM COLORS

- Are reds, yellows, and oranges
- ARE ADVANCING
- CREATE FEELINGS OF WARMTH, ACTIVITY, AND EXCITEMENT

COOL COLORS

- Are blues, purples, greens
- ARE RECEDING
- CREATE FEELINGS OF COOLNESS, CALMNESS, AND RELAXATION

NEUTRAL COLORS

- ARE COLORS NOT FOUND ON THE COLOR WHEEL
- ARE WHITE, BLACK, GREY, BROWN, BEIGE, TAN & CREAM AND ARE OFTEN USED AS NEUTRALS