

PRIMARY, SECONDARY AND COMPLEMENTARY COLORS


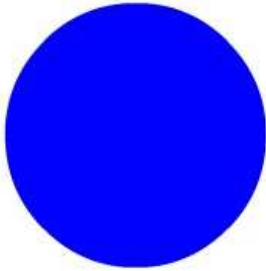
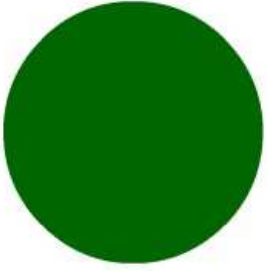
When presenting a design or an idea your choice of colors is very important. Many surveys have been carried out on the general public to find out what people like. The findings suggest that very young children like bright, vibrant colors (reds, yellows and oranges etc...) whilst older people like more gentle or sophisticated colors and tones such as shades of blue. It is very important for a designer to understand the way colors are put together/created as this may help in the selection of the right color scheme for a particular age group. Next time you pass a poster look closely at the colors - the designer has considered them very carefully.

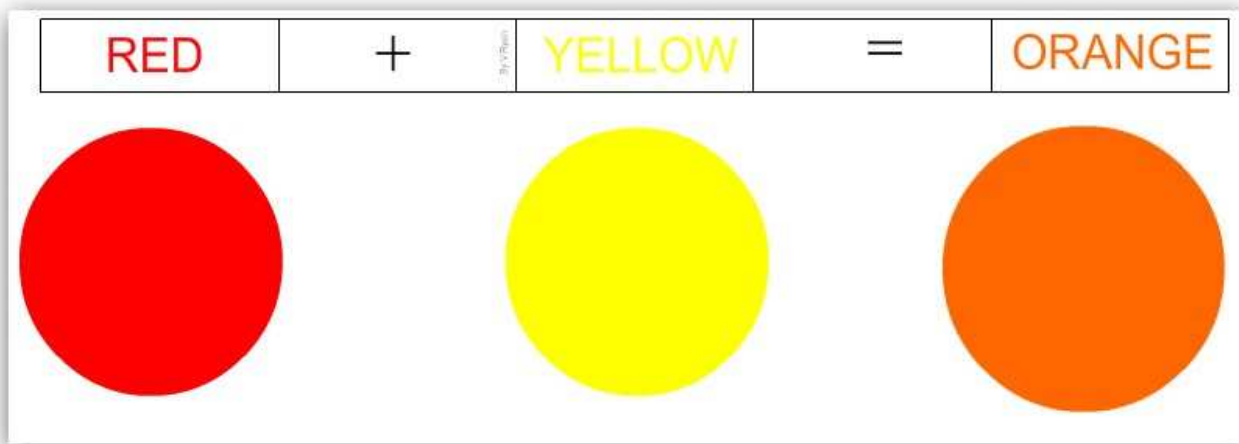
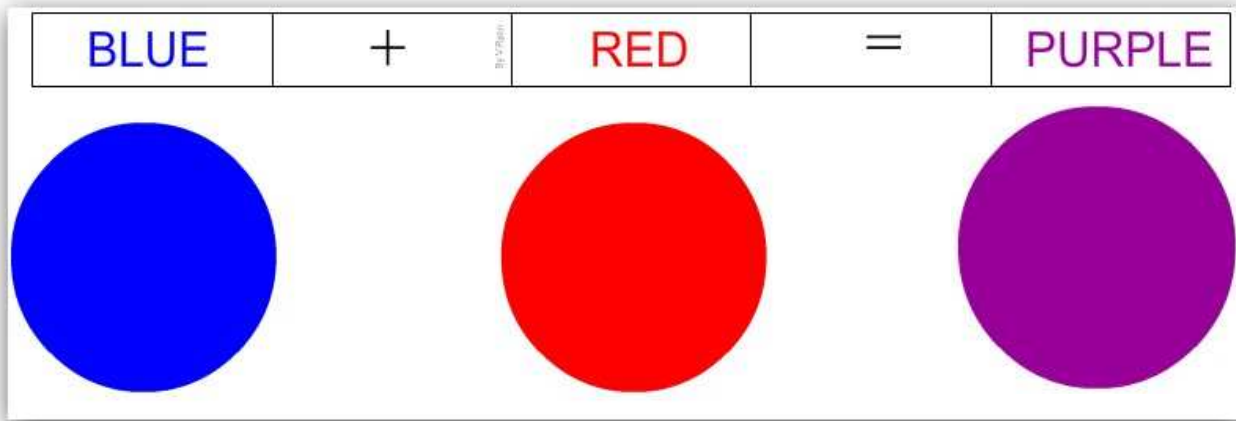
Primary Colors - These are colors that cannot be created through the mixing of other colors. They are colors in their own right. The three primary colors can be seen below

RED - **YELLOW** - **BLUE**.



Primary colors can be mixed together to produce **SECONDARY COLORS**. The table below shows the combination required to produce secondary colors.

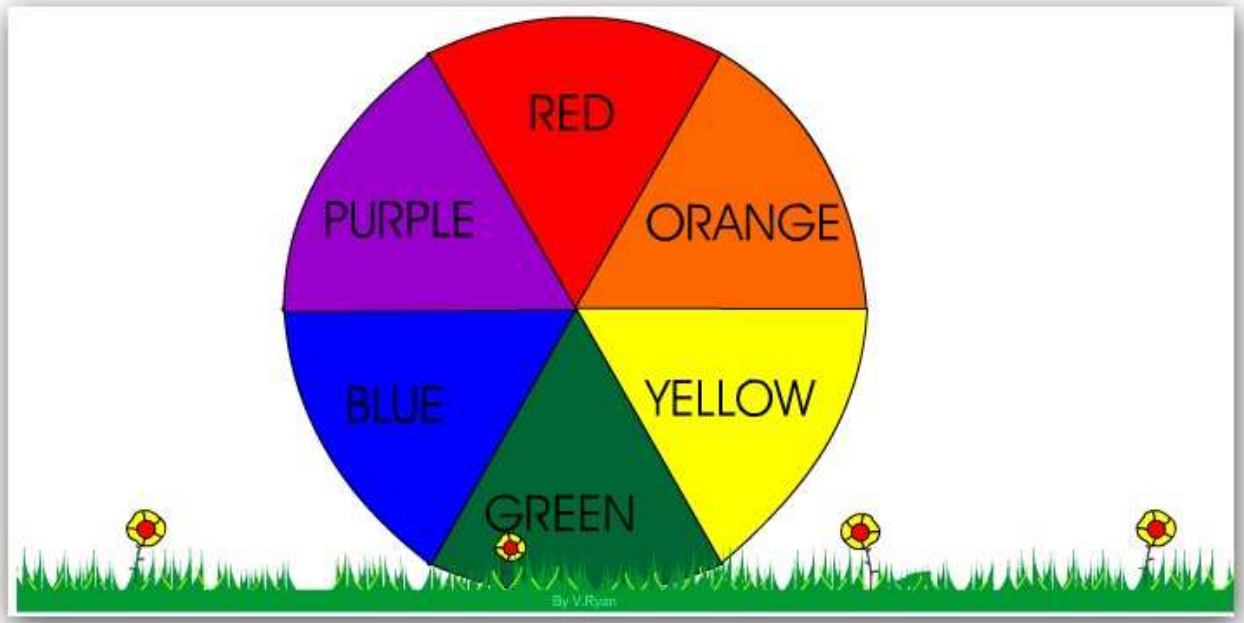
YELLOW	+	BLUE	=	GREEN
				



SUMMARY

YELLOW	+	BLUE	=	GREEN
BLUE	+	RED	=	PURPLE
RED	+	YELLOW	=	ORANGE

The color wheel can be seen below and this can be used to help remember primary and secondary colors. The secondary colors are in between the primary colors - for example - between red and blue is purple. Quite simply, mixing the primary colors of red and blue paint together will produce the secondary color purple.



An important rule of the color wheel is that colors opposite to each other on the color wheel usually work well together as a color scheme. These are known as **COMPLEMENTARY COLORS**. Do you agree?

1. Try mixing yellow and blue paint together. What color did they make? Was this what you expected? _____

2. Use purple and yellow paint alongside each other. Do think these complementary colors work well together? Explain your answer. _____

3. What are your favorite colors? Why are they your favorite?

4. Ask 50 people at random the following question: 'What is your favorite color'? Draw a [pictogram](#) (*for pictogram refer to next page*) to represent the results.



HOW TO CARRY OUT A QUESTIONNAIRE:

What is a Questionnaire ?

A very important aspect of research work is a survey or questionnaire. This will show the examiner that you have produced individual research relating directly to your project. A questionnaire is usually composed of one or more questions that are put to a 'large' number of people. The results can be collected as a table of results and/or a graph or pictogram. Questionnaire(s) can help you design your product because they may tell you what the market wants. (What people are prepared to buy).

TABLE OF RESULTS

ALARM TYPE	No OF PEOPLE
BICYCLE	15
BRIEF CASE	20
DOOR	24
PERSONAL ALARM	5
CAR	7
PICK-POCKET	10
WINDOW	29
TOTAL	100

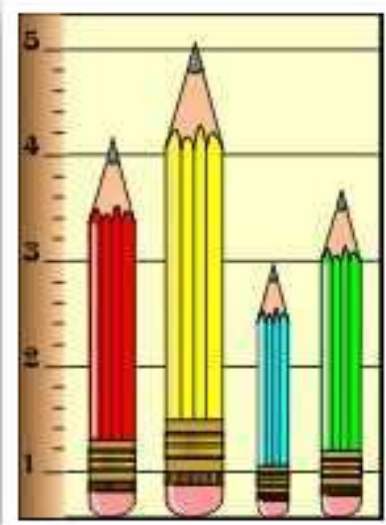
EXAMPLE

If you are designing an alarm system you need to know what type of alarms people want to buy. You could carry out a survey based on the following question and store the results as a table:

I asked 100 people, which type of alarm are you in most need of?

Bicycle, brief case, door, personal, car, anti pick pocket or window.

The results could first be collected in a table of results (left).



The results can then be graphically presented as a pictogram. These are graphs based on pictures and they can be built up from pictures of almost any form. Two examples are shown (left and below).

The first could be a pictogram drawn to display the results of a survey to find the most popular color from a selection of red, yellow, light blue and green.

Pictogram two could be used to show the most popular drink. The graph is composed of three drawings, each representing coffee, tea and soft drinks. The most popular drink is represented by the cup with the highest steam rising from it.

A pictogram can be an interesting visual component of your research work. It gives you the opportunity to show how you can present statistics in an interesting manner. The pictures in the pictogram should reflect the question that has been asked. For example, if you are trying to find the most popular color of paint, the statistics could be presented as paint brushes.








Work Sheet 12



COLORS AND FEELINGS, EMOTIONS AND ATMOSPHERE

Designers have a large range of colors at their disposal and most are well aware that certain colors are associated with feelings and emotions. The diagrams below show a number of popular colors and the feelings/emotions to which they are associated. Designers, companies and manufacturers use colors cleverly to promote a certain feeling about their products.

 <p>RED</p> <p>FEAR WARNING BLOOD ANGER DEBT - IN THE RED HORROR</p>	 <p>GREEN</p> <p>CALM SERENE ENVIRONMENT PLANTS NATURAL GREEN WITH ENVY EVERLASTING</p>	 <p>YELLOW</p> <p>COWARD WEAK BRIGHT LIGHT</p>
 <p>PURPLE</p> <p>DREAMS PURPLE STRETCH (THINGS GOING WELL) LENT - RELIGIOUS REPENTANCE</p>	<p>COLOURS AND MOODS/FEELINGS</p>	 <p>ORANGE</p> <p>WARMTH ENERGY HAPPY SUNSET</p>



ART DECO – 1

Art Deco is an international decorative arts movement, most popular between the years 1924 - 1940. It is a style of drawing that relies on bold designs, clear lines, vibrant colors and patterns. Geometric shapes and intense color schemes are prominent. Art Deco's main characteristics are derived from the various painting styles of the early twentieth century, ranging from Cubism to Italian Futurism. Art Deco is usually associated to the architecture of the 1930s and speed and luxury. Recently it has seen a revival.

Art Deco even has its own style of writing (font). This is distinctive by the contrasting broadness and thinness of parts of the same letter, with the color being black.



Work Sheet 14

