COLOUR

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COLOUR

...c element of design.

- ✓ Colour is one of the best tools for non-verbal communication. They can convey a range of emotions and ideas if used properly.

- ✓ Colours can influence the mood of a shopper so careful consideration should be given while combining colours.

- ✓ Some colours makes one feel relaxed, more generous while other colours makes one feel tense and cold.

- ✓ Cultural and regional background, personal good/bad experiences, etc. may affect the way a person perceives a colour which may be different from the general connotations of some colours.

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Different Colours

SOURCE : https://www.google.com/search?q=COLOUR

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ogies related to colours are:

i) **Hue**: It is the name of the colour.

ii) **Value**: Value refers to the lightness or darkness of a colour.

iii) **Tints**: The lightness obtained in a colour after adding white to it is called as tint.

iv) **Shades**: The greyness value in a colour that is obtained after adding black to it is called a shade.

v) **Intensity**: It refers to the brightness or dullness of the colour

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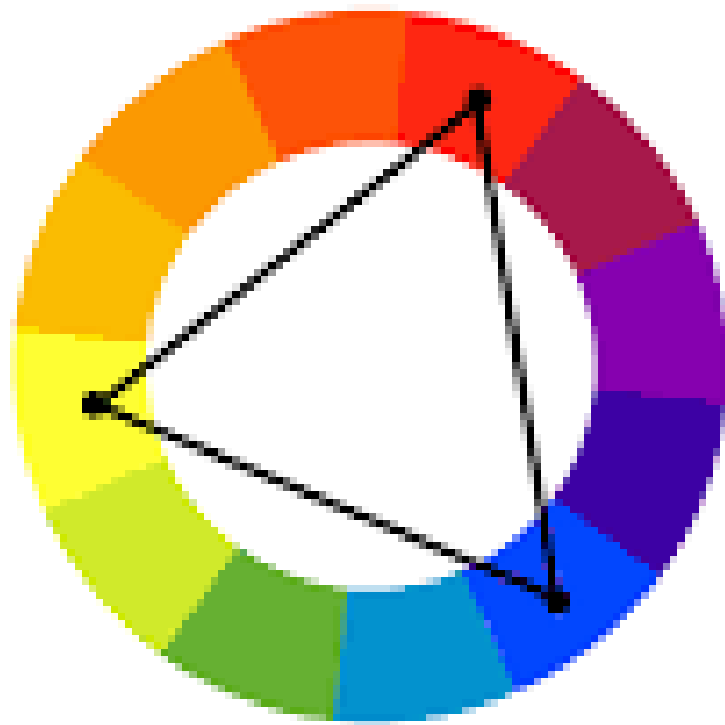
Colour Wheel

The colour wheel is a standard arrangement of 12 colours in a wheel that shows the relationship among the colours.

The colour wheel is made from 3 basic colours, namely   red, blue and yellow.

It is out of these three colours that all the other colours are made.

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COLOR WHEEL

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Primary

Primary Colours:

Three basic colours:

Red

Blue

Yellow

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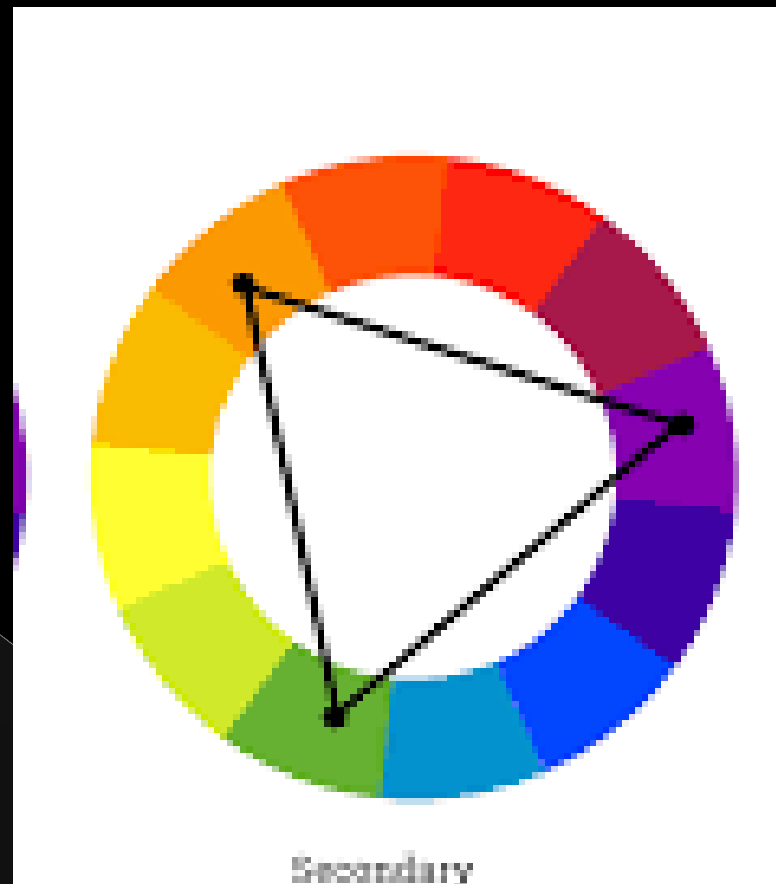
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Secondary Colours:
Colour derived from mixing the primary colours with each other are secondary colours.

i) Red + Blue = Violet

ii) Blue + Yellow = Green

iii) Yellow + Red = Orange

Secondary

SOURCE: https://www.google.com/search?q=COLOUR+SCHEMES

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Colour derived from mixing the secondary colours with each of their parent colours are tertiary colours.

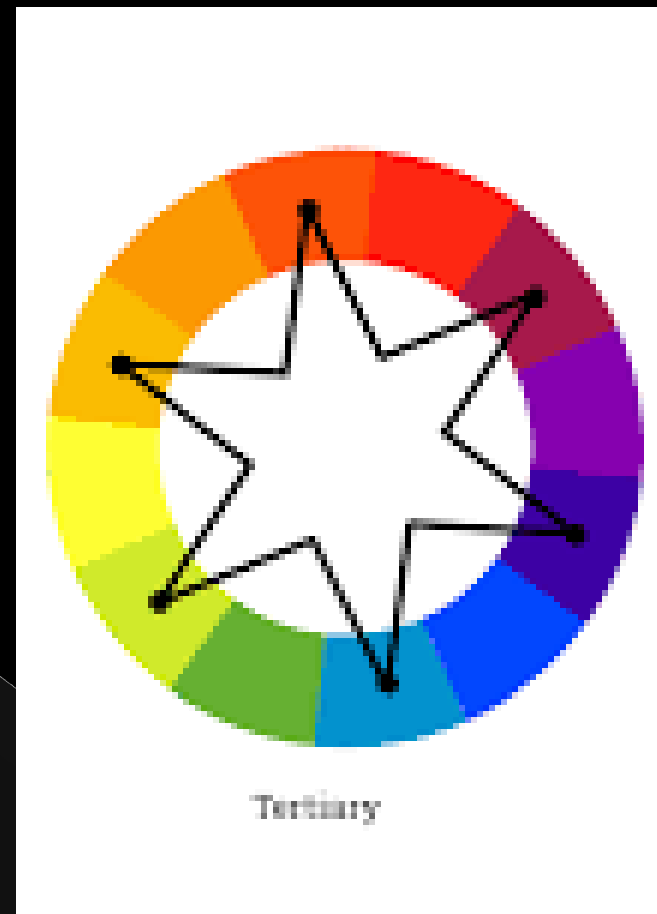**i) Yellow + Orange = Yellow-orange**

ii) Red + Orange = Red-orange

iii) Red + Violet = Red-violet

iv) Blue + Violet = Blue-violet

v) Blue + Green = Blue-green

vi) Yellow + Green = Yellow-green

Tertiary

SOURCE : https://www.google.com/search?q=COLOUR+SCHEMES

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arm, cool and Neutral colours

Warm Colour: Colours starting from red all the way through to yellow-green in the colour wheel are considered to be warn colours. Some shades violets are also counted in warm colours if they have a higher concentration of red.

These are the colours that evoke warmth when seen or used.

They are more cheerful, bright and even aggressive when used.

Easy way to remember this is the association of warmth with the sun or fire, which emit the warm colours.

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Cool Colour: **Contrary to the warm colours, cool colours start from green all the way through red-violet.**

When used together they give the feeling of calm, peace and relaxation.

Easy way to remember this is the association of the blue to the cool water, rivers and streams, and the cool shade from the green trees.

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rs: Black, white, gray, beige and brown are all considered as neutral colours.

They do not evoke any strong emotions, These are widely used and are best suited when the merchandiser is as bold enough to crate colour impact.

All white or all black schemes looks chic and contemporary but can also look bland if not used creatively.

When they are used together they create a very vivid image. Gray on the other hand helps reduce the starkness from the white and dullness from the black.

Beiges and browns create an earthy and relaxed atmosphere. When used in fixtures they look strong and dependable.

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Colour Schemes

Colour scheme refers to the choice of colours used in a design.

The colour schemes are the relation of the colours to one another.

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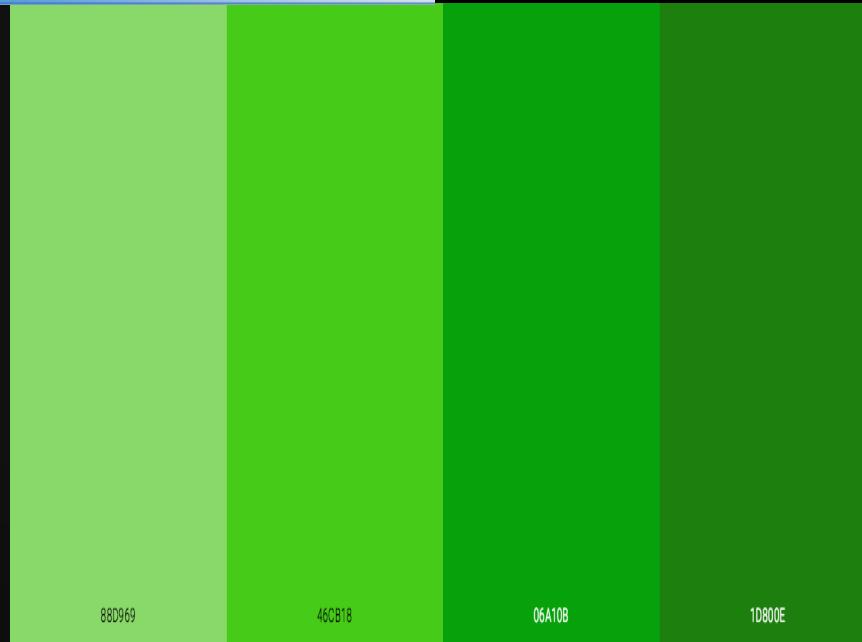# Colour Schemes

SOURCE: https://www.google.com/search?q=COLOUR+SCHEMES
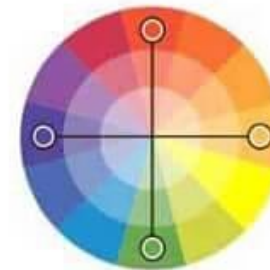
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...matic Colour Scheme

A single colour on the colour wheel is used with three to five tints and shades of that single true colour in this scheme.

Several pieces of blue merchandise each consisting of a different value ranging from baby blue to navy blue, is an example of a monochromatic colour scheme.

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Monochromatic Colour Scheme

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djacent Colour Scheme

Analogues/adjacent colours are the ones that appear next to each other in the colour wheel.

They are the most harmonious together because they share similar pigments as they try to reinforce each other. However, one needs to be careful while using this colour scheme as they tend to blend with each other.

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Analogues/ Adjacent Colour Scheme

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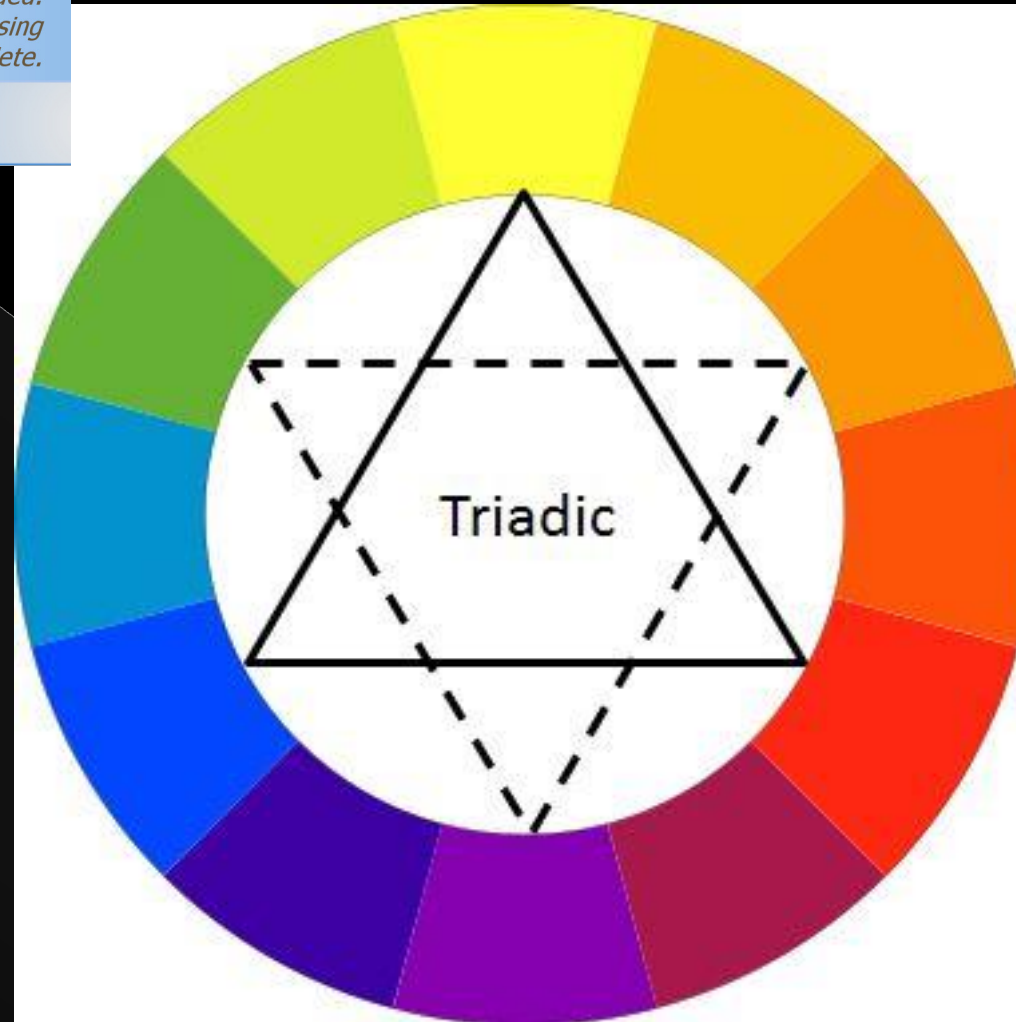
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rs Scheme

Using colours that are equidistance on the colour wheel creates a triad colour scheme.

This is a good combination of colours that can create the muted, traditional look as well as more vibrant colour characteristics of modern colour schemes.
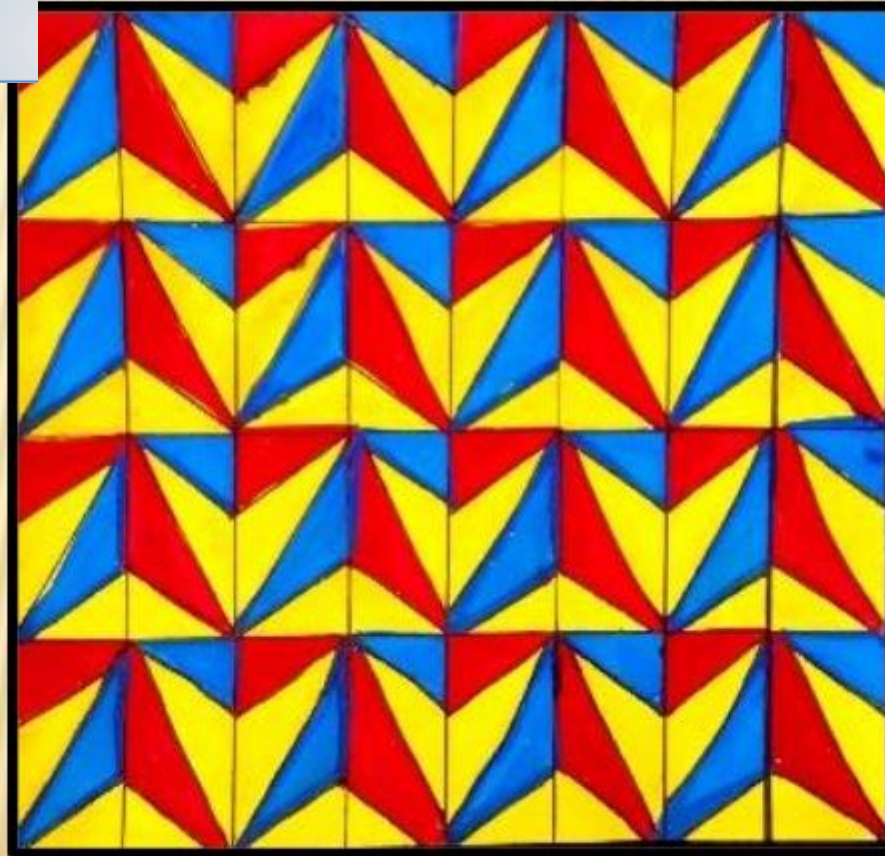An example could be red, blue and yellow.

This scheme when used can look quite pleasing.

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Triad Colours Scheme

SOURCE : https://www.google.com/search?q=COLOUR+SCHEMES

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Triad Colours Scheme

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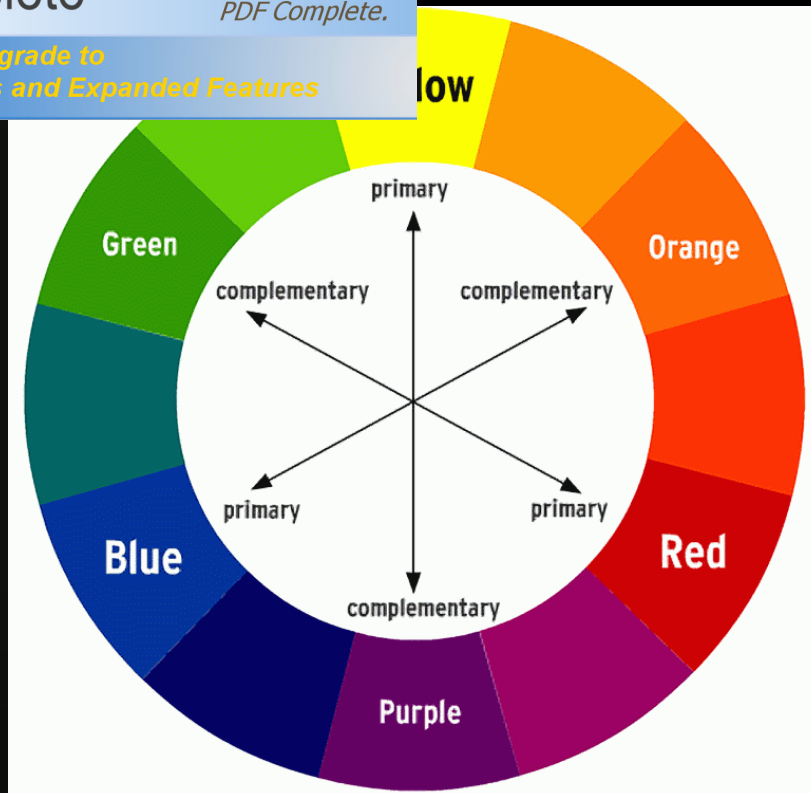
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ry Colour Scheme

The colours that appear exactly opposite each other in the colour wheel are complementary colours.

A complementary colour scheme is represented by two colours that are exactly opposite one another on the colour wheel, such as green and red or yellow and purple.

It can result in a very pleasing combination of warm and cool colours.

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Complimentary Colour Scheme

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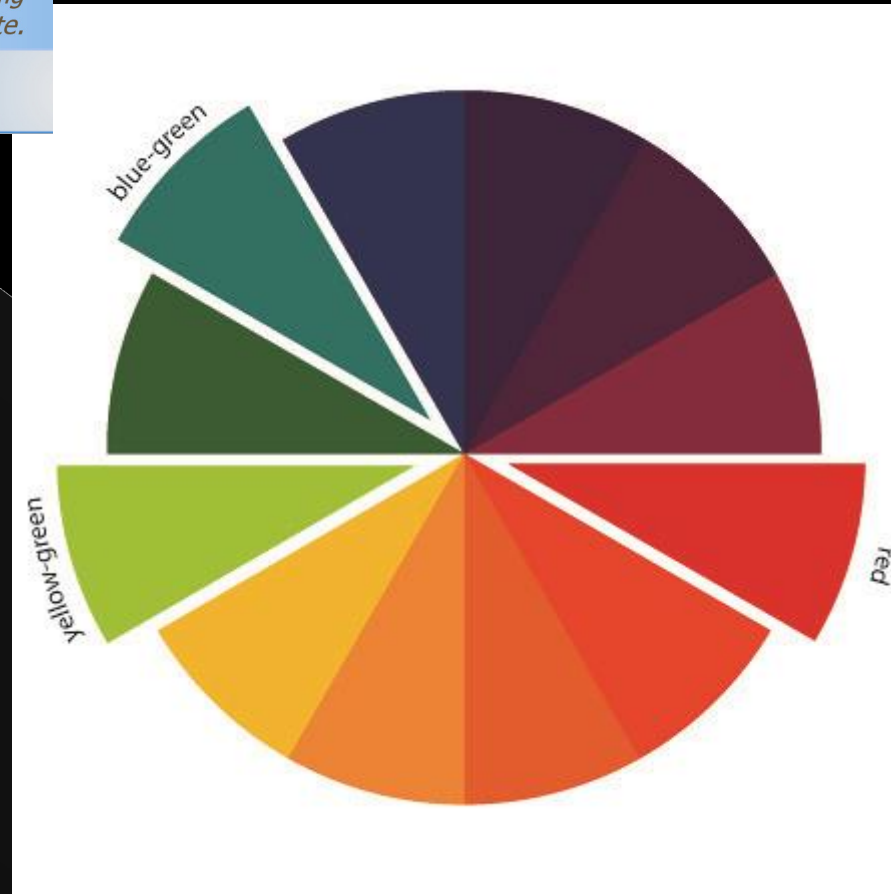Dr. Priyanka Shankar, Home Science Department, PWC, PU

entary Colour Scheme

Three colours forming a Y on the colour wheel consists of a base colour and one colour on each side of the base colour's complement (opposite colour).

It is a popular colour scheme to create interest and richness. Examples are yellow, blue violet and red-violet, or blue, yellow-orange and red orange.

This can be equally effective as the adjacent colours have the same basic properties as that opposite colour. Using this scheme gives a designer a wider choice of colours compared to complementary colours scheme.

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Split Complimentary Colour Scheme

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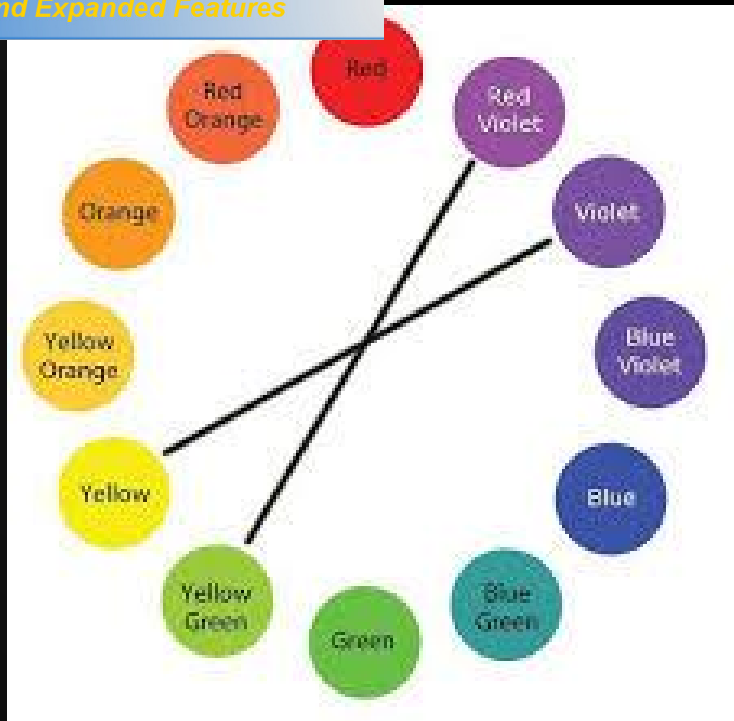
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Double Complimentary Colour Scheme

Four colours, consisting of any two sets of complementary colours create a double complementary scheme.

An example of this colour scheme is yellow and purple, as well as red-orange and blue-green. It is just as complementary colour scheme with a difference that it uses two sets of complementary colours i.e. a total of four basic colours.

It can get a bit difficult to use and confusion to the customer because of larger number of colours. Therefore, it should be decided on which colour should be the dominant ones and the other colours should be used as supplementary.

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Double Complimentary Colour Scheme

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al Impact of Colours

Red: Red evokes action. It is aggressive and demands attention. It can be provocative in its association with love, power and danger (referring blood). If not used tactfully it can look cheap and vulgar. It is a favourite colour when designing for Christmas, Valentine's Day etc. As it creates urgency, mostly used for Sales and discounts.

Pink: It is referred to as sweet (like cotton candy), innocent (like babies), romance and is used intensively when selling to women and girls and on Valentine's Day and Mother's Day. It is caring and reflects hope.

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...arm, pleasant and inviting colour. It encourages socialization and conversations. It is also known to stimulate appetite, which makes it a good choice for restaurant décor and visual merchandising. Orange represents youth, flamboyant, free thinking and impulsive. Merchandise packed in orange are perceived as affordable.

Green: With all its association with the trees, plants, grass etc. green is a colour of rejuvenating, generosity and abundance. It is a cool colour inspiring growth. It is a good choice to show spring and creating a peaceful setting. When combined with yellow, pink and orange can create a cheerful setting.

Yellow: Yellow in its association with the sun evokes energy, happiness, creativity and fun. It helps in the decision making, to concentrate and is logical. It is also associated with cowards.

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...colour for most people, it is calm, trustworthy and peaceful. It promotes professionalism and reliability hence most used in banks and financial institutions. Blue is extensively used a formal merchandise setting.

Violet: It is the colour of royalty. It has been associated with richness and luxury for long and can be used to create a dramatic, mysterious and a fantasy setting in its deep violet shade like the velvet night sky. In its tints it is much softer and can look very feminine like a lavender flower. It encourages creativity.

White: White is the symbol of purity, cleanliness and peace. It can look harsh if used in excess but provides a relive to the eyes when confronted to too much of visual information.
It is greatly used in cosmetic product and beauty stores. When used creatively give a classy minimalism effect.

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Black: It is a neutral colour with the connotations of night, mystery and death. Black represents power and control and can look very sophisticated. It is often used to sell luxury products. However, it can look dull and depressing if overused.

Brown: Associated to the earth and soil, it emits reliability, comfort and support. It does not interfere with displays. However, it can look dull and unexciting if overused. Wooden fixtures look luxurious will designed and used properly. Brown is the colour for strength and maturity.

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Colour Combination in Dresses

1. **Consider intensity, value and contrast when developing colour schemes.**

i) Be careful when using strong contrast and loud colours.

ii) The more intense the colour, the smaller the area it should cover.

iii) The more intense the colour, the softer the second colour should be.

iv) Do not combine two or more strong colours without changing the value or intensity.

v) Do not paint large areas in strong colours.

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pleasing to the eye.

3. Colour contrasts are welcome, but dangerous.

i)   Watch for colour clashes.

ii)   Be careful about confining strong contrasts to small accessories.

iii) Bold combinations can be very effective if done in good taste.

5. Colours are labelled as either warm or cool.

i) **Warm colours are yellow, orange, red and their combinations with black and white. All these hues please the eye, enhance the appearance of the merchandise, and optically push it to the front of the display.**

ii) **Cool colours are blue and green. These colours are calming, soothing and balanced. They create the illusion of enlarging the window.**

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Thanks...