
Color and Imagery

Week 6 Lecture

MCOM415: Mass Media Graphics
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Color

is the characteristic of visual perception described through color categories, with names such as red, orange, yellow, green, blue, or purple.

Pantone®

- Company that makes ink and is best known for Pantone Matching System (PMS)
- Color needs to be reproduced exactly the same across all mediums -- strong brand are identified by a specific color
- Metallic colors
- Neon colors
- Navy blue
- Orange
- Grey

CMYK

- CMYK stands for Cyan, Magenta, Yellow and a “Key” color (black).
- CMYK is used for anything that’s printed. Business cards, posters, signs, newspapers, books, etc. all use CMYK.
- CMYK colors are represented in percentages from 0-100%.

RGB

- RGB stands for Red, Green, and Blue
 - Colors are created using a combination of red, green, and blue light.
 - RGB Color Mode is used for anything that is light-based.
 - Televisions, computer monitors, cameras, and even iPhones use RGB.
 - RGB codes are represented with a number between 0 – 255 for each red, green, and blue.
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RGB



Digital, Web

CMYK



Print

Spot (PMS)



PMS 361 C



Offset Print

RGB



WHAT YOU WILL SEE ON SCREEN

CMYK



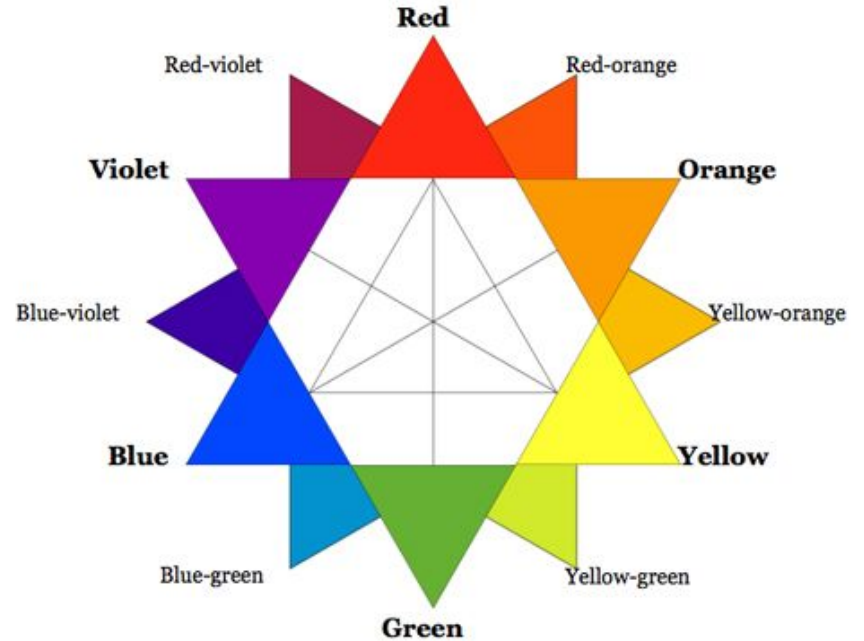
HOW IT WILL PRINT





Color Theory

- Color Theory is a set of principles used to create harmonious color combinations
- Color can evoke one reaction in one person may evoke the opposite reaction in another due to culture, prior association, or even just personal preference



Primary Colors

The 3 colors we need to make all of the other colors:

- Red
- Blue
- Yellow

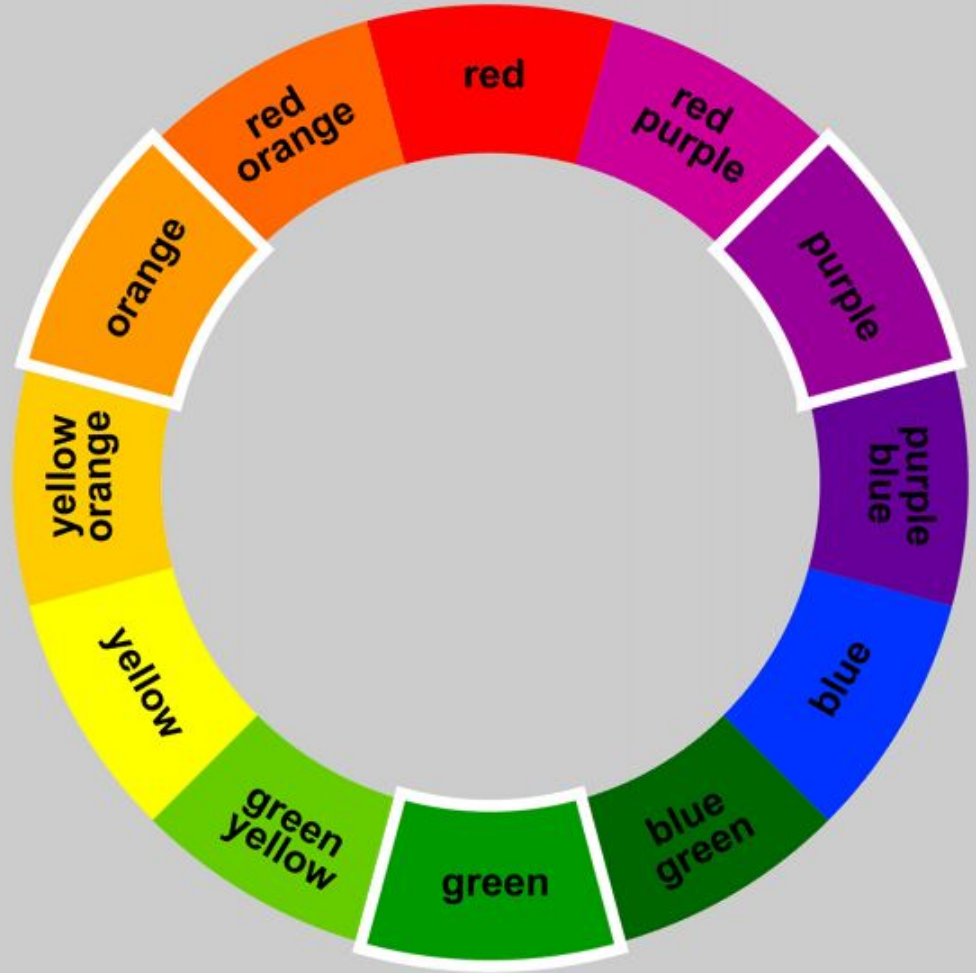
You cannot mix two colors together to make a primary color.



Secondary Colors

Secondary colors are created using primary colors:

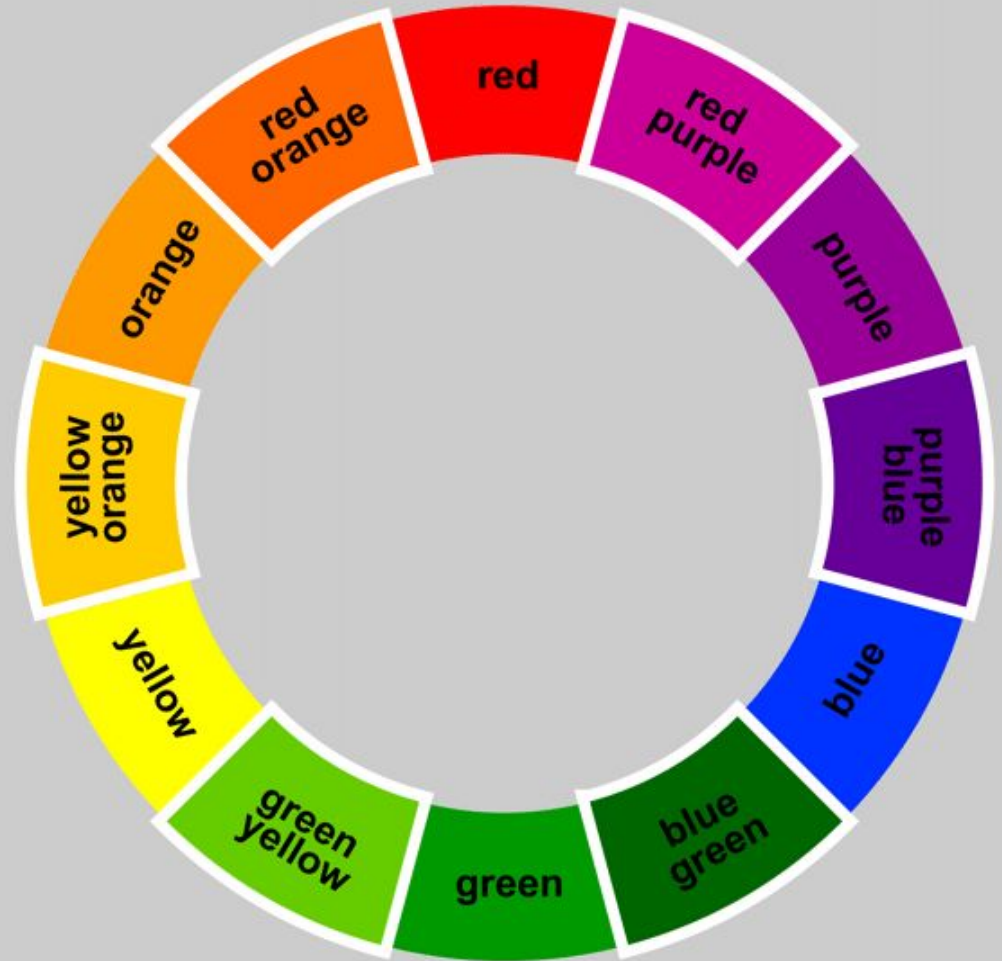
- Purple
- Green
- Orange



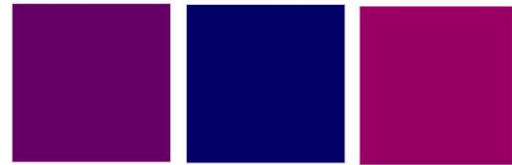
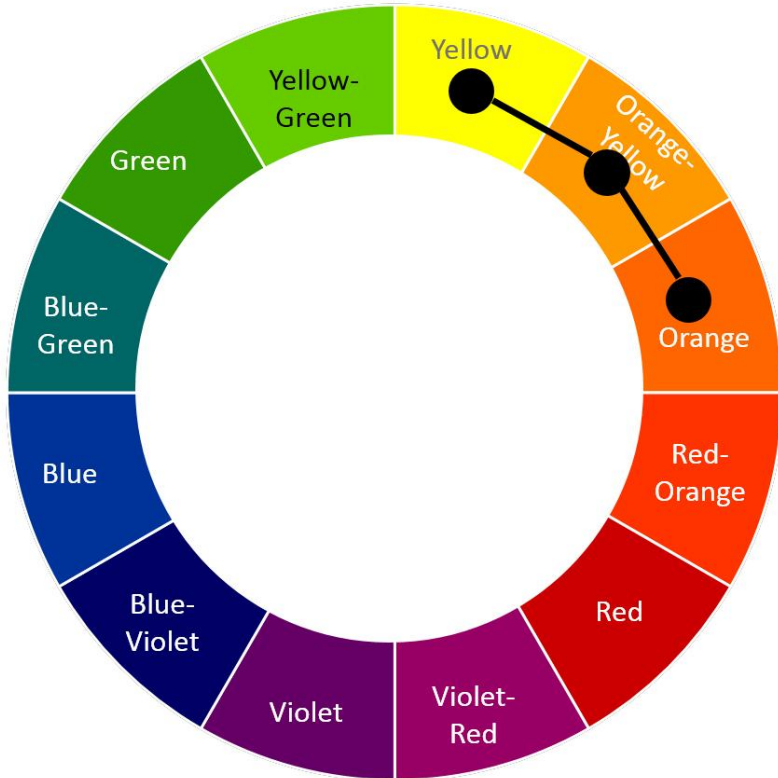
Tertiary Colors

Tertiary colors are taking secondary colors one step further. They're "two-name" colors, such as:

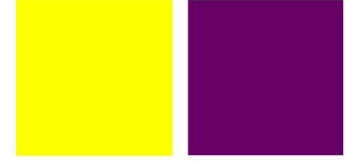
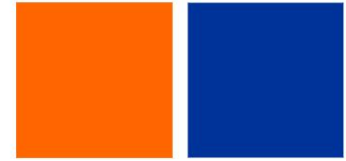
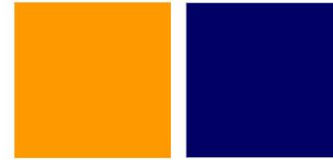
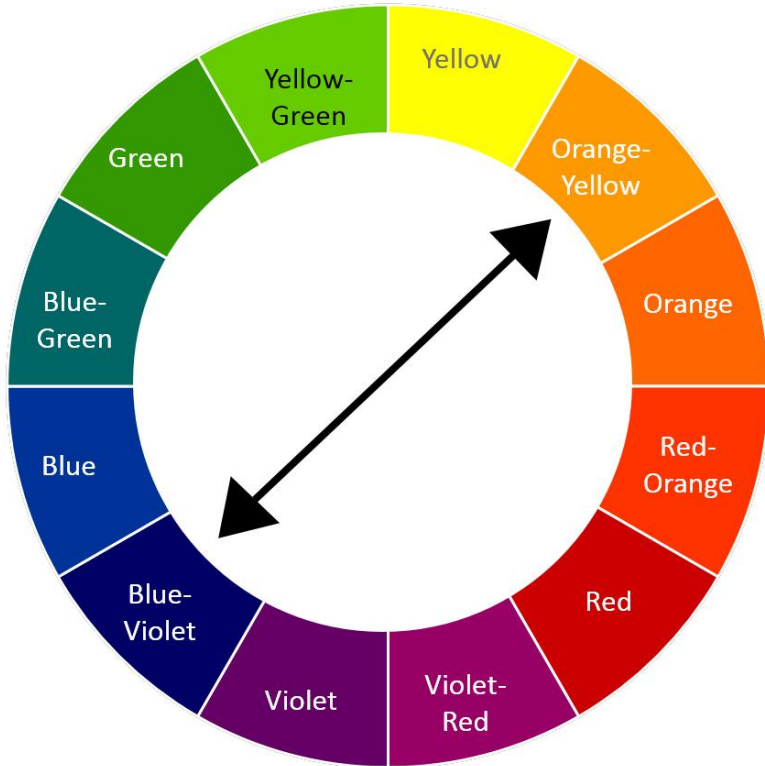
- Red-Purple
- Red-Orange
- Yellow-Orange
- Green-Yellow
- Blue-Green
- Purple-Blue



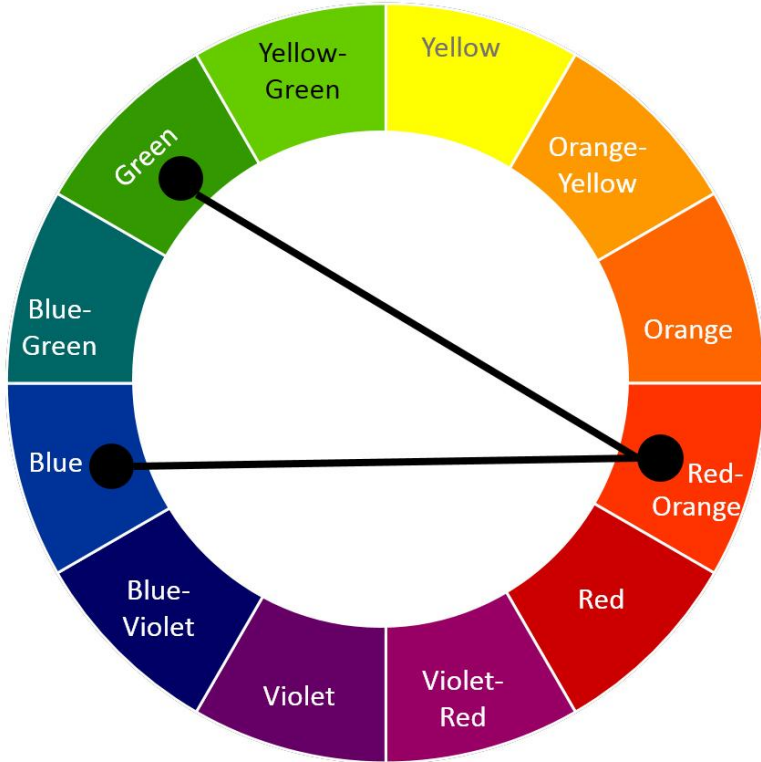
Analogous



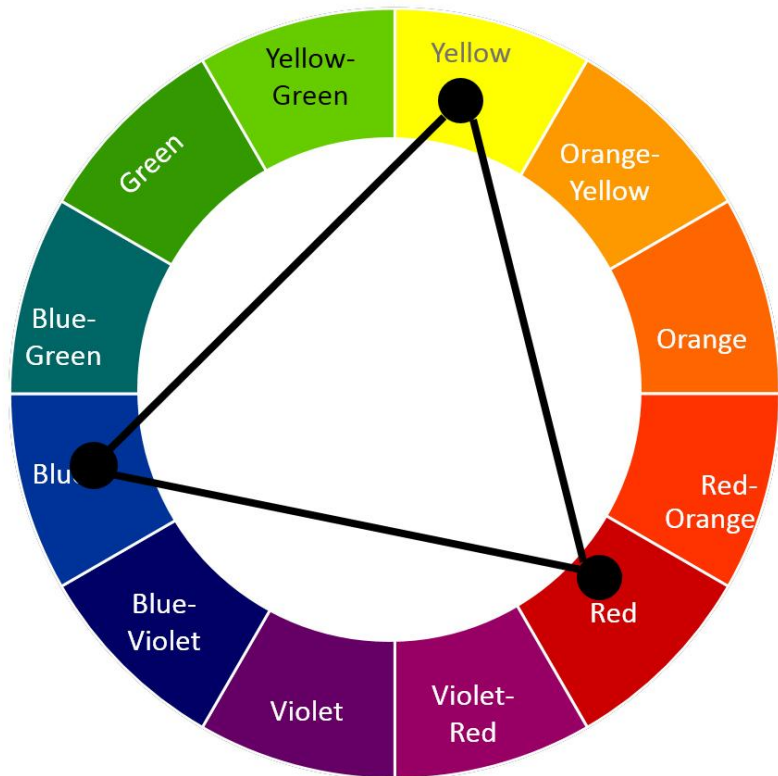
Complementary



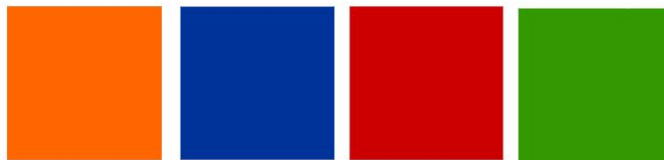
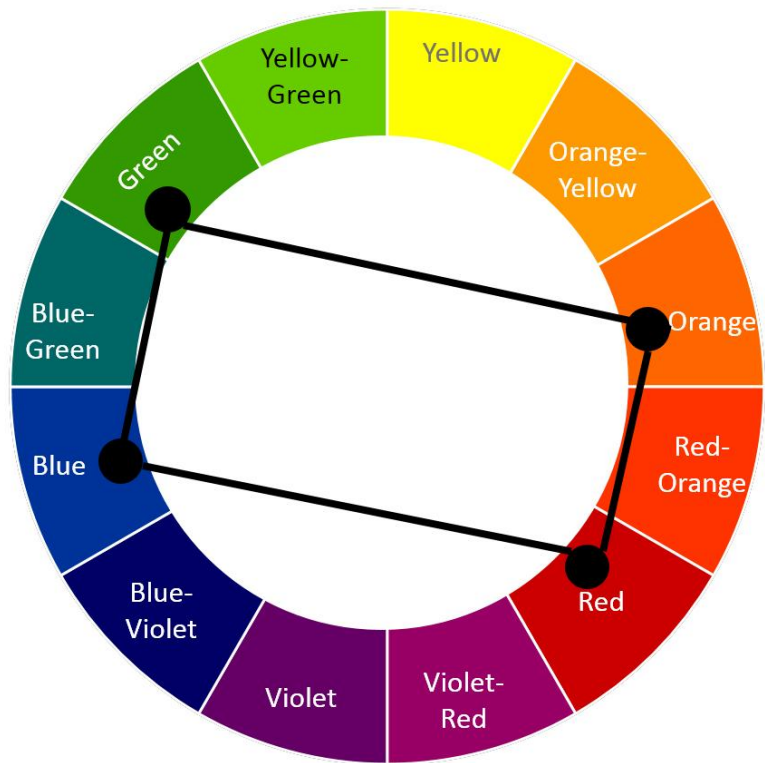
Split-Complementary



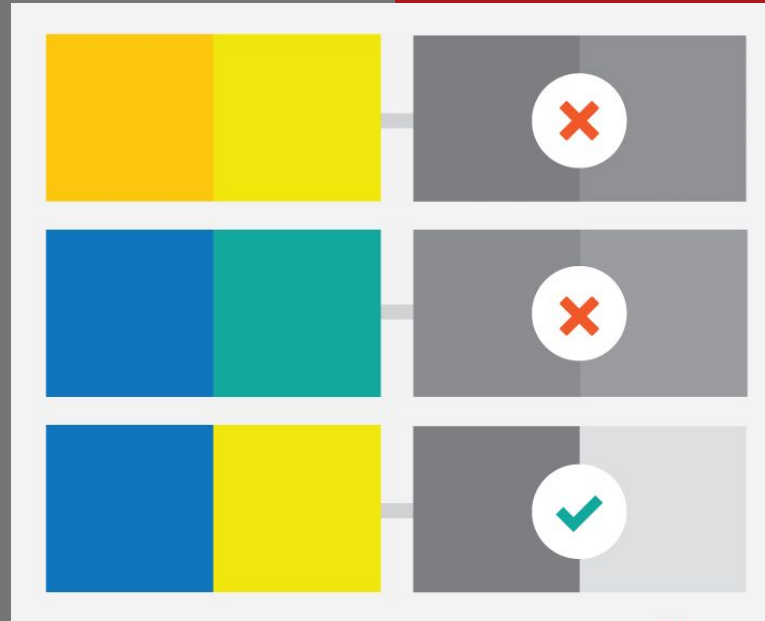
Triadic



Tetradic



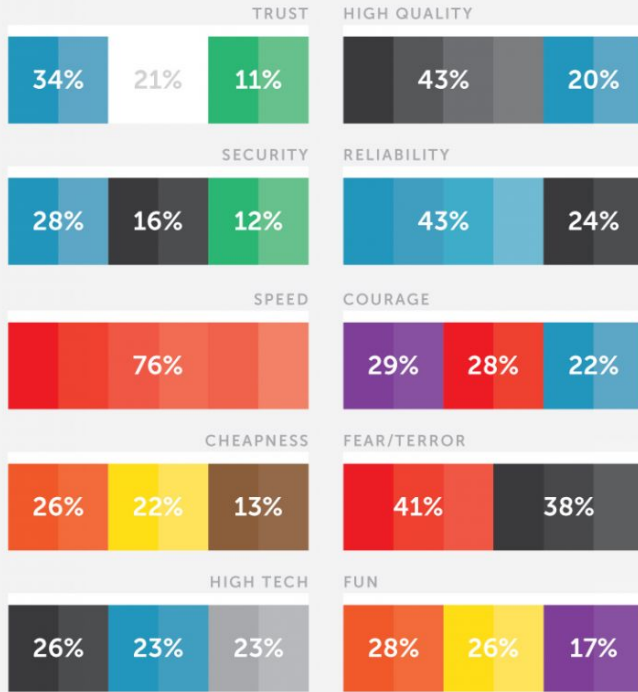
High Contrast



Low Contrast

Color + Word Associations

TO HELP YOU CONVEY A POWERFUL MESSAGE



CoSchedule

<https://media.coschedule.com/uploads/color-word-associations.png>

COLORS BRING

Emotion



CoSchedule

<https://coschedule.com/blog/wp-content/uploads/Blog-Ashton-ColorPsychology-meaings-1.jpg>

Imagery

Visual Techniques in Advertising

- Color
 - Repetition
 - Focal Point
 - Direct Gaze
 - Association
 - Composition
 - Vectors
 - Symbolism
 - Controversial
-

Color

Affects mood and psychology



Repetition

Creates brand recognition





CITY OF MANNE

The Coca-Cola Company

091460

Focal Point

Single eye-catching visual



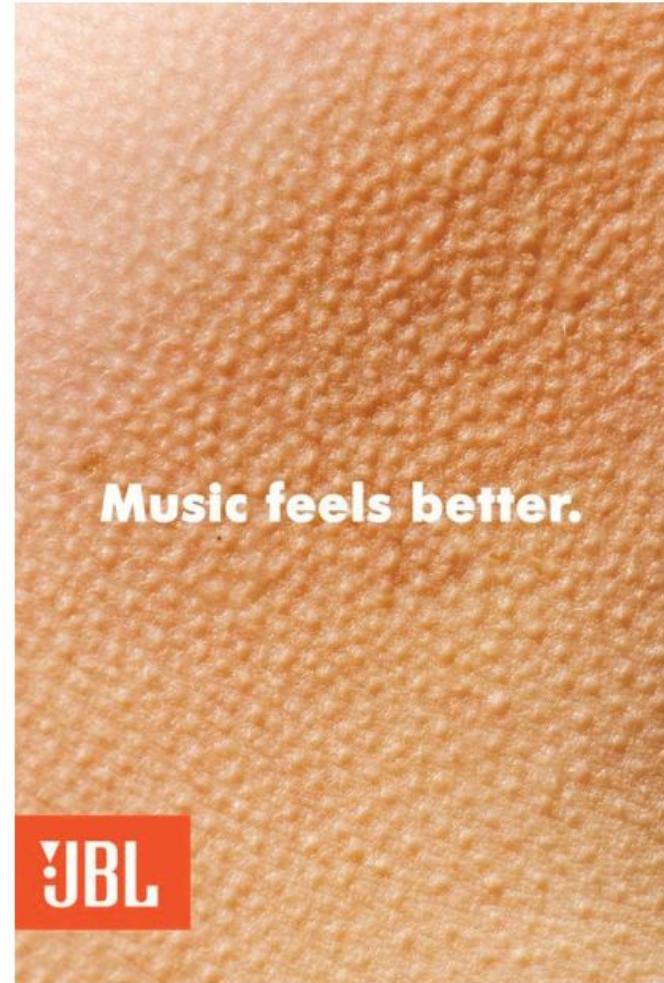
Direct Gaze

Eyes looking directly at the viewer



Association

Images that automatically associate an emotion or feeling



#STEPINTOTHECIRCLE



STEP INTO

THE CIRCLE



Composition

Arrangement of visual elements



Vectors

The path your eye follows



Symbolism

Imagery that is linked to a deeper meaning



Controversial

Surprising messages get more attention

