



# COLOR THEORY



**BOULDER**  
MODERN QUILT GUILD

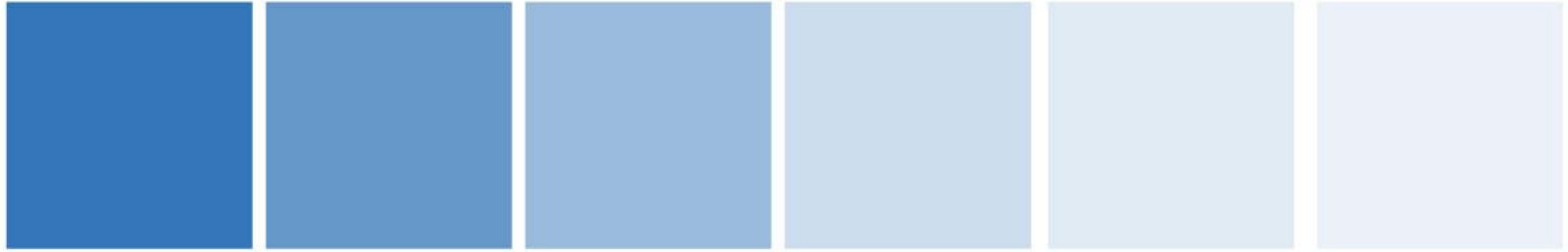


## **HUE** IS ANOTHER WORD FOR COLOR

These words can be used interchangeably.



**VALUE** IS HOW LIGHT OR DARK A COLOR IS



**TINTS** ARE THE COLORS MADE FROM ADDING WHITE TO A COLOR



**SHADES** ARE THE COLORS MADE FROM ADDING BLACK TO A COLOR



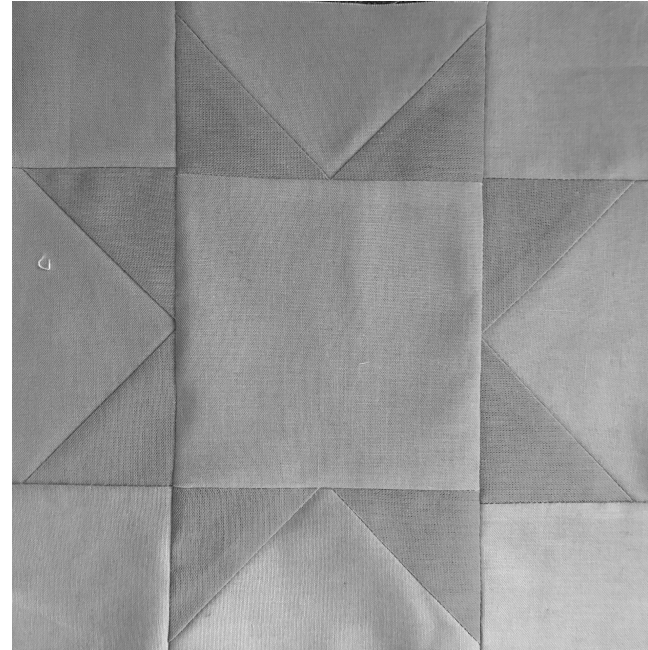
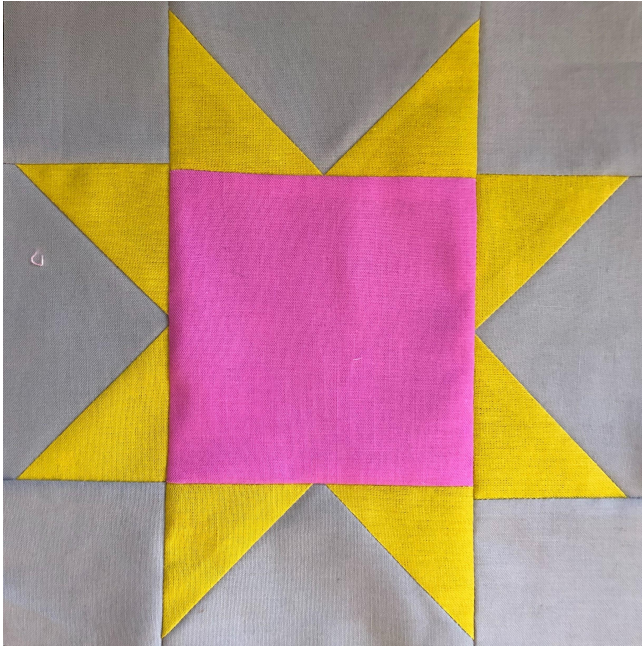
# WHY VALUE IS IMPORTANT

Different values creates a deeper level of visual interest. This also creates a sense of color harmony.

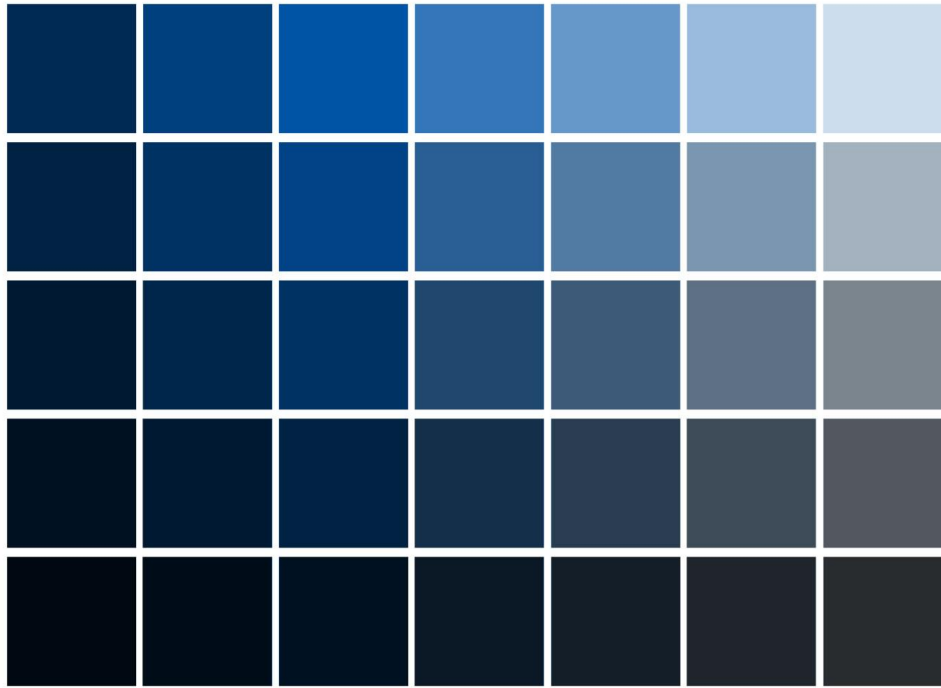
Value can also be used to create depth.

- Dark colors advance. This means that when viewing a picture with warm and cool colors, the warm colors will appear closer to you.
- Light colors recede. This means that the light colors will appear further back

When the colors are all the same value they will fight for dominance and make your quilt appear flat.



**Color isn't an indicator of contrast.** When the gray, yellow, and pink sawtooth star block is viewed in black and white, you can see there is very little value difference.

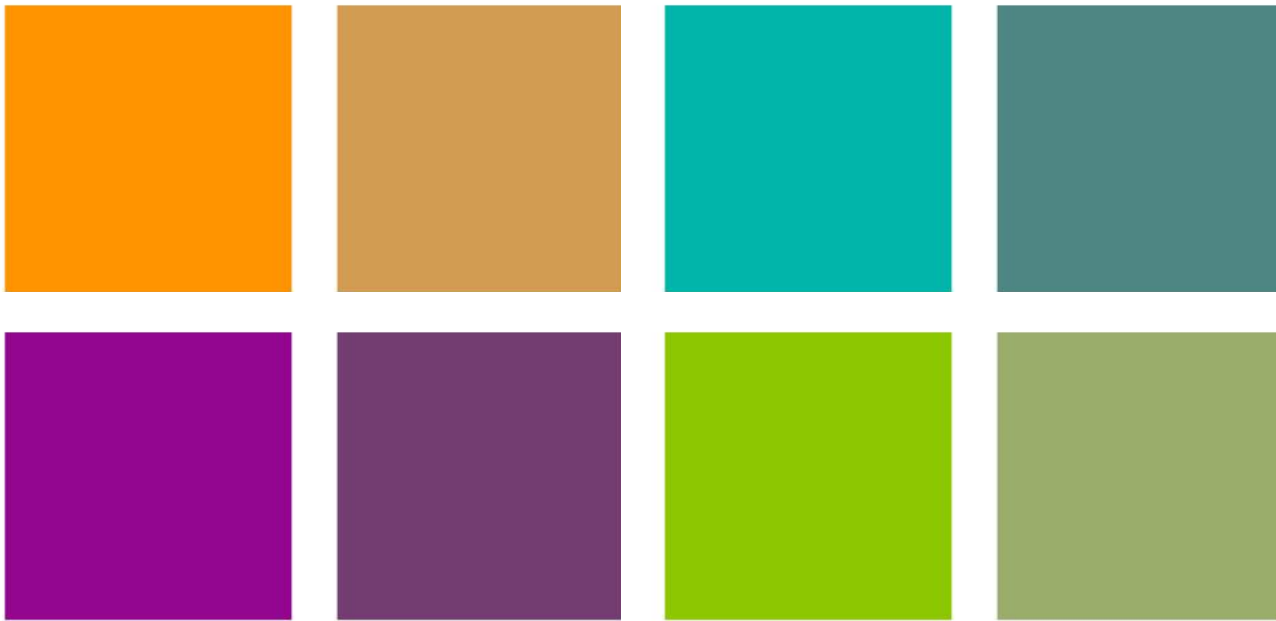


## **tone** IS ADDING GRAY (BLACK + WHITE) TO A COLOR

The black darkens the hue and the white makes it appear less intense than the original color.

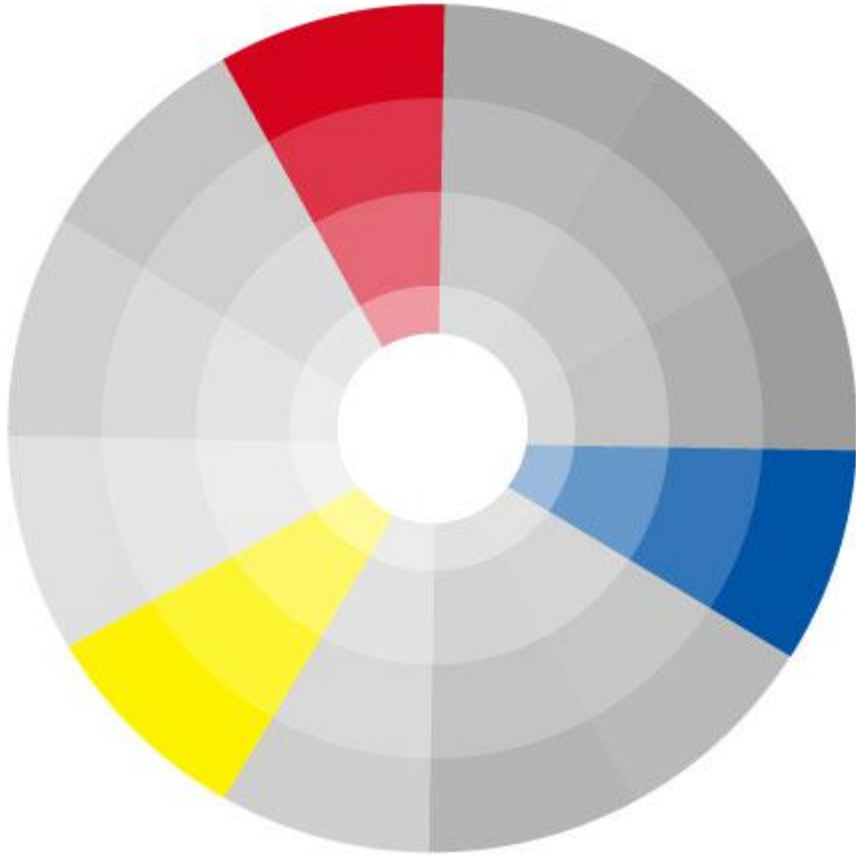
Depending on the amounts of black and gray used, tones can be lighter or darker.





## **SATURATION** OR INTENSITY IS THE STRENGTH OF A COLOR

- Isn't about light and dark but about the strength of the color
- Saturation isn't consistent. It varies depending on the lighting and surrounding colors.



## PRIMARY COLORS

Colors that cannot be made from mixing other colors.

All other colors can be made by mixing primary colors.



## SECONDARY COLORS

Colors that are made by mixing two primary colors together.



## TERTIARY COLORS

Colors that are made by mixing two adjacent colors (a primary + a secondary color)



**Primary, Secondary, And Tertiary Colors make up the 12-color color wheel**



**WARM COLORS**



# WARM COLORS

Warm colors have an active and energetic mood.

**PINK** - Sweet, feminine, playful

**RED** - Love, energy, anger

**ORANGE** - Friendliness, confidence

**YELLOW** - Bright, happy, energy



**COOL COLORS**





# COOL COLORS

Cool colors have a calming and serene affect.

**PURPLE** - Royalty, mystery

**BLUE** - Calm, trustworthy

**GREEN** - Nature, growth, envy



## MONOCHROMATIC

Working with all the shades and tints within a single hue.



## SOME INTERESTING NOTES ABOUT COLOR

In a 2003 study by Joe Hallock on color preference, he found that **blue** is consistently a favorite color. 35% of women and 57% of men said it was their favorite.

In second place for women was 23% choosing **purple**. This is a huge difference to the 0% of men.

The least favorite color for both men and women was **orange**. 22% of men and 33% of women expressed their dislike for orange.

Women preferred tints of colors while men preferred shades or pure colors.

<https://neilpatel.com/blog/gender-and-color/>



## MEN AND WOMEN PERCEIVE COLORS DIFFERENTLY

Men have a much higher rate of colorblindness - 8% of men vs 0.5% of women.

Israel Abramov did a study of visual tests on men and women and found women to be better at distinguishing subtle differences in color.

This was the most true in the middle of the color spectrum, with yellow and greens.

Orange may appear more yellowish to men

Green may look more blue-green to men

<https://www.smithsonianmag.com/science-nature/where-men-see-white-women-see-ecru-22540446/?no-ist>