**Design Challenge**

Creating Effects with Color

18-1

Color results from the impact of light on the retina of the human eye. Thus, three aspects of color are considered by designers—the physical aspect (light), the physiological aspect (sight), and the psychological aspect (perception). Designers manipulate the various aspects of color to create moods, convey feelings, and fool the eye.

Part I

Directions: Review the following color facts and think of examples you have seen in various designs. Then respond to the design challenges presented in Part II on the next page.

❑ Value describes the lightness or darkness of a color.

❑ Objects can be made to blend in or stand out from backgrounds, depending on the value used.

❑ Light values make objects appear larger.

❑ Dark values make objects appear smaller.

❑ Too many strong value contrasts in the same space will produce a tiring and confusing effect.

❑ Adding white or black to a color will lower its value.

❑ Intensity describes the brightness or dullness of a color.

❑ Bright colors usually convey an informal environment. (*Note:* Research colors used when designing a space around a particular period.)

❑ Black unifies colors and brings harmony when a number of colors are used together.

❑ Artificial light softens colors. (*Note:* Colors that seem attractive in artificial light may not be pleasing in daylight, and vice versa.)

❑ Painting one or two walls a different color will change the entire feeling of a room.

❑ Using more than four colors in one space does not typically result in a pleasing design.

❑ Neutrals are often chosen for backgrounds, whereas vivid colors give a space personality and a particular mood or feeling.

❑ The dominate color in a room should represent 60% or more of the color used. (*Note:* Using 50% of one color and 50% of another is not interesting.)
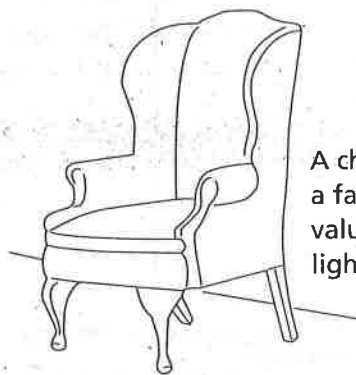
A chair covered in a fabric with a light value blends into a light background.
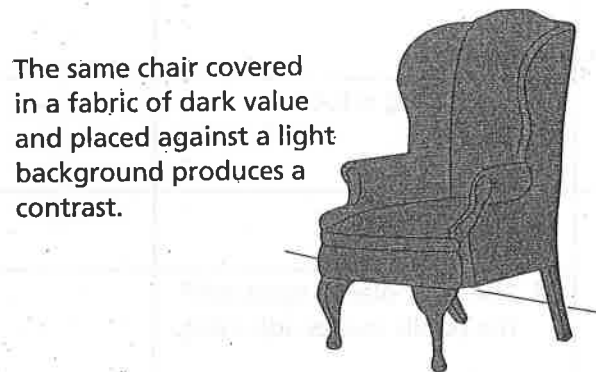
The same chair covered in a fabric of dark value and placed against a light background produces a contrast.
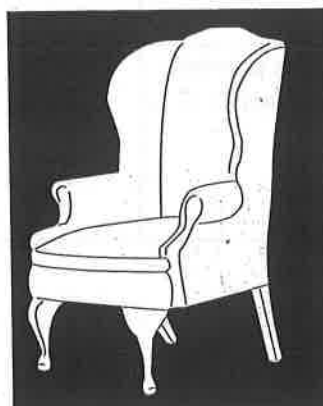
The chair covered with a light value placed against a dark background creates a more pronounced contrast.

(*continued*)

Chapter 18: The Role of Color in Design   **Activity 42**

Making the Right Color Choice

Directions: Read the passage below, then answer the questions that follow.

Color is a visual sensation that results from the impact of light on the retina of the eye. Therefore, discussions about color may focus on its physical aspect (light), its physiological aspect (sight), or its psychological aspect (perception). Designers manipulate the various aspects of color to convey feelings, create moods, and fool the eye. You can apply some basic color techniques to make this amazing tool work for you. As you review the color facts that follow, think of related examples you've seen.

- By adding black or white, every hue can be lowered to a value just above black or just under white.
- Surfaces with rough textures reflect less light and make colors appear darker than colors on smooth surfaces.
- Colors based on blue give coolness to a room.
- Black has the power to unify colors and helps bring harmony into an arrangement when a number of colors are used together.
- Colors change as light changes. Artificial light softens colors. Colors that seem attractive under artificial light may not be pleasing in natural daylight, and vice versa.
- Light values make objects appear larger; black and dark values make objects appear smaller. Decorating a small room in light colors will make it appear larger.
- Objects can be made to blend in with or stand out from backgrounds, depending on the color values selected.
- Too many strong-value contrasts in a room can produce a tiring and confusing effect.

A chair covered in a fabric with a light value blends into a light background.
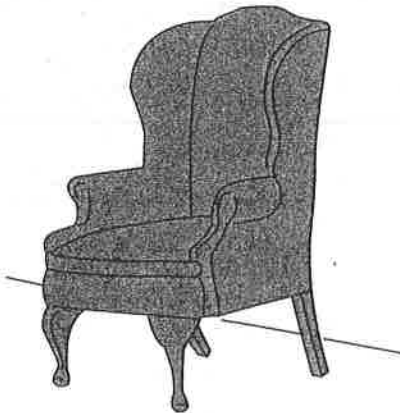
The same chair covered in a fabric of dark value and placed against a light background produces a contrast.
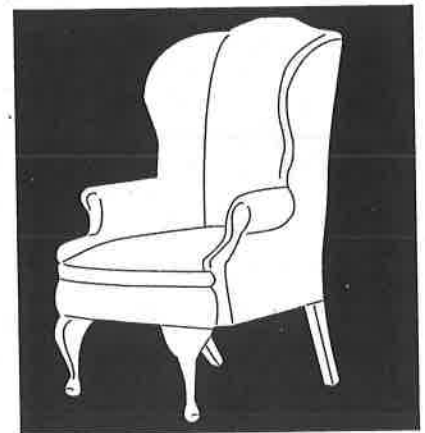
The chair covered with a light value and placed against a dark background creates a more pronounced contrast.
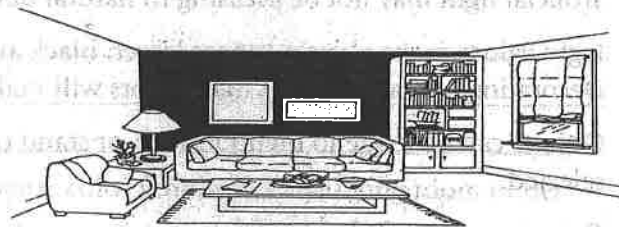
(continued)

- Cool hues—blue-green, blue, and blue-violet—tend to recede, or give an illusion of distance in a room. Warm hues—red, orange, and yellow—tend to advance. The same principle works with value. Light values recede, whereas dark values advance.

- Warm hues soften outlines slightly more than cool hues do. Contrasting hues—red and yellow, for example—make outlines clearer than related hues do, such as red and red-orange.

- Complementary colors placed side by side tend to intensify each other. If the areas of the complementary colors are very small, however, they will appear to blend when viewed from a distance. Threads of complementary hues in a fabric are an example.

- A color can be emphasized by placing it next to a neutral—white, black, gray, beige, or brown.

- The more intense the color, the greater its power to attract attention.

- Intense colors—bright red, for example—often work best in a design when they're limited to small areas. When used in larger areas, they may overwhelm the room.

- Color schemes in which one color dominates tend to be more successful than schemes with several colors used in equal amounts.

- Color preference is personal, but any hue can be beautiful if used in the right place and in the right amount.

Walls covered or painted in colors of dark value tend to advance.
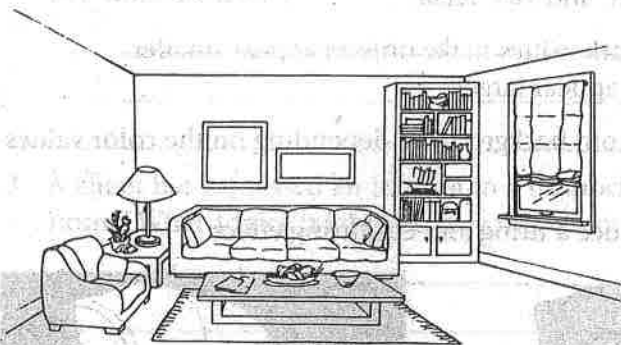
Walls covered or painted in colors of light value tend to recede.

Thinking It Over

1. Imagine you have ordered a shower curtain and matching colored towels from the same company. When the items arrive, you notice that the towels look slightly darker than the shower curtain. What causes the difference in appearance?

   _____

   _____

2. Why would it be a good idea to take carpet, paint, and wallpaper samples home to view before choosing the final color?

   _____

   _____

   _____

Name _____ Date _____ Class _____

Directions: As you read Chapter 18, answer the following questions using complete sentences. Later you can use this reading guide to study for the Chapter 18 Test.

1. What kinds of feelings are associated with the color red? With yellow? With blue? _____

   _____

   _____

   _____

2. What feelings are evoked by neutral colors such as white and gray? _____

   _____

   _____

   _____

3. What is a warm color? _____

   _____

   _____

4. Which colors would you be most likely to choose for a bedroom, bathroom, or home office? Why?

   _____

   _____

   _____

5. What colors would you use to make a small room appear larger? To make a high ceiling seem lower? To make an object in a room stand out?

   _____

   _____

   _____

   _____

6. Explain how color is a property of light. _____

   _____

   _____

   _____

7. What are *pigments*? _____

   _____

   _____

   _____

(*continued*)

Name _____ Date _____ Class _____

17. What is a triadic color scheme? _____
_____
_____

18. What is a neutral color scheme? _____
_____
_____

19. What do designers often suggest as a way of providing some contrast when a neutral color scheme is chosen? What is the result called?
_____
_____
_____

20. Name seven factors to be considered when planning a color scheme. _____
_____
_____
_____
_____
_____
_____
_____

21. What is the starting point in selecting colors for a room? _____
_____
_____
_____
_____

22. What is the purpose of a color sample board? _____
_____
_____

23. What is the procedure for making a color sample board? _____
_____
_____
_____