TRINITY COLLEGE FOR WOMEN NAMAKKAL

DEPARTMENT OF COSTUME DESIGN & FASHION

FASHION DESIGNING
ODD SEMESTER

Presented by

Ms. K.PUNITHA

ASSISTANT PROFESSOR AND HEAD

DEPARTMENT OF CDF

http://www.trinitycollegenkl.edu.in/

COLOUR THEORY

➢ Color theory is the basis for the primary rules and guidelines that surround color and its use in creating aesthetically pleasing visuals.

➢ By understanding color theory basics, you can begin to parse the logical structure of color for yourself to create and use color palettes more strategically.

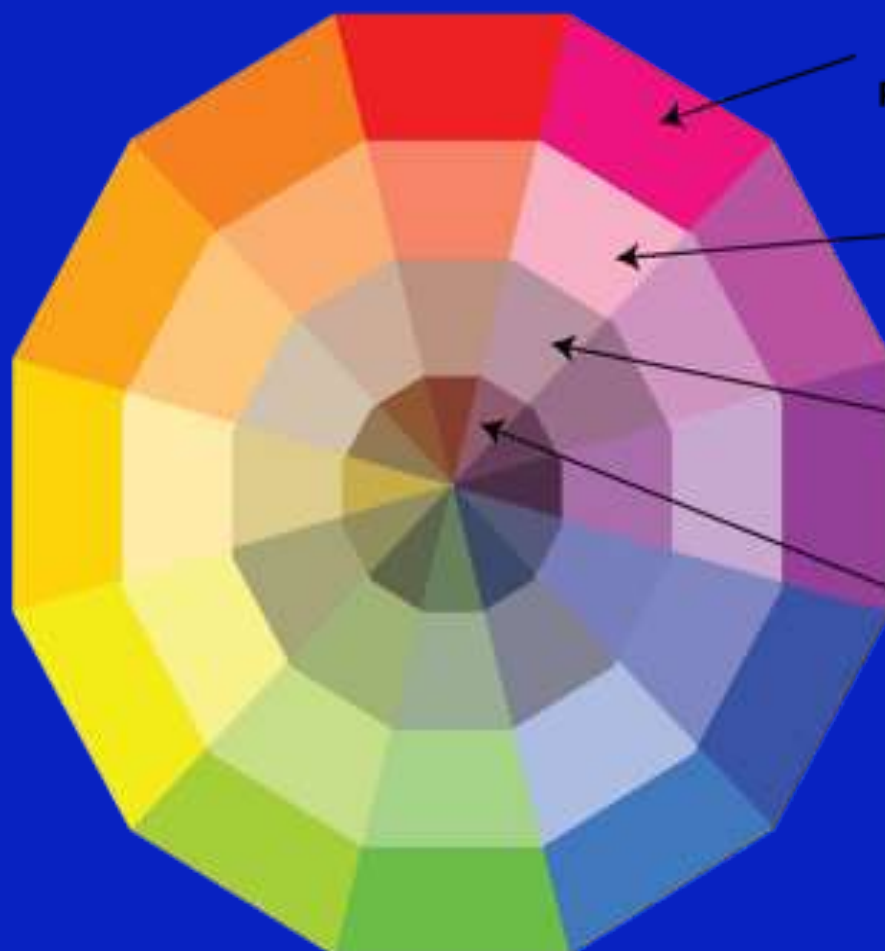➢ The result means evoking a particular emotion, vibe, or aesthetic.

COLOUR WHEEL

➢PRIMARY

➢SECONDARY

➢TERTIARY (OR) INTERMEDIATE
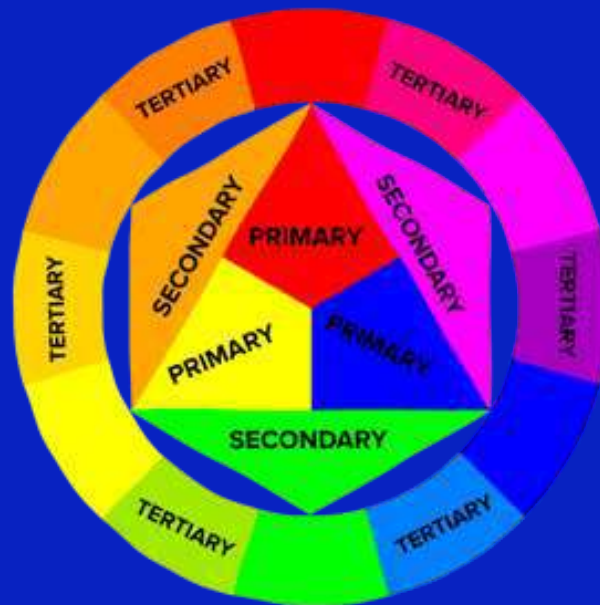
HUE:
Pure Color

TINT:
Hue + White

TONE:
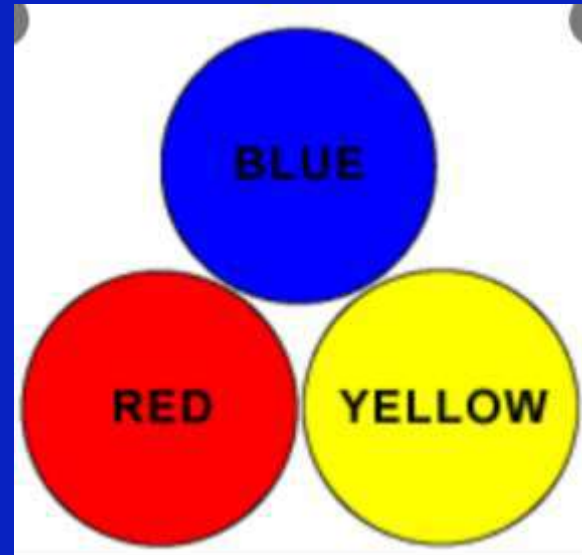Hue + White and Black

SHADE:
Hue + Black

PRIMARY COLORS

Primary colors are those you can't create by combining two or more other colors together.

They're a lot like prime numbers, which can't be created by multiplying two other *numbers* together.

There are three primary colors:

➢**Red**

➢**Yellow**

➢**Blue**

SECONDARY COLOUR

       Secondary colors are the colors that are formed by combining any two of the three primary colors.

       There are three secondary colors: **orange**, **purple**, and **green**. You can create each one using two of the three primary colors. Here are the general rules of secondary color creation:

➢Red + Yellow = **Orange**

➢Blue + Red = **Purple**

➢Yellow + Blue = **Green**

blue + yellow = green

yellow + red = orange

red + blue = violet
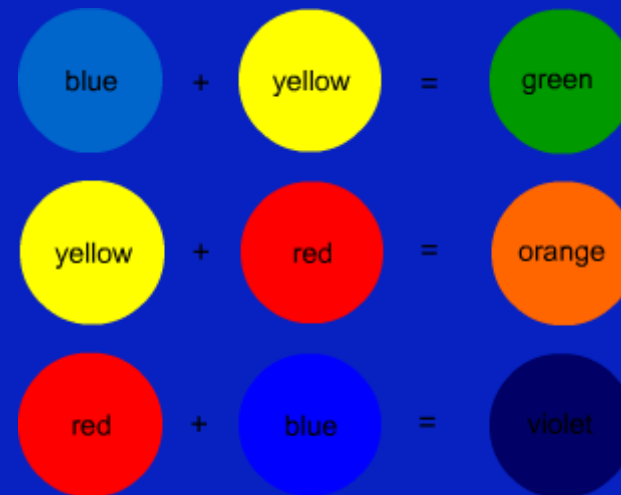
TERTIARY COLORS

Tertiary colors are created when you mix a primary color with a secondary color.

Instead, tertiary colors are created when a primary color mixes with a secondary color that comes next to it on the color wheel below.
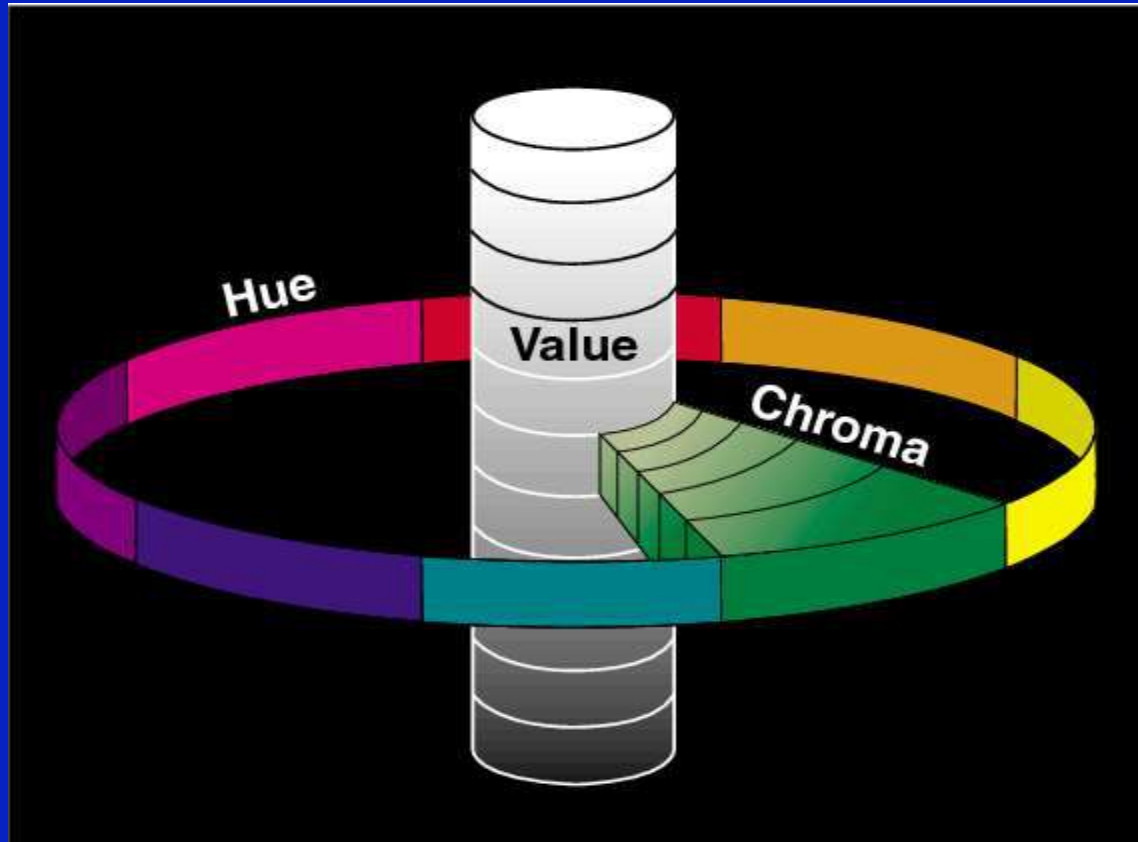
There are six tertiary colors that fit this requirement:

➢ Red + Purple = Red-Purple (magenta)

➢ Red + Orange = Red-Orange (vermillion)

➢ Blue + Purple = Blue-Purple (violet)

➢ Blue + Green = Blue-Green (teal)

➢ Yellow + Orange = Yellow-Orange (amber)

➢ Yellow + Green = Yellow-Green (chartreuse)

DIMENSION OF COLOUR

MEANING OF COLOR

   Along with varying visual impact, different colors also carry different emotional symbolism.

➤Red — typically associated with power, passion, or energy, and can help encourage action on your site

➤Orange — joy and enthusiasm, making it a good choice for positive messaging

➤Yellow — happiness and intellect, but be wary of overuse

➤Green — often connected to growth or ambition, green can help give the sense that your brand is on the rise

➤Blue — tranquility and confidence, depending on the shade — lighter shades provide a sense of peace, darker colors are more confident

➤Purple — luxury or creativity, especially when used deliberately and sparingly on your site

➤Black — power and mystery, and using this color can help create necessary negative space

➤White — safety and innocence, making it a great choice to help streamline your site

THANK YOU

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