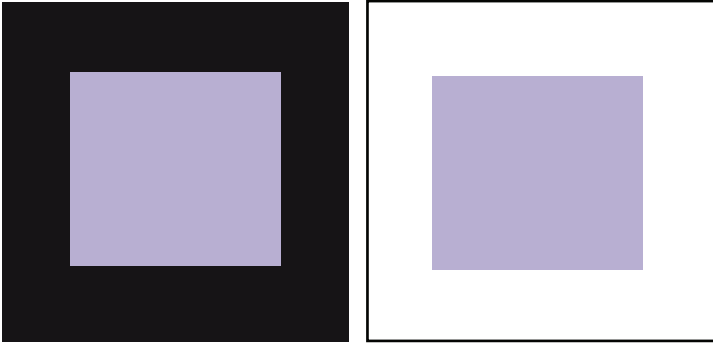
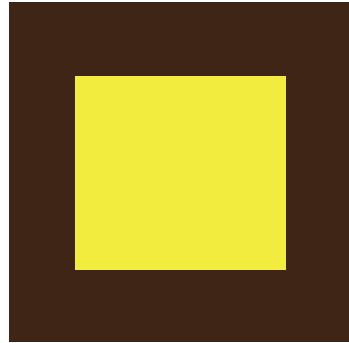


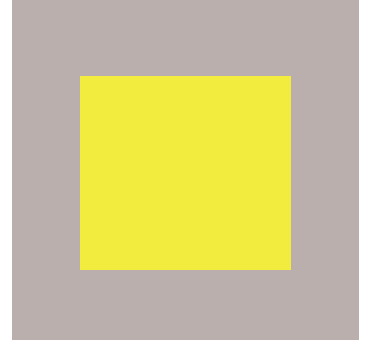
# COLOR THEORY



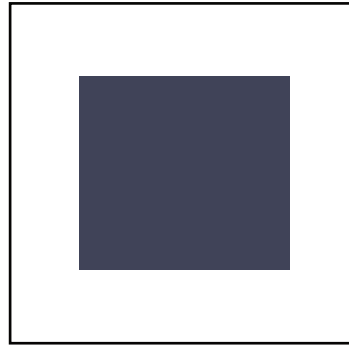
1. Light value colors will appear lighter against a darker value background. (Example #1)



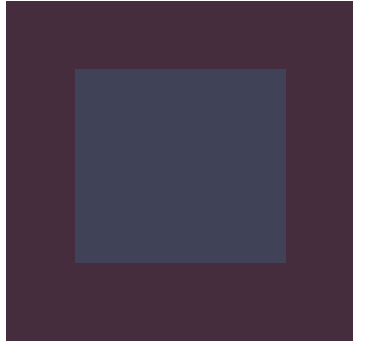
(Example #2)



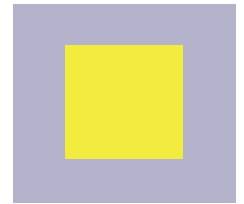
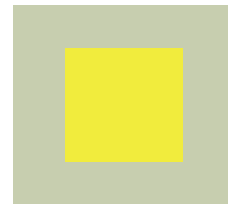
2. Dark value colors will appear darker against a light value background. (Example #1)



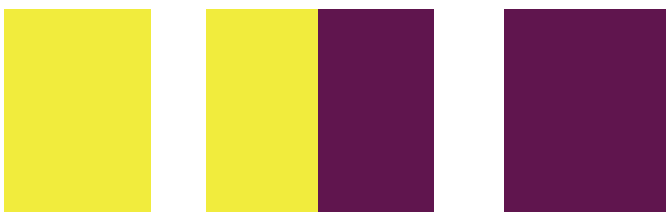
(Example #2)



3. Colors on a ground (that is not its complement) will appear less intense than on a complementary ground. (Example #1)



Example #2. When an intense color is placed against a more neutral color, the contrast will be stronger when the neutral color is complementary.



4. Two complements, side by side, seem more intense than by themselves.

## THREE PROPERTIES OF ANY HUE:

1. **VALUE** : the relative degree of light or dark in a color.
2. **INTENSITY** ( vs Neutral) : The saturation or purity of a color. A vivid color is high intensity; a dull color is of low intensity.
3. **TEMPERATURE** : Ex. Red, Orange, Yellow (**Warm**) vs. Blue, Green, Purple (**Cool**)