

IMPORTANT COLOR THEORY TERMS

HUE

HUE IS ANOTHER WORD FOR COLOR.

These words can be used interchangeably.



VALUE

VALUE IS HOW LIGHT OR DARK A COLOR IS.



TINTS

TINTS ARE THE COLORS MADE BY ADDING WHITE TO A COLOR.



SHADES

SHADES ARE THE COLORS MADE BY ADDING BLACK TO A COLOR.



SATURATION

SATURATION OR INTENSITY IS THE STRENGTH OF A COLOR.

This is a measure of how different from gray a color is. Saturation isn't consistent. It varies depending on lighting and surrounding colors.



TONE

TONE IS ADDING GRAY (BLACK + WHITE) TO A COLOR

Depending on the amounts of black and white used, the tone can be lighter or darker.

Tones appear less saturated than the original color.

Tones are often considered more visually pleasing and have a deeper complexity than pure colors.