

Color

Paint

Prepared by Mrs. Leslie Parker-
taken from "Housing and Interior Design"
Picture from various sources and are not my own



Objectives

- Analyze the psychological impact and meaning of different colors
- Summarize how color influences human behavior
- Analyze and describe the relationships between colors on the color wheel
- Evaluate the use of color harmonies in planning interior designs

Color



- **Light reflected off objects**
- **The most significant element of design**
- **Has the greatest effect on the appearance of a room**
- **A change in color can make you feel as though you are living in a new place**
- **Influences how people feel**
 - **Can be used to create a certain mood**

Psychological Effects of Color

- Red
 - Power, danger, fire, strength and passion
 - Red can make you feel energetic



Red is bold, aggressive, exciting, and warm.



Psychological Effects of Color

- Orange
 - Hope, cheer, warmth, courage and hospitality



Orange can make a room feel energetic and friendly



Orange is less aggressive than red





IL PALAZZO
CONFORTE

Psychological Effects of Color

- Yellow

- Friendly, happy, warm, and wise

- Associated with sympathy, sunlight, prosperity, cowardice, and wisdom



Yellow rooms are cheerful, light, and airy.



Pure yellow draws attention to
brightness



Psychological Effects of Color

- Green
 - Refreshing, friendly, cool and peaceful



Green may also mean hope, good luck,
and envy.



Green mixes well with other colors and
looks especially good next to white.





Psychological Effects of Color

- Blue
 - Cool, quiet, reserved, tranquil and formal



Blue can be soothing and peaceful.





- Blue can be especially pleasing when used with white.





Psychological Effects of Color

- Violet
 - Dignified, mysterious and dramatic



Violet is a royal color.







Psychological Effects of Color

- Black
 - Sophisticated, mysterious, dramatic, wise, evil, and death





Black may add a timeless, classic elegance









Psychological Effects of Color

- White
 - Fresh, peace, youth, innocence and pure



White can make rooms look crisper
and livelier











- People feel most comfortable when colors in their surroundings reflect their personalities
- No single color will satisfy everyone

The Color Spectrum

- The color spectrum is the full range of all existing colors.
 - More than 10 million colors have been identified in the color spectrum
 - Each color derives from a few basic colors
 - Think of a rainbow



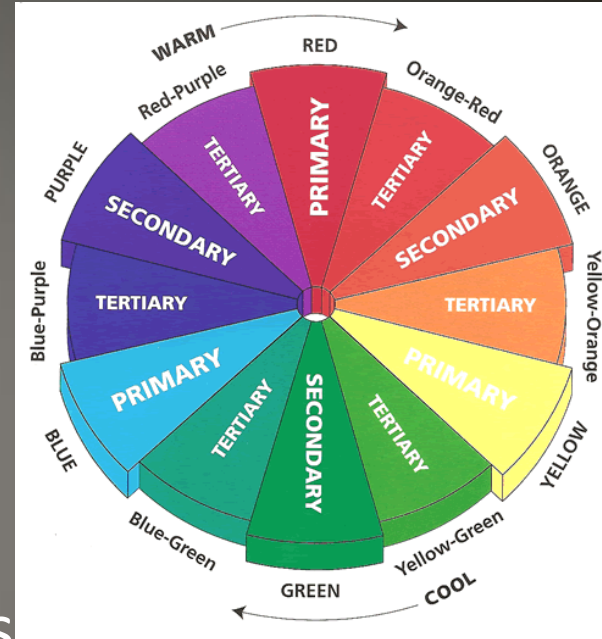
The Color Wheel

- Organizes the visual spectrum of colors and shows the relationship between them.
- There are 12 pure colors on the most commonly used color wheel
 - 3 primary colors
 - 3 secondary colors
 - 6 tertiary colors



The Color Wheel

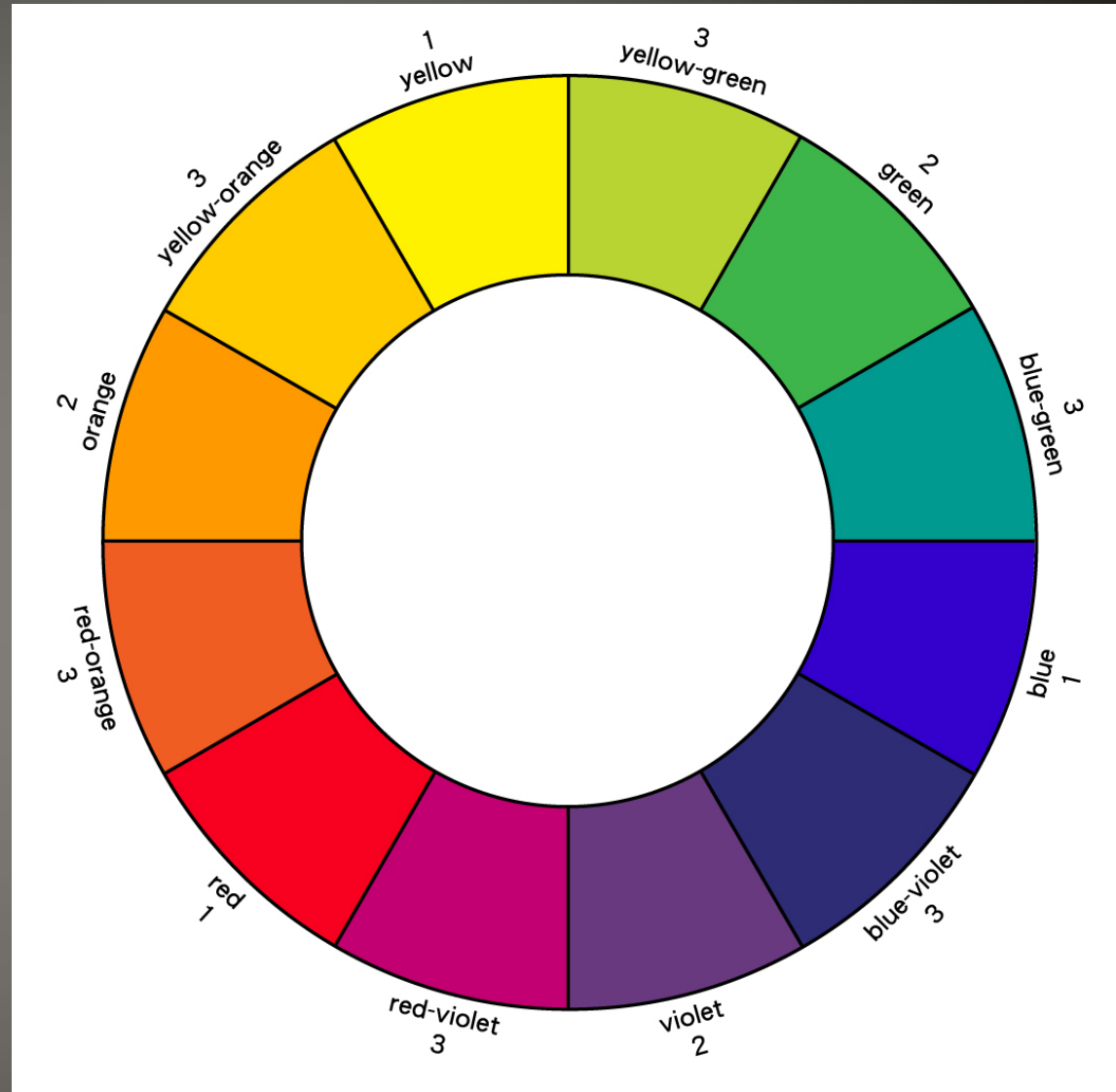
- Primary Colors
 - Red, yellow, blue
- Secondary Colors
 - Orange, green, violet
 - equal amounts of 2 primary colors
- Tertiary (Intermediate) Colors
 - Blue-violet, blue-green, yellow-green
 - Equal amounts of a primary and secondary color



Color Wheel

The lightest color on the color wheel is yellow and it is always at the top of the wheel for that reason.

Violet is the darkest color on the color wheel. It is directly opposite from yellow at the bottom of the wheel.



Use of Primary Colors



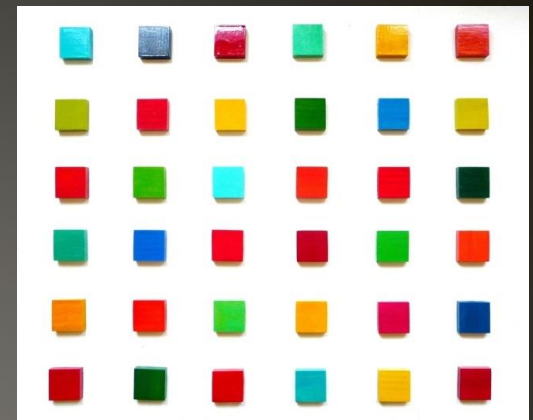
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Color Characteristics

- Each color has three characteristics:
 - Hue
 - Value
 - Intensity
- Various tools illustrate these characteristics
 - The color wheel shows hues and some values
 - The color rendering index show color values more completely as well as color intensity

Color Terms



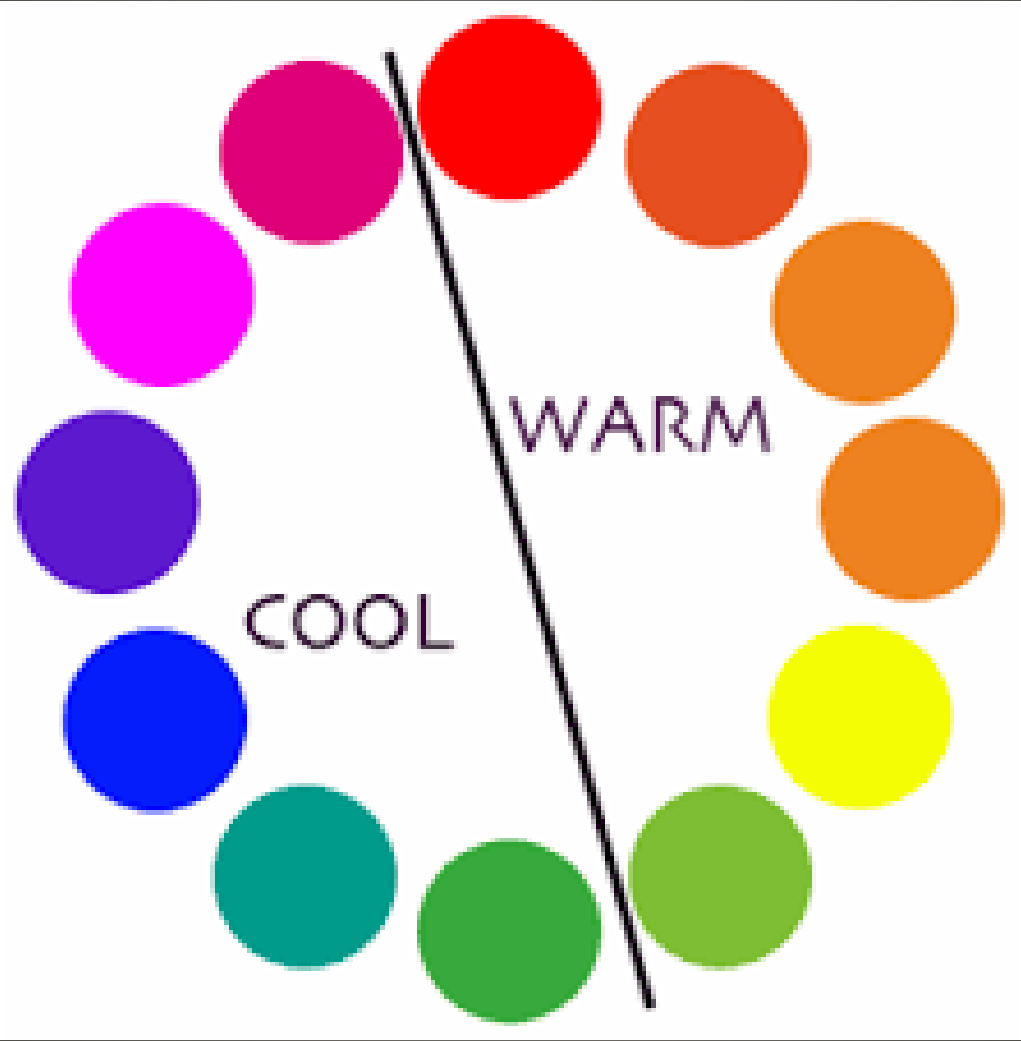
- Hue=color name
 - Undiluted color from which a tint or shade come from
 - The 12 colors of the color wheel are all hues
- Value=lightness or darkness of a hue
 - The brightness of a color
 - Adding white to a color increases its value, while adding black decreases its value
 - Particularly evident in black and white photos
 - High and low values create contrast and depth

Color Terms

- Tint=hue + white (ex: pink or light blue)
- Shade=hue + black (ex: maroon, navy)
- Intensity=brightness or dullness of a hue
 - When white is added to a pure color, it diminishes the intensity by diluting the color
 - Many color designers prefer to stay within the same range of intensity when using different colors

Neutrals

- Not really colors
- Black, white, and gray
 - Black is the combination of all colors
 - White has no color
 - Gray is the combination of white and black
- Brown and its tints and shades
 - Combining equal amounts of complementary colors forms a brown color



Color

- Warm colors
 - Yellow, orange, red
 - Make a room feel cheery and cozy
 - Remind us of fire and the sun
 - Makes rooms appear smaller than its actual size
 - Attract your attention



Color

- Cool colors
 - Green, blue, violet
 - These set a relaxing mood
 - Remind people of water, grass, and trees
 - Make objects seem smaller and walls seem farther away than they really are



Questions to ask when choosing colors

- What is your decorating style?
- Which of the existing colors in the room will remain the same, such as, carpet, furnishings and window treatment?
- How much natural light enters the room during the day?
- What is the main source of light at night?
- At what times of the day will the room be used most?

- What are the dominant colors in adjacent rooms?
- Would you like to make the room appear larger or smaller?
- What mood are you trying to create?



Color Harmonies

- A pleasing combination of colors based on their respective positions on the color wheel
- Surest and easiest way to achieve success when using color is to follow one of the standard color harmonies.





- Monochromatic

- One hue from the standard color wheel

- Achieve variation in color by changing the value and/or intensity of the hue

- Simplest color harmony

- Very restful to look at

- Accents of neutral colors can add interest

- Can make a room appear larger

- Can unify the furnishings and accessories used in the space

Monochromatic



- Analogous
 - 3 to 6 colors next to each other on the color wheel
 - May use different values and intensities for some contrast
 - Looks best if you choose one color as the dominant color and use smaller amounts of the others to add interest and variety



Analogous



Analogous



- Complementary

- Two colors opposite each other on the color wheel
- Can make a room look bright and dramatic
- Tints and shades of complements can be sophisticated and pleasing

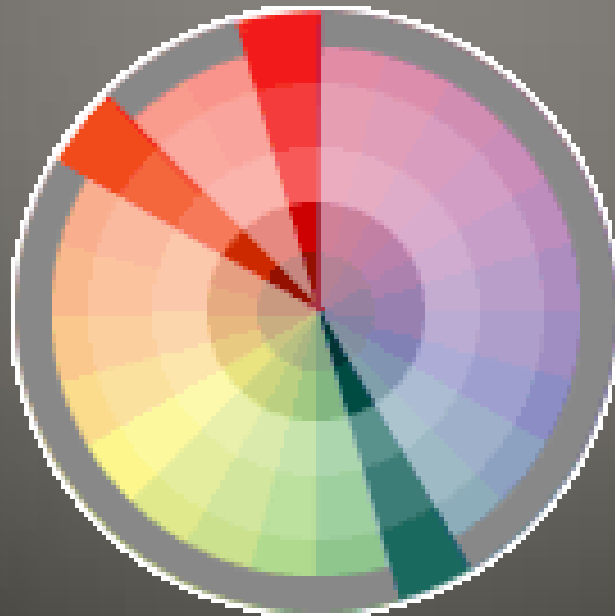


Complementary

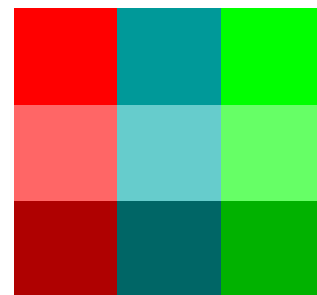
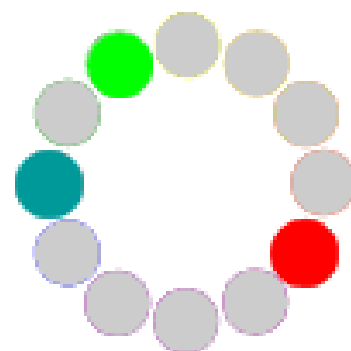
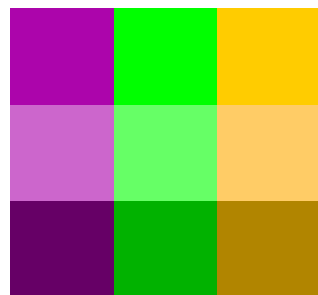
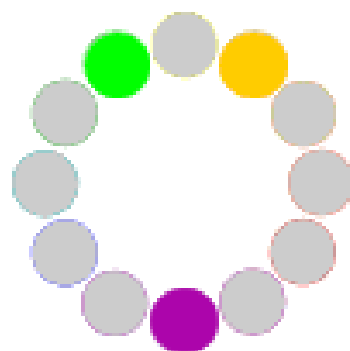
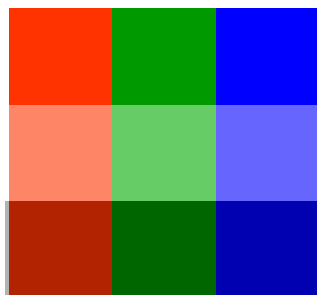
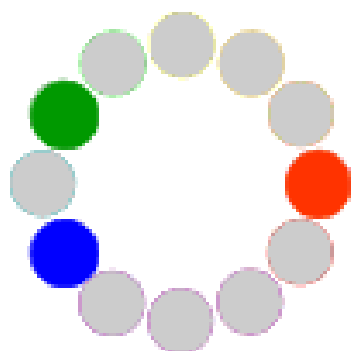


- Split-complementary

- Uses three colors; one color with the two colors on either side of its complements
- A bright color scheme, use with care



Split Complementary





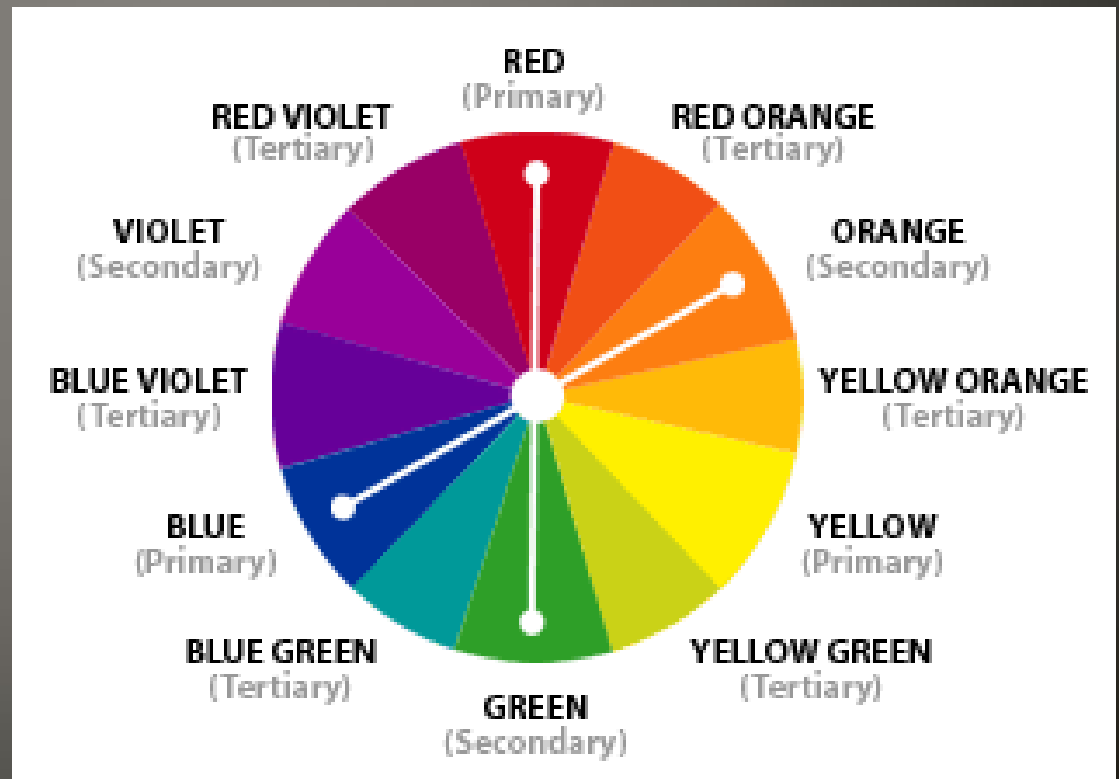
Split Complementary



Split Complementary



- Double-Complementary Color Harmony
 - Select two colors and their complements from the color wheel
 - Use four colors





 *Double Complimentary*



DOUBLE-COMPLEMENTARY



- Triad
 - 3 colors equidistant on the wheel
 - A great deal of contrast
 - May use primarily one color and the other two for accent





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7937



7525



TREASOR







Neutral Color Harmony

- Black, white, and gray
- Brown, tan, and beige
- Accented Neutral
 - Combines white, black, gray or beige with an accent color
 - Very pleasing to the eye
 - Easy to look at

Accented Neutral









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Tips for using accent colors

- Accent colors- colors that contrast in hue, value, or intensity with the background colors in a room or clothing
- Choose an overall color for large areas, such as walls, floors and large pieces of furniture
 - Choose the extra color touches, or accent colors you want to add to the room
- Add accent colors, or “color splashes” by using items such as pillows, pictures, window coverings, floral arrangements, candles, baskets, vases, etc.

- Use two main colors and one accent color in a room, or use one main color with two or three accent colors
- When renting, if the landlord will not allow you to paint or change the colors, add accent colors to your furnishings, window coverings, throw rugs and pillows
- Do not overdo the number of accent colors you use in one room

Color Scheme

- The combination of colors selected for the design of a room or house.
- When designing, choose colors that you like seeing together
 - Consider transitions from one room to another
 - Consider the function

Things to remember when decorating

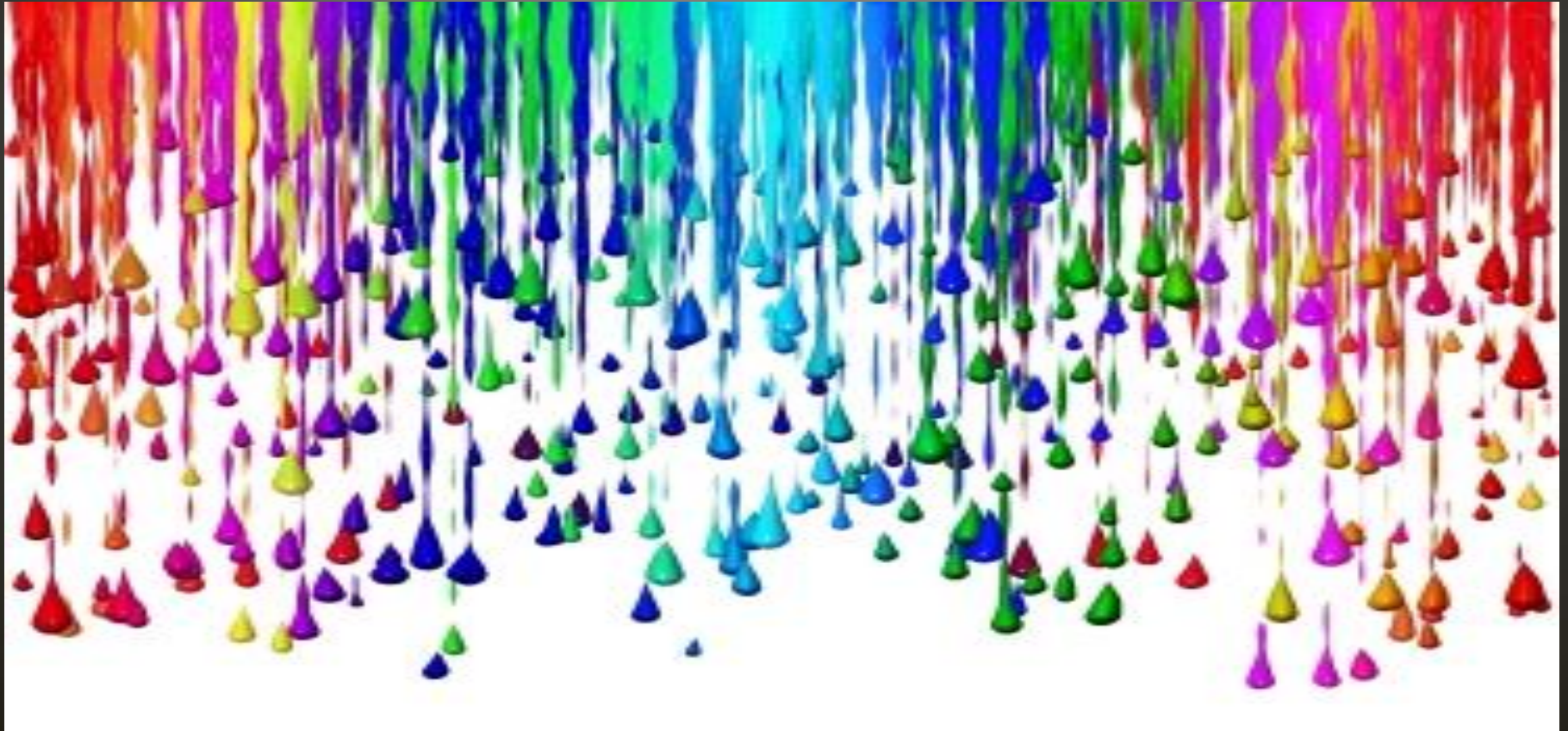
- Darker flooring colors carry visual weight and anchor a room, while lighter colors evoke a feeling of lightness and openness
- Simple and soothing color schemes tend to have a single dominant color combined with complementary and accent colors
- Generally, colors have greater intensity in larger spaces



- Reds and oranges become focal points
 - Yellows and violets create a feeling of warmth
 - Greens and blues lend a sense of serenity and calm
- Deeper tones and shades lean toward a more formal look

- **Lighter tones and tints are more relaxed and informal.**
- **Glossy sheens reflect light; flat sheens absorb light**

- Color can create an illusion:
 - Using darker colors or many different colors will make a room seem smaller
 - Light colored walls will make a room look larger



Moods and Styles

- Choose cool colors for a restful mood
- Choose warm colors with contrasting values to make a room feel exciting
- Choose colors that will create a certain style
 - For example: southwestern-style room may have colors such as rust, sunset orange, brick, sand and/or turquoise

Function of Room

- Cool colors are more conducive to good sleep, making them good colors for a bedroom
- Warm colors are good for a family room where everyone meets and socializes

Items

- If there are items already purchased, pick a color from that item to develop the color scheme
- Consider lighting
 - View intended colors in both daylight and at night under artificial light
 - Most homes have a combination of natural, incandescent, and fluorescent lighting
 - Now this may also include the more energy efficient lighting CFLs, LEDs, and fiber optic lighting

Compact fluorescent lighting



- Fluorescent lighting makes colors appear warmer or cooler depending on the color of the light bulb or tube
- In general, most will make colors appear cooler compared to incandescent lighting
- CFL affects colors in various ways depending on the color rating of the bulb.



LED



Location of the Room

- The direction the room faces must be taken into consideration when choosing the base color and color harmony.
- If a bedroom is located on the north side of a house, the subdued light of the northern exposure may make colors appear cooler
 - Choose a color harmony that uses warm colors
- A southern exposure receives the most sunlight and generally makes colors appear bright and warm.
 - Sometimes cool colors are preferred

Location

- Think about colors used in adjoining rooms
- Color should not change abruptly from room to room
- If a dining room is next to the living room, you can use the same base color in both rooms
 - You can add interest and variety by using color harmony, increasing the number of hues, and changing tints
- Homes using contemporary design may intentionally have different, bold colors
 - Apply basic rules of color harmonies so the abrupt transitions result in good design

Using Color Correctly

- Applying colors to large areas makes them appear to gain intensity
- Using contrasting colors draws attention
 - White sofa against a dark wall
 - Too many strong contrasts in a room can be confusing and tiring
- Color harmonies are easier on the eye when one color dominates
 - The dominant color should cover about 2/3 of the area
 - Using equal amounts of two or more colors in a room can become a distraction and appear cluttered

Using Color Correctly

- When choosing colors for large areas, such as walls and floors, select low intensity colors
 - Use high intensity colors in small amounts as accent colors in accessories or small pieces of furniture
- Heavily textured surfaces make colors appear dark
 - The light strikes the surface at different angles, making the item appear to have greater depth
 - Always have a fabric sample when trying to match

Using Color Correctly

- If a room is large, consider choosing colors that will make it look smaller
 - Shades, high-intensity colors, and warm hues that have advancing qualities make a room appear smaller
- If a room is small, color can make the room appear larger
 - Tints, low-intensity colors, a monochromatic or analogous color scheme, or cool hues that have receding qualities make a room look larger