

Choosing Colours



Triadic



Analogous



Color Wheel



Monochromatic



Complementary

As you work with colours, you will develop the skill and experience to identify colours that "work." Until then, you can use a colour wheel to help find colours that work with an existing one, or to select a palate (a small selection of colours) that will all work together.

<http://paletton.com/#uid=21T0u0klllcCvtgZqppHghu3bd> is a *web page that provides an **interactive colour wheel***. It enables you to select a colour, decide whether you want to find that colour's compliment, or find a palate that uses that colour. You can also get the identification codes (hex number, RGB code and RYB code) for every colour. Scroll down on that site to find instructions and to read more about colour theory and how it relates to the interactive colour wheel. **Bookmark this site—you can use it later!**

Answer the following questions to check your understanding of colour as a visual design element.

Question 1

Identify all the primary colours in the list. (The colour wheel is provided only for your reference.)



Question 1 options:

- Red
- Black
- Blue
- Yellow
- Green
- Orange

Question 2

What term describes the colours orange, purple and green? (The colour wheel is provided only for your reference.)



Question 2 options:

- Primary colours
- Secondary colours
- Complimentary colours
- Monochromatic colours

Question 3

Identify all the tertiary colours in the following list (The colour wheel is provided only for your reference.):



Question 3 options:

- Purple
- Red
- Reddish orange
- Yellow-green
- Blue-green
- Red-violet

Question 4

If you wanted to make the little model stand out from the orange peel, how would you change the colour of the model?



Question 4 options:

- Change it to a colour that is analogous to orange.
- Change it to green or purple, because orange is also a secondary colour.
- Change it to a colour that is complimentary to orange.
- Change it to a colour that already appears somewhere in the orange, like a cream or yellow colour.

Question 5

Which of the following is a monochromatic colour palate? Select all that apply.

Question 5 options:

- Light green, light orange, light purple
- Midnight blue, Blue, light blue, blue-white
- Deep purple, purple, light purple
- Red, Blue, Yellow
- Purple, Violet, orange, yellow

Question 6

Identify all the complimentary colour pairs in the following list. (The colour wheel is provided only for your reference.)



Question 6 options:

- Orange and blue
- Blue and blue-green
- Green and red
- Green and purple
- Yellow and purple

Question 7

Which colour pair suggests cheerful energy, optimism and enthusiasm?

Question 7 options:

- Orange and yellow
- Green and brown
- Black and red
- Pink and blue

Why did you pick your answer?

Question 8

Which colour shirt would you suggest a model wear if you want him to seem powerful, energetic, passionate and possibly dangerous?

Question 8 options:

- Black
- Red
- Yellow
- Blue
- Green

Why did you pick your answer?

Question 9

A well-established bank asks you to design its magazine ad. They want to give the impression that they have been in the business for a long time and are experienced, reliable, wise, practical and never flashy. Which of the following colours would you choose to help give this impression?

Question 9 options:

- Black
- Grey
- Gold
- Red
- Green

Why did you pick your answer?

Question 10

Your graphic designer recommends that you use a palette of analogous colours, with an emphasis on turquoise blue (greenish blue) in an ad for sailboats aimed at women. Which palette will you use?

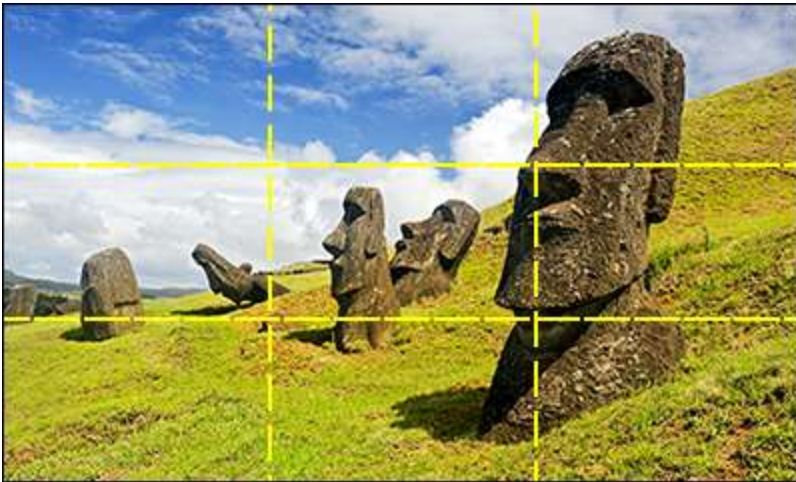
Question 10 options:

- Turquoise, lavender, yellow
- Turquoise, pink, lime green
- Turquoise, blue, orange
- Turquoise, blue, blue-green

Why did you pick your answer?

Summary

Understanding the basic elements of design is only a start. You must examine the design of images that you see every day and ask yourself why they are either effective or not effective. Ask yourself whether, or how, they use colour and the four basic elements of design. Do they follow the guidelines you learned, or do they break the rules to achieve a special effect?



Although you have learned some basic rules and guidelines, you should keep in mind that an experienced designer can choose to break a rule for a particular design reason. Until you are experienced using the rules and guidelines, you should probably not decide to break them—it can be more challenging to effectively break a rule than it is to follow one!

Practice using your understanding of design elements to create new images. The more you use them, the faster your skills will develop.