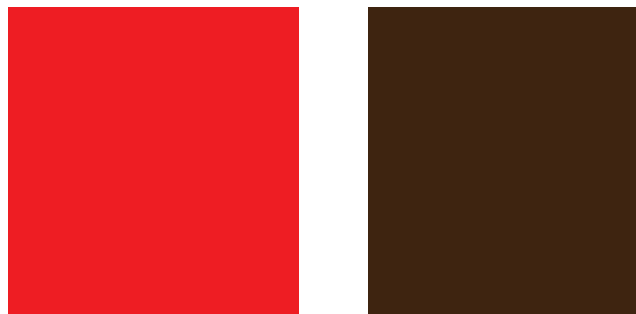


## THE DIFFERENCE BETWEEN BRIGHTNESS AND INTENSITY

When referring to the intensity of a color the term brightness is sometimes used. Although there are instances where an intense color can be considered bright, this can be a misleading term when trying to describe intensity. Usually the term bright is thought of as referring to something being light in value in addition to having a high level of intensity. However it is possible to have an intense color that is dark in value. Below is an example of a red that is light in value and more intense than the darker red next to it. (Example #1).

In example #2, there is an intense Violet on the left which is much darker and more intense than the more muted and dull light Violet to the right. One could describe the lighter neutral Violet as bright in terms of value but it is not very intense. Remember to try and distinguish colors by carefully paying attention to their three properties (Value, Intensity and Temperature) and differences among those properties.

### Example #1



### Example #2

