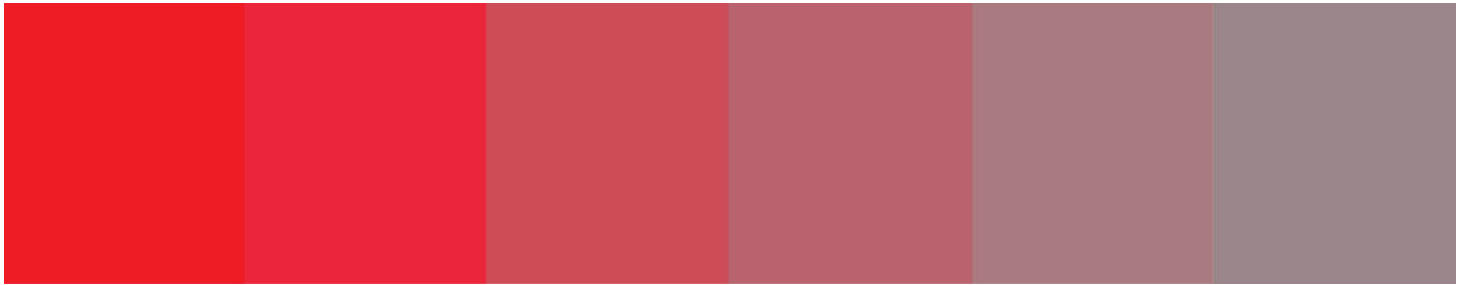


INTENSITY



Red (neutralized down the scale by the addition of gray)

Intensity refers to the purity vs. dullness of a color. In the scale above you can see how the red loses its purity and becomes more dull as you move to the right of the scale. When a color loses its purity it is referred to as becoming neutral. You can change the intensity of a color by adding white, black, gray, or the color's complement (its opposite color on the color wheel). In truth, whenever two colors are mixed the result is a neutral. The question to consider is: What is the level of neutrality that has been created? Look at the scale above and you can see the level neutrality gradually change from left to right.



When complementary colors are mixed with each other they become neutralized. In the example above you can see how the Yellow and Violet are gradually becoming more neutral as they get closer to each other.

In the scale above there is also a slight change in value, however the dominant change is in intensity. It is important to remember that Intensity and Value are two **different** properties of color. It is possible to have two colors that are the same value but different in intensity.