

IT'S ALL ABOUT COLOR

Scrapbookers create visual art. Therefore, it is essential to thoroughly understand how color functions. When you look at a scrapbook page your eye sees color first, therefore creating the most powerful element in your scrapbook. Every scrapbooker should have a color wheel in their stash of supplies. Below are some basic information on understanding color:

PRIMARY COLORS: Red, Yellow & Blue.

SECONDARY COLORS: Green, Orange & Purple. (These are formed by mixing 2 of the primary colors.) Yellow + Red = Orange, Yellow + Blue = Green, Red + Blue = Purple.

TERTIARY COLORS: Yellow Orange, Red Orange, Yellow Green, Blue Green, Blue Purple, & Red Purple. These are colors formed by mixing together one primary and one secondary.

Monochromatic= Different shades of same color.

Analogous= Uses 3 to 6 colors next to each other.

Split Complementary = Uses a color & the 2 colors adjacent to form a "Y".

Triad= 3 colors equally spaced around color wheel to form a triangle.

Complementary = 2 colors opposite each other.

Diad = 2 colors apart on the color wheel.

Tetrad = Uses 4 colors. 2 complementary color pairs, to form a rectangle.

GLOSSARY OF TERMS:

Hue: Another name for color in its purest form, with no black, gray or white added.

Warm Colors: Reds, Oranges, & Yellows.

Neutrals: Blacks, Whites, Browns, & Gray tones.

Cool Colors: Greens, Blues, & Purples.

Tint: Color that has been lightened with white.

Shade: Color that has been darkened with black.

Tone: Color that has been neutralized with grey.

ASSOCIATIONS TO COLOR:

RED: Love, Passion, Power, Energy, Fire, Danger

ORANGE: Sunshine, Energy, Playful, Child, Happy, Health

YELLOW: Light, Warmth, Intellect, Sociable, Playfulness

GREEN: Nature, Freshness, Growth, Relaxation, Money

BLUE: Sky, Water, Trust, Loyalty, Wisdom, Power, Cleanliness

PURPLE: Royal, Luxury, Sophisticated, Creative, Magic, Ambitious

As you may have noticed color plays a huge part in our everyday life. So if you don't already own a color wheel, please consider adding this valuable tool to your supplies. A few of my favorite websites on color are: 1) www.color-wheel-pro.com and 2) www.tigercolor.com. I am sure you can find some other favorites.