

COLOR IN GRAPHIC DESIGN

**Color terminology in
graphic design**

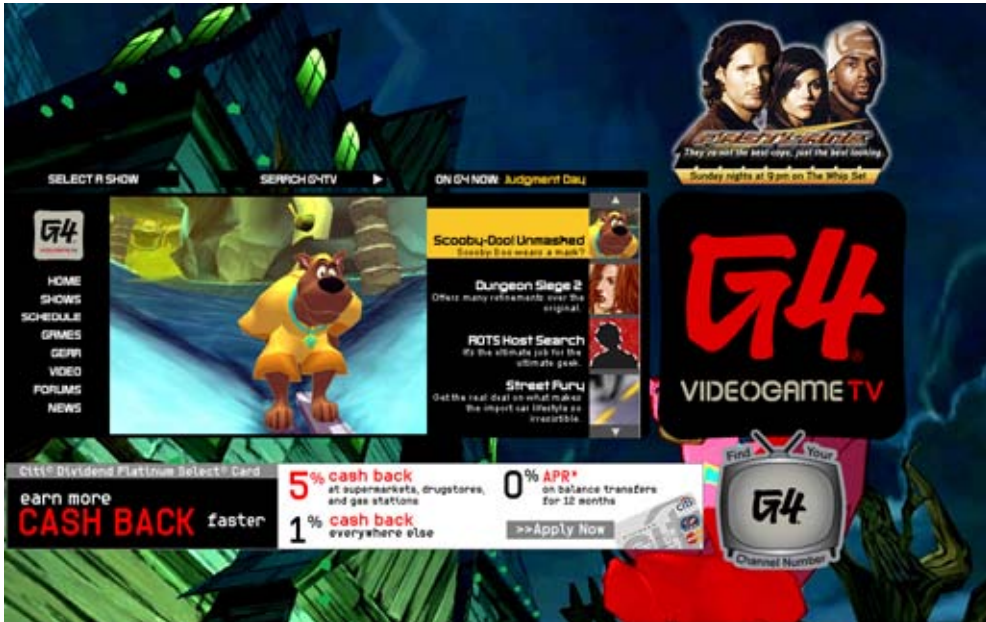
FOR ON SCREEN

RGB

FOR PRINT

PANTONE - SPOT COLOR

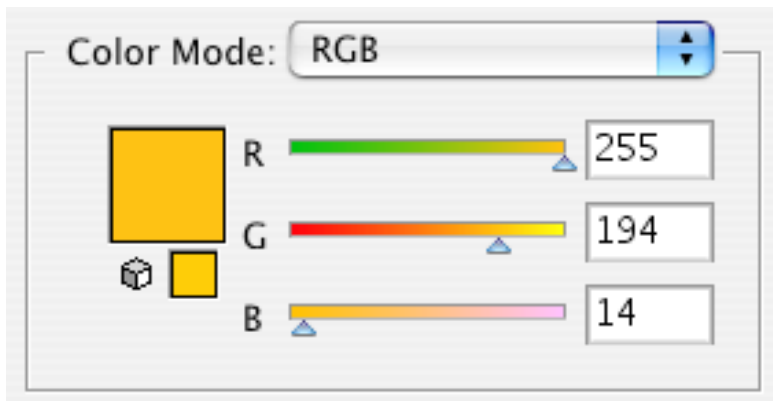
CYMK - PROCESS COLOR



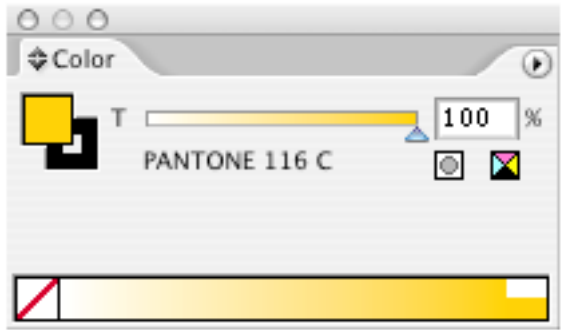
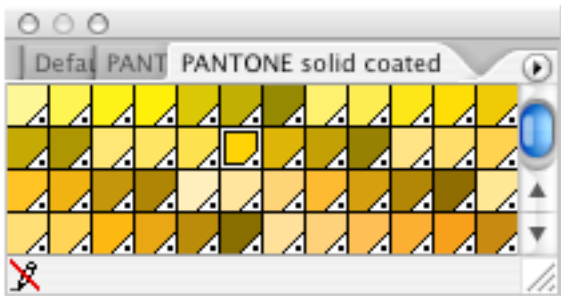
RGB

red
green
blue

Video, TV, Web



Photographic and
Graphic Images



Pantone Matching System

1/2/3 “Spot” Color Designs

Solid & Tints of a Color

Print Design

Graphic Style

Limited budget



CYMK or process color

cyan

yellow

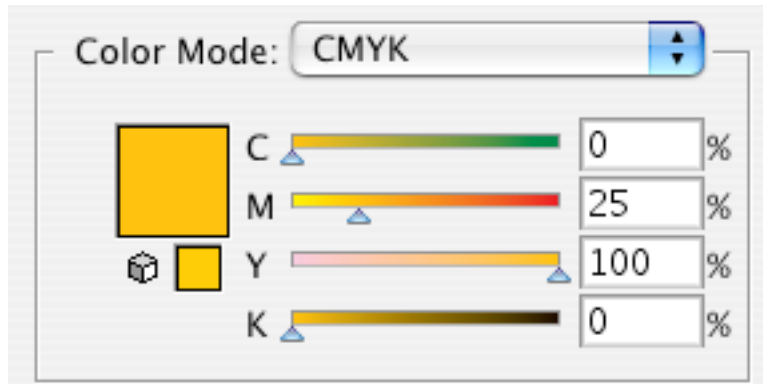
magenta

black

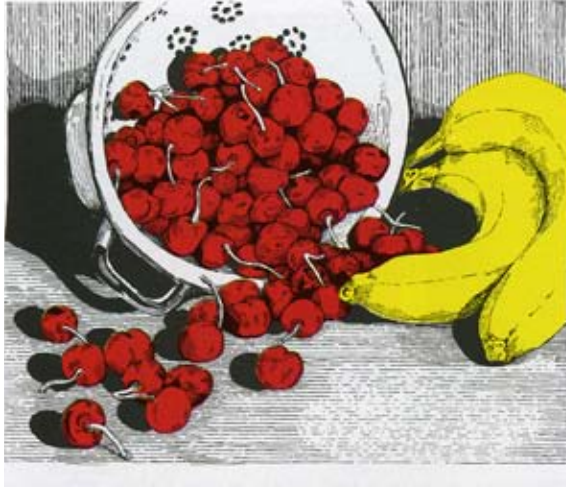
Print Design

Full Color Images

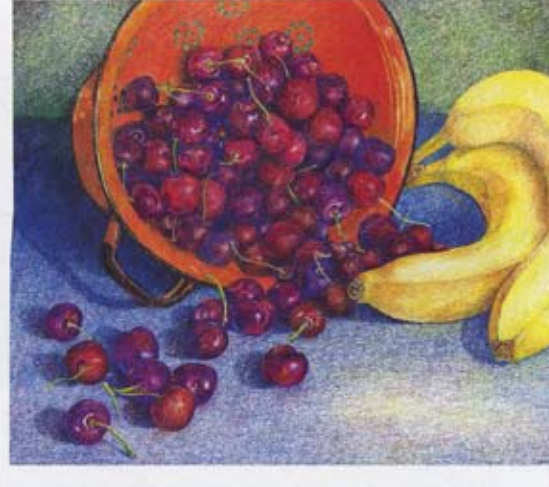
More Expensive and
Technically Demanding



SPOT
COLOR

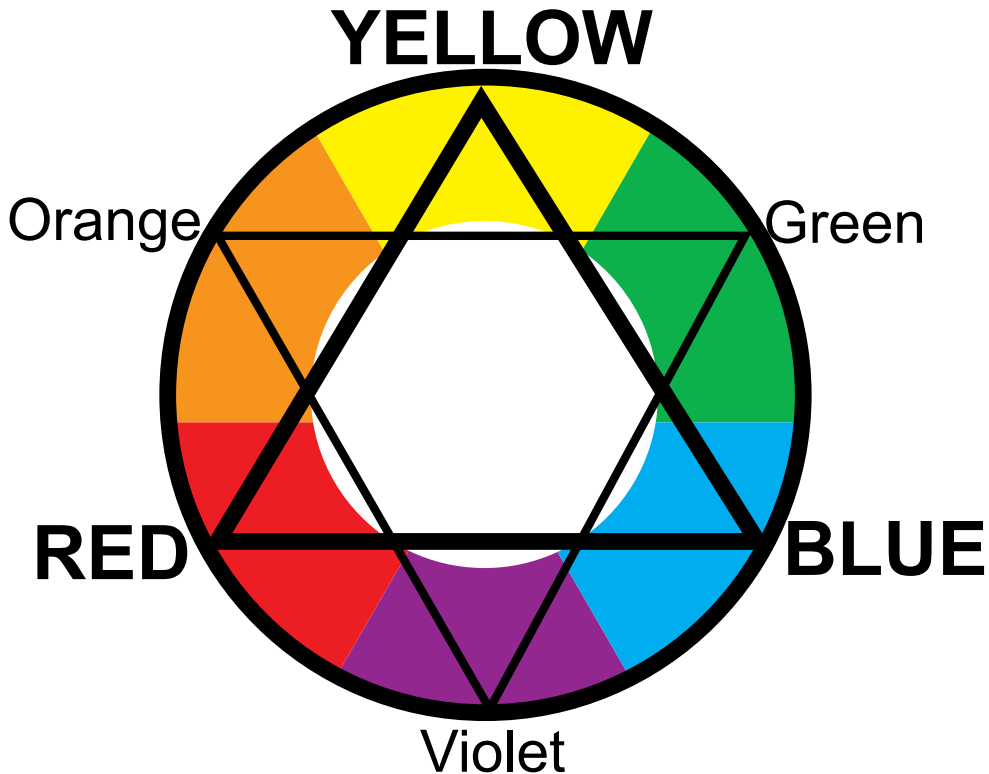


CYMK



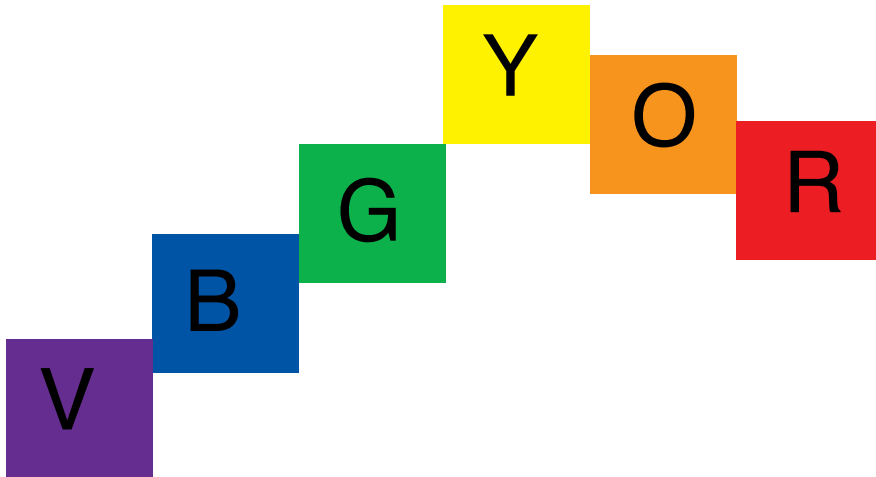
Halftone
screens





PRIMARY COLORS
used to make all colors
YELLOW
BLUE
RED

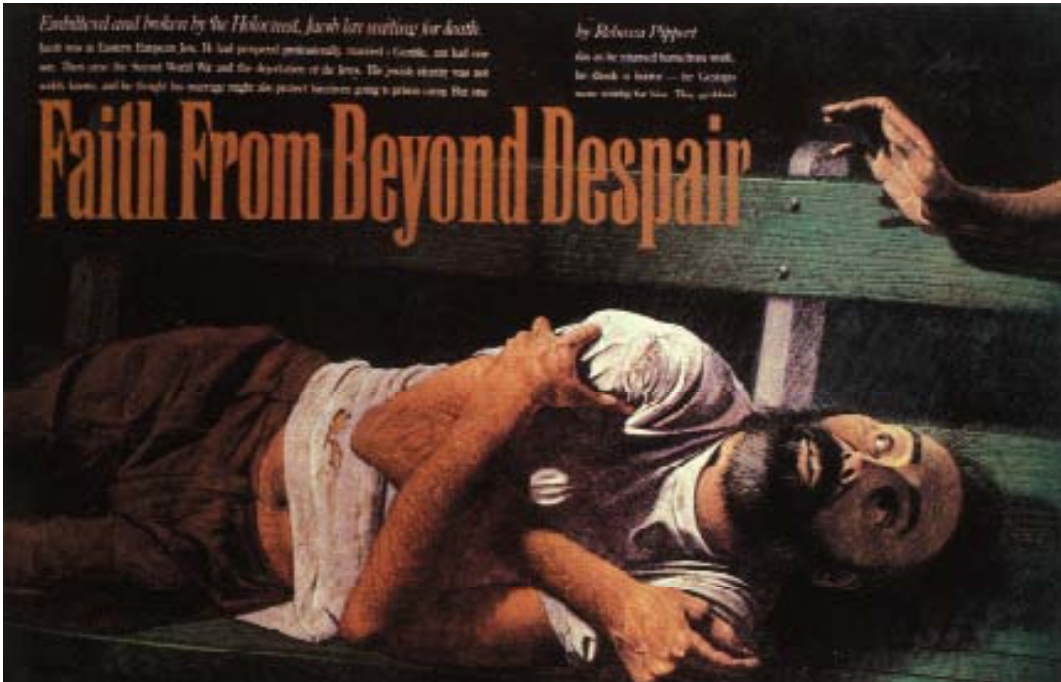
SECONDARY COLORS
created by mixing
adjacent primary colors
Orange
Green
Violet



Lightness or darkness of
a color

All colors have value

Contrast of color
against background is
important consideration



COOL

green to violet

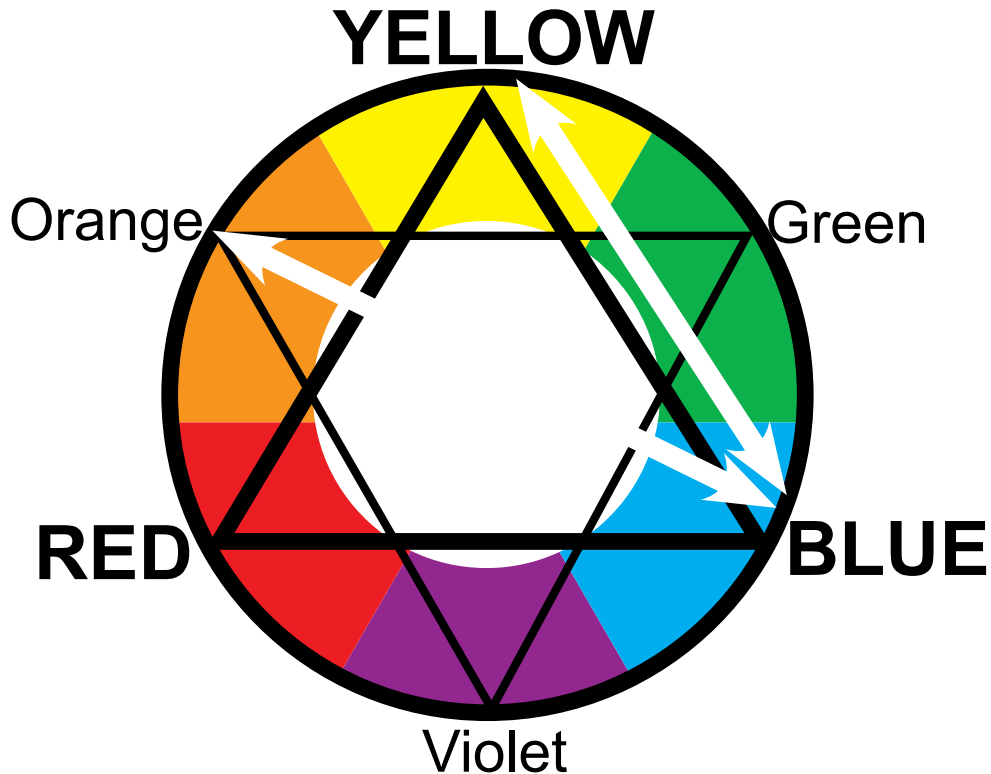
calmer, subdued



WARM

yellow to red

energy, intensity

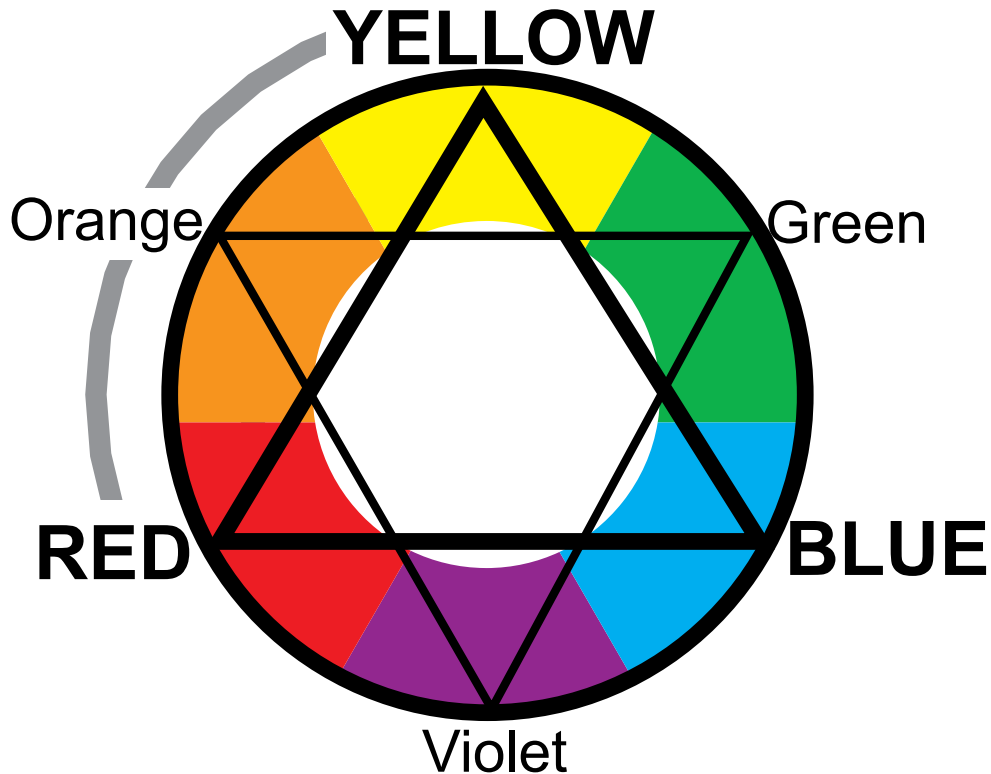


Opposites on color wheel

Make lively compositions

Balance or complement each other

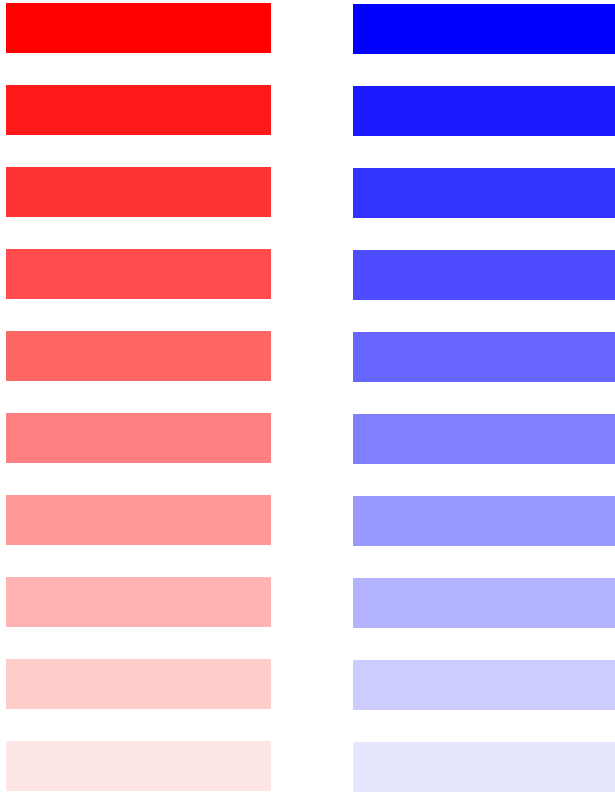
Provide emphasis through contrast



Touching or close on
the color wheel

Provide unity through
similarity

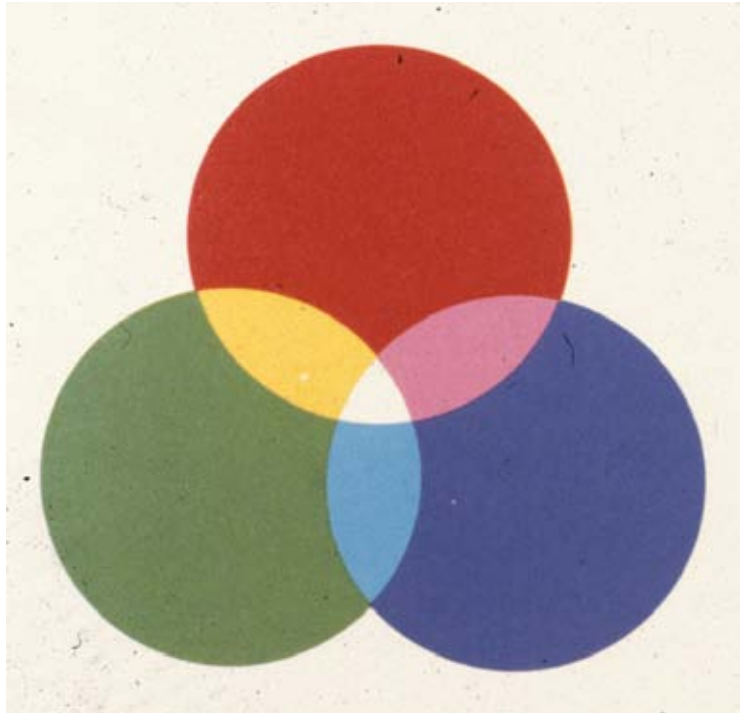
Provide some emphasis
through limited contrast



Values of a single color

Provide unity through
similarity

Provide emphasis
through contrast



RGB

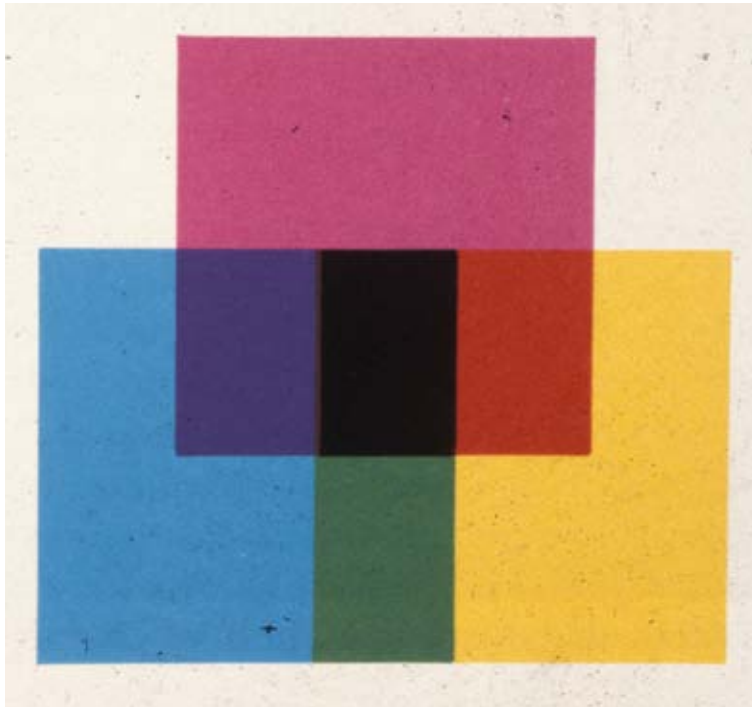
Video and TV monitors
Adding light beams



All colors = white

SUBTRACTIVE COLOR

ALSO KNOWN AS REFLECTIVE COLOR

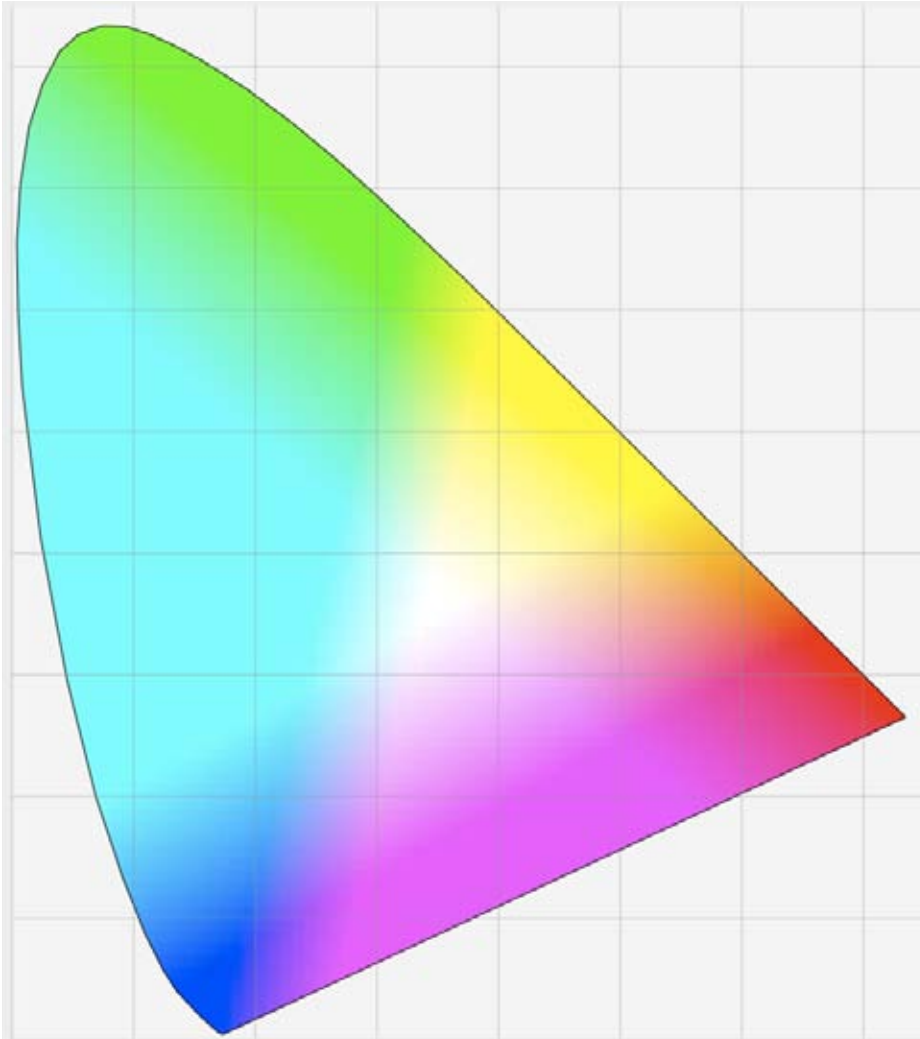


CYMK/PANTONE

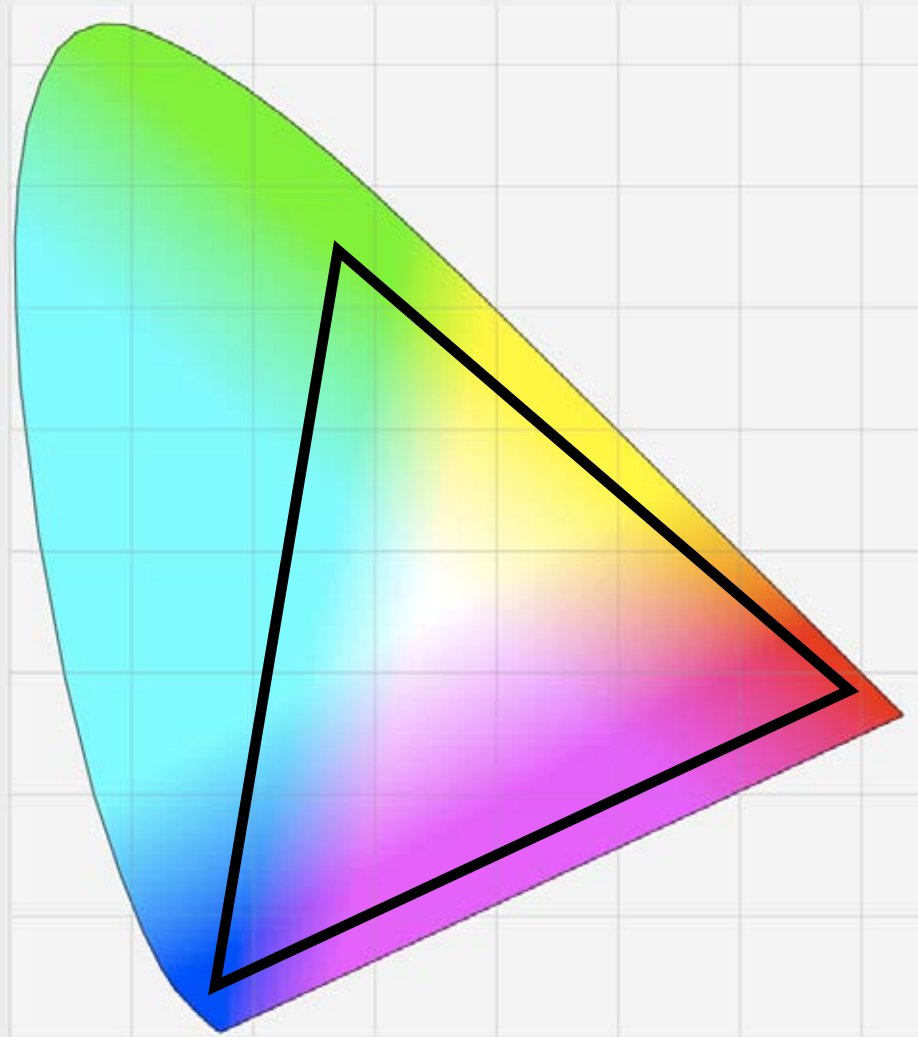
Printed material



All colors = black



SET OF COLORS FOR
GIVEN COLOR MODEL
- RGB



SET OF COLORS FOR
GIVEN COLOR MODEL

- RGB

- CYMK

OUT OF GAMUT COLOR
Not reproducible