

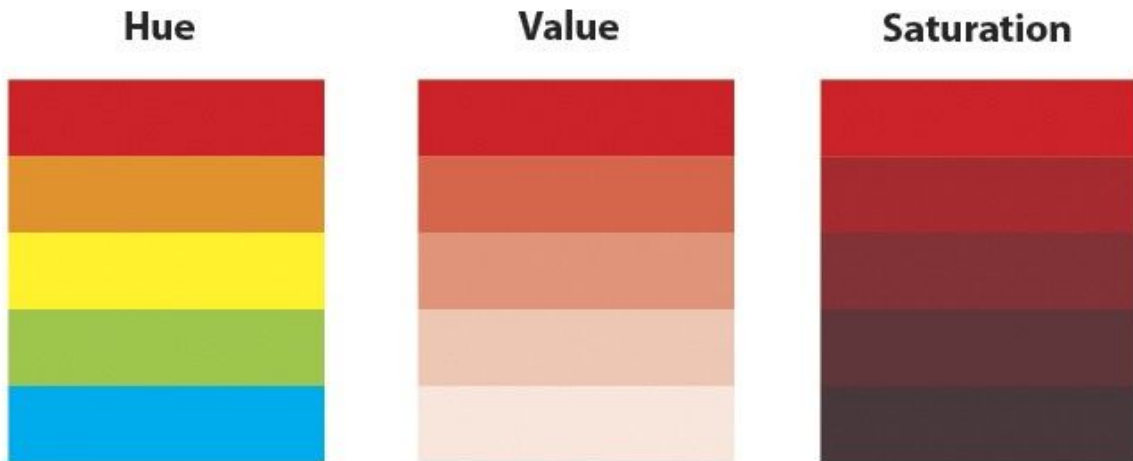
# Color Masterclass Vocabulary

## • COLOR BASICS •

**Hue:** Another word for color

**Value:** The lightness or darkness of a color

**Saturation:** The intensity or brightness of a color



**Warm Colors:** Colors that are inherently vivid — reds, oranges, yellows

**Cool Colors:** Colors that are inherently calm — greens, blues, purples

## • KEY PRINCIPLES OF COLOR •

**Relativity:** View color in relationship to its neighboring colors, rather than in isolation

**Consistency:** Colors in the same piece should exist in the same world

**Value Contrast:** Use areas of contrast between light and dark to direct the eye

**Accent color:** The right color used sparingly can create emphasis and movement

**Ratio:** Choose one color to lead or else all colors will fight for attention

