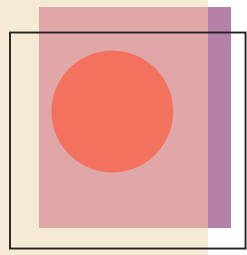


# COLOR CONCEPTS 1

Basic Vocabulary

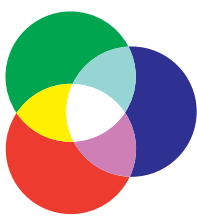


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PALM SIZE PRESS

Palm-Size Press presents a series of guides to the basics of typography, color, and document design. Offered as Portable Document Format files on Adobe's Web site, these print-it-yourself booklets come with easy folding instructions. Collect them all for a little library of tiny tips!

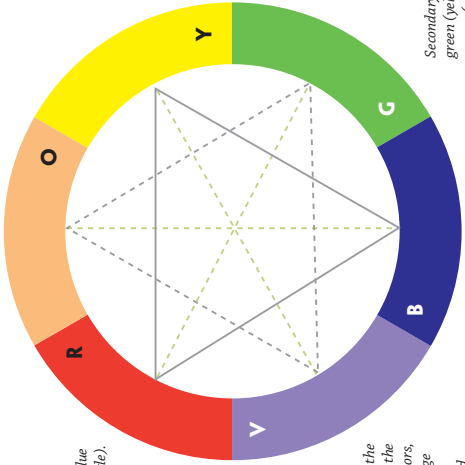
Secondary Colors:  
 green (yellow+blue),  
 orange (red+yellow),  
 and violet (blue+red)  
 (dashed gray triangle).



Additive Color:  
 light combines to white



Subtractive color:  
 ink combines to dark



Primary Colors:  
 red, yellow and blue  
 (solid gray triangle).

Complementary Colors:  
 opposite pairs on the wheel containing the three primary colors, for example orange and blue contain red and blue between them red, yellow and blue (dashed green lines).

## WHAT IS COLOR?

White light is actually made up of a spectrum of color—it includes all the colors of the rainbow. The lizard we see as green absorbs all the light rays except the green ones, which reflect back into our eyes. The cone cells in the retina detect colors, while the rods perceive the brightness of the colors.



## SUBJECTIVITY

Color is very subjective. People see color differently: one person's teal might be another's green or blue. The quality and amount of light can dramatically affect the perception of a color, as can a color's proximity to another color.



Much effort has gone into cataloging color according to numerous systems (such as Pantone and Toyo), which help improve communication about color in the world of publishing and design.



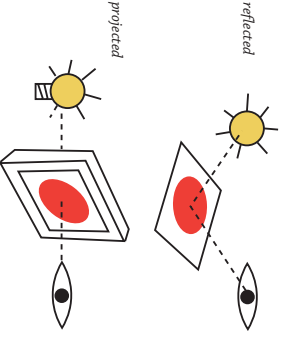
## HUE, VALUE, AND SATURATION

These three terms describe key attributes of a color. The hue is the name we give a color, such as "red." The amount of lightness or darkness in a color is its value, for example a pink rose petal compared with a dusky red clay brick. Saturation is the brightness or intensity of a color, such as the intense blue of a peacock feather compared to a pale blue morning sky.



## REFLECTIVE VS. PROJECTED COLOR

Color in ink or toner on the printed page is reflective: light waves bounce off the ink and travel into our eyes. Color on a film transparency or computer screen is projected and backlit: the light goes through the color to get to our eyes. This distinction between pigment and stained glass is very important when discussing or selecting color.



# PALM SIZE PRESS: FOLDING INSTRUCTIONS

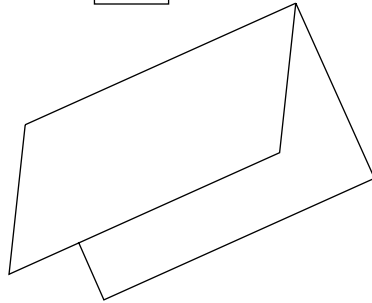
You can print out the second page of this Adobe PDF file and fold and cut according to the following instructions—then you'll have another addition to your little library of tips!



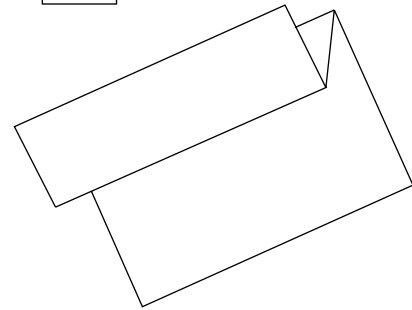
**1.** Start with the 8.5x11 piece of paper you printed out.



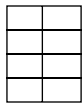
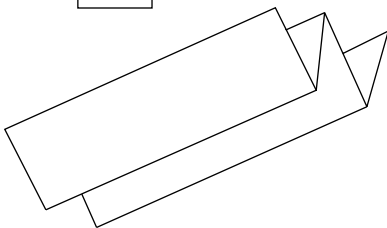
**2.** Fold in half shortwise, printed side out.



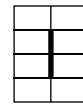
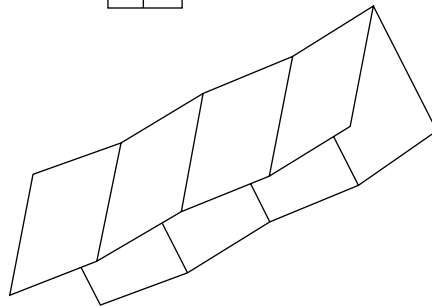
**3.** Fold back one edge to the middle fold.



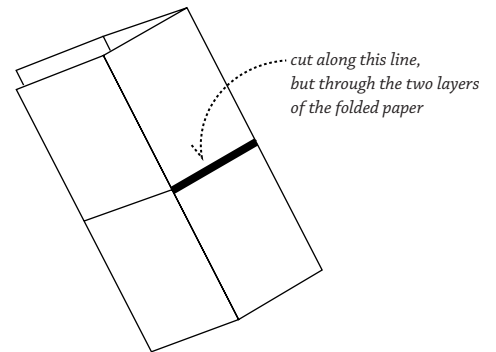
**4.** Fold back the other edge to the middle fold.



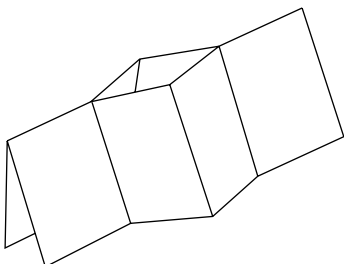
**5.** After unfolding the sheet, fold longwise, printed side out.



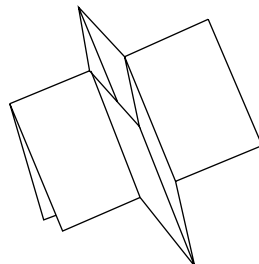
**6.** Refold shortwise, then use scissors to cut along the line marked here in bold.



**7.** Holding each end, push to the middle to open up where you made the cut.



**8.** Push all the way in.



**9.** Fold the left edge over to create the cover. Now it is a book!

