Color Terminology Handout

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| ../Image%20Resources/1998-1-2395-3_pub_01-Web%20Ready%20(475px%20longest%20edge)%20-%20Check%20Copyright%20Before%20Using%20on%20Web.jpg  Andy Warhol, *Flowers,* 1970  The Andy Warhol Museum, Pittsburgh; Founding Collection, Contribution The Andy Warhol Foundation for the Visual Arts, Inc. © The Andy Warhol Foundation for the Visual  Arts, Inc. 1998.1.2395.3  ../Image%20Resources/1998-1-2395-4_pub_01-Web%20Ready%20(475px%20longest%20edge)%20-%20Check%20Copyright%20Before%20Using%20on%20Web.jpg  Andy Warhol, *Flowers,* 1970  The Andy Warhol Museum, Pittsburgh; Founding Collection, Contribution The Andy Warhol Foundation for the Visual Arts, Inc. © The Andy Warhol Foundation for the Visual  Arts, Inc. 1998.1.2395.4 | **Hue:** another name for a color.  **Value:** the lightness and darkness of a color.  **Key color:** dominant color in a color scheme or mixture.  **Intensity or chroma:** the brightness or dullness of a color.  **Temperature** (warm and cool colors): a color’s perceived sense of warmth or coolness. Aggressive (warm) colors: reds, oranges, and yellows. Receding (cool) colors: greens, blues, and violets.  **Color Wheel:** the essential elements of mixing color.  **Color scheme:** the combination of colors on the Color Wheel implemented by artists, designers, and illustrators.  **Shade:** color + black.  **Tint:** color + white.  **Tone:** color + gray.  **Primary colors:** red, yellow, and blue – cannot be mixed from any other colors.  **Secondary colors:** two primary colors mixed together resulting in orange, green, and violet. Tertiary colors: one primary color and one secondary color mixed together.  **Complementary color scheme:** combining a shade, tint, or tone of one color and the color opposite on the Color Wheel.  **Analogous color scheme:** using any shades, tints, or tones of colors that lie adjacent to each other on the Color Wheel.  **Split-complementary color scheme:** choosing one color and using the color to each side of its complement on the Color Wheel.  **Diad:** using two colors that are two colors apart on the Color Wheel. Example: red and orange.  **Triad:** color scheme in which three colors are equally spaced from each other. Example: the three primary colors – red, yellow, and blue.  **Tetrad:** a contrast of four or more colors on the Color Wheel.  **Monochromatic:** using any shade, tint, or tone of one color.  **Achromatic:** a colorless scheme using blacks, whites, and grays.  **Neutral gray:** combination of black and white. |