

O FARBÁCH

RÔZNE UHLY POHL'ADU NA FARBY

UMELECKÝ
POHL'AD

= ESTETIKA

TECHNICKÝ
POHL'AD

= SPRACOVANIE

PSYCHOLOGICKÝ
POHL'AD

= VNÍMANIE

SÉMANTICKÝ
POHL'AD

= VÝZNAMY

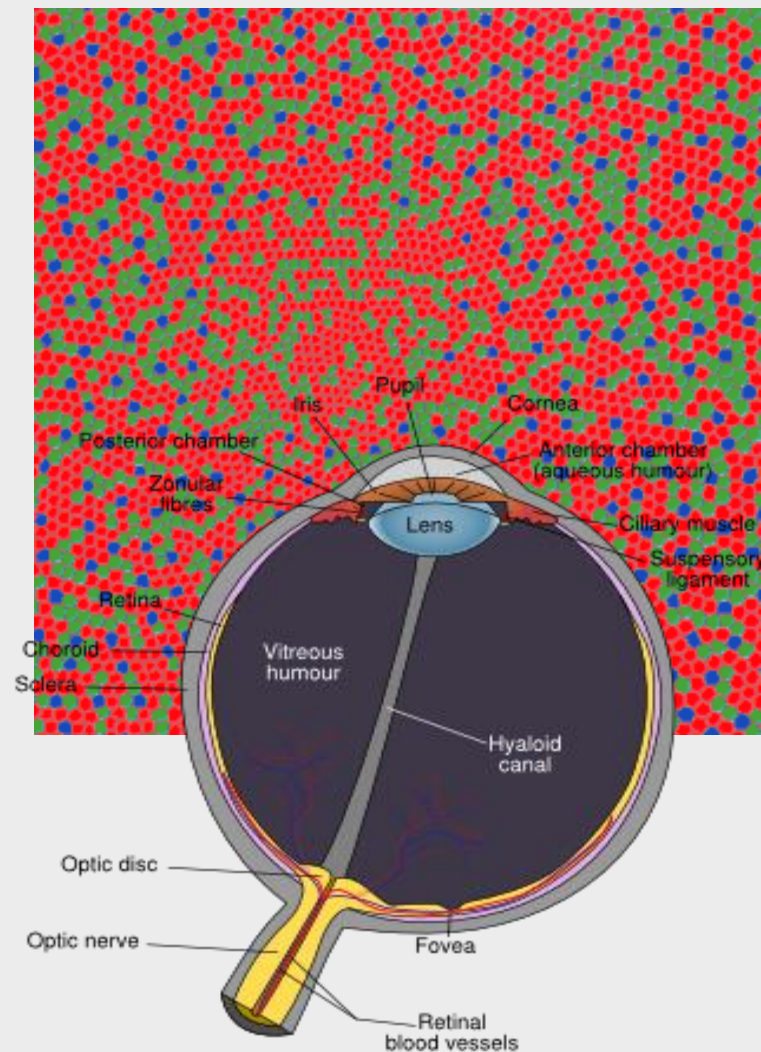
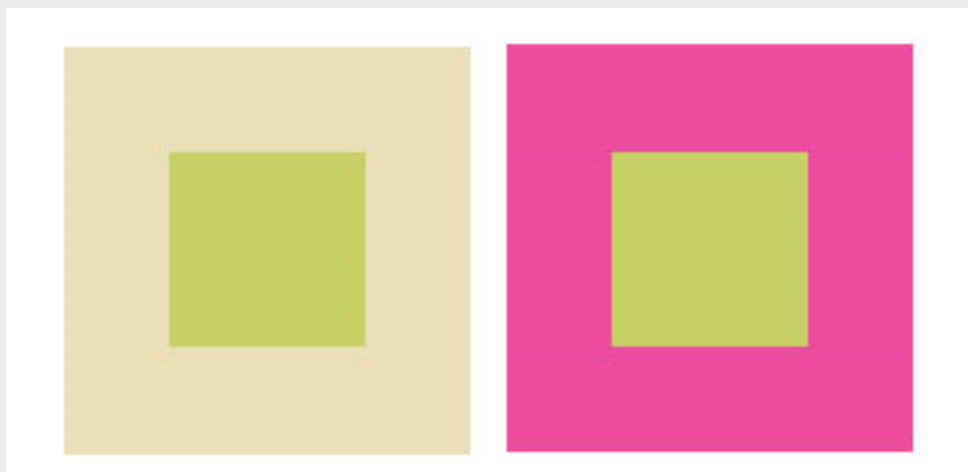
KRÁTKE ZOPAKOVENIE

FARBY VNÍMAME AKO:

Intenzitu svetla (tyčinky)

RGB (čapíky)

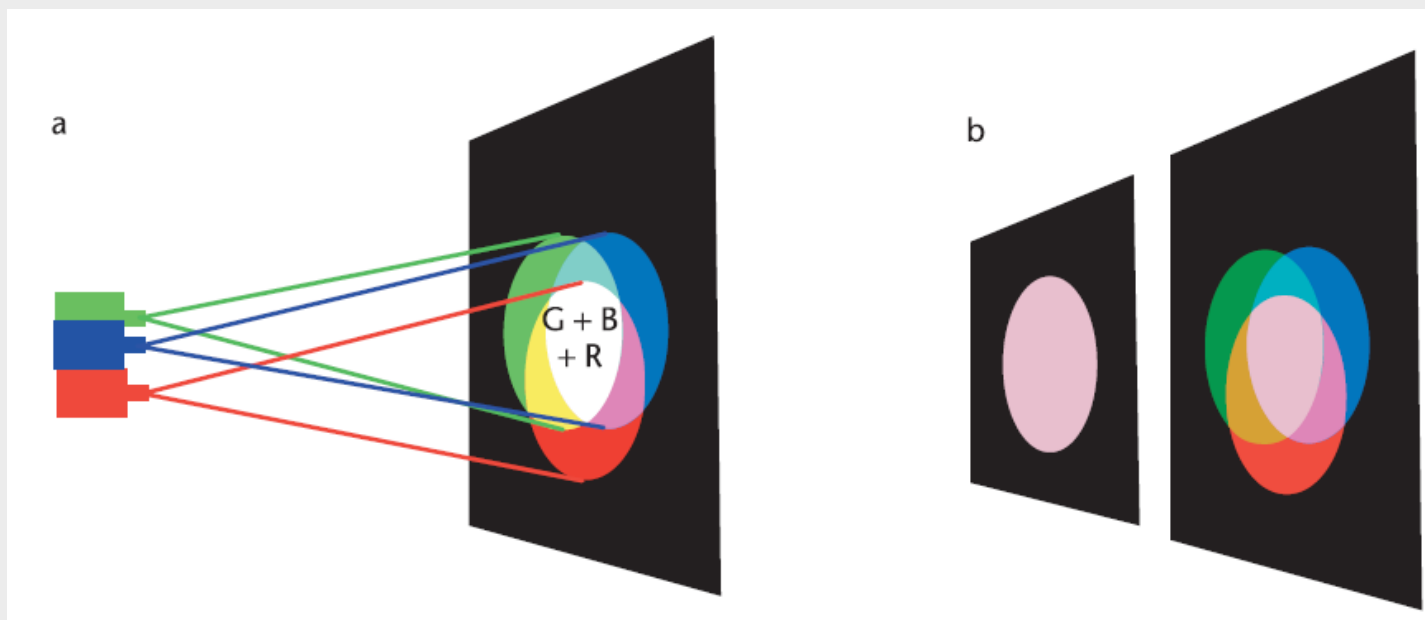
A VNÍMAME ICH
V KONTEXTE



TVORBA FARBY

PRIMÁRNE FARBY

Sada farebných tónov, ktoré sú „nezávislé“
Nedá sa jedna z nich namixovať ostatnými
Ale všetky iné farby z nich vieme namiešať



FAREBNÉ PRIESTORY A FAREBNÉ MODELY

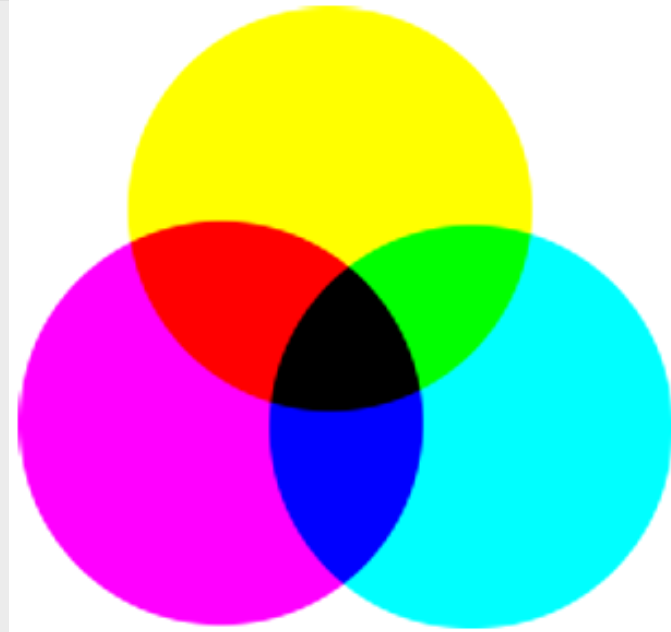
FAREBNÉ MODELY – PRIMÁRNE FARBY

SUBTRAKTÍVNY MODEL

Pridanie farby = menej jasú

Pigmeny blokujú odraz svetla

Tlačiarne

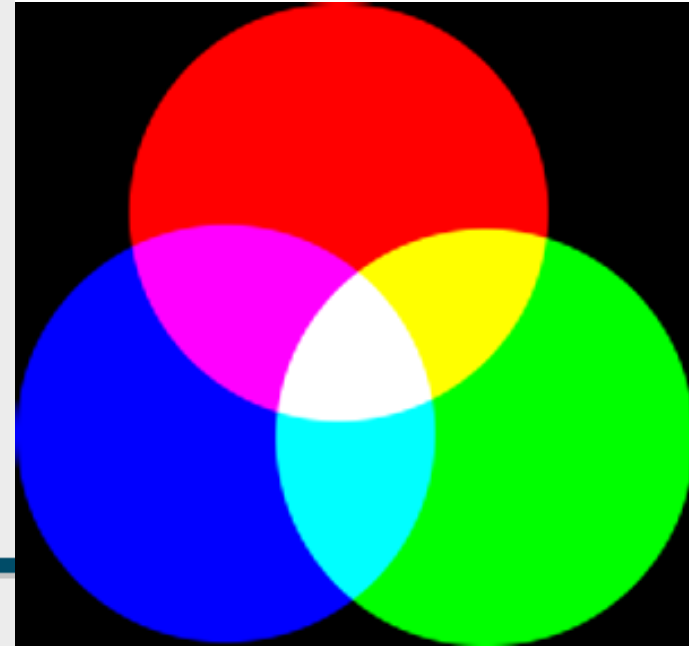


ADITÍVNY MODEL

Pridanie farby = viac jasú

Farebné svetlo

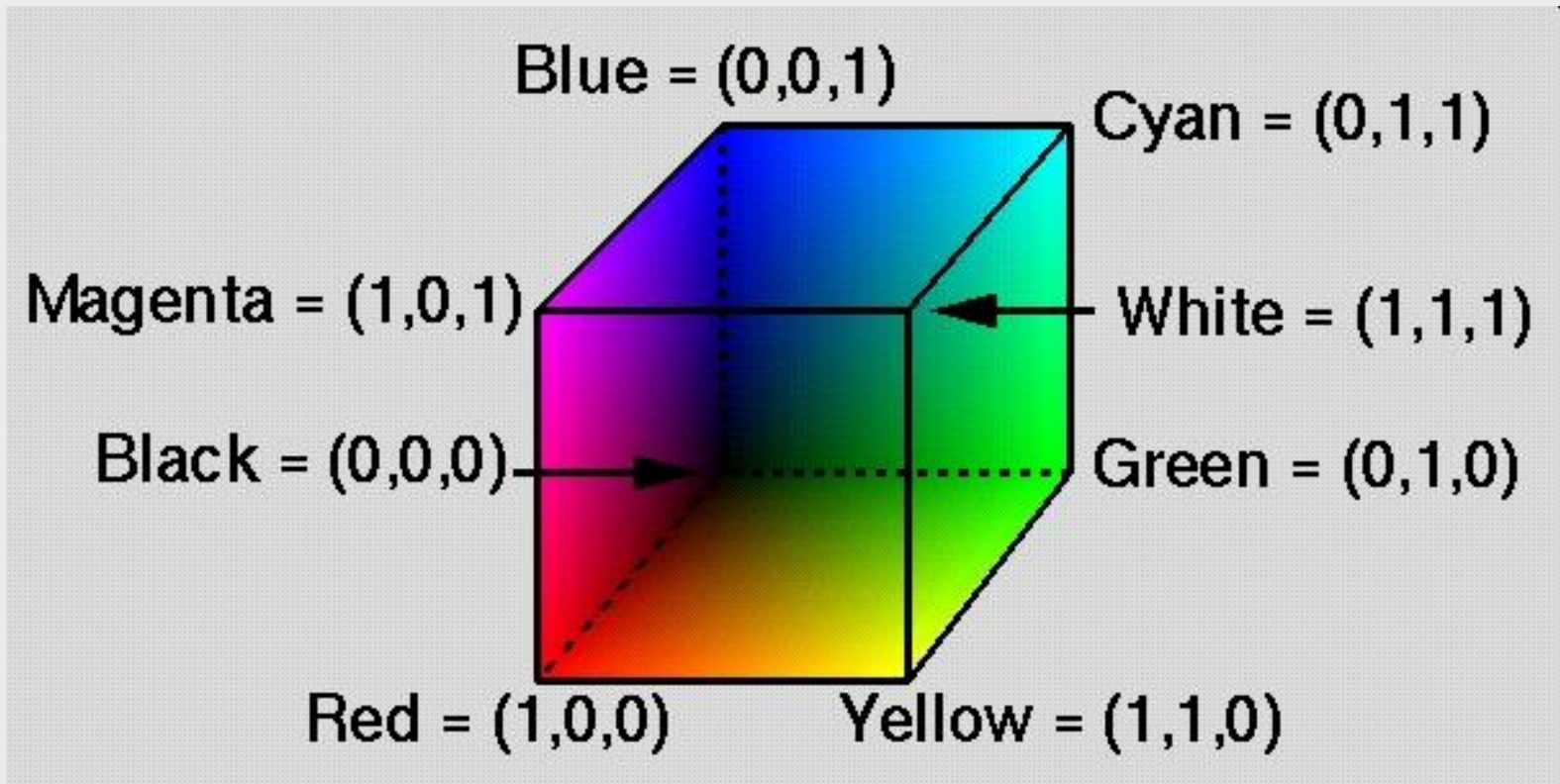
Monitory, projektory



FAREBÉ PRIESTORY – TECHNICKÉ

CMY(K) – SUBTRAKTÍVNY MODEL

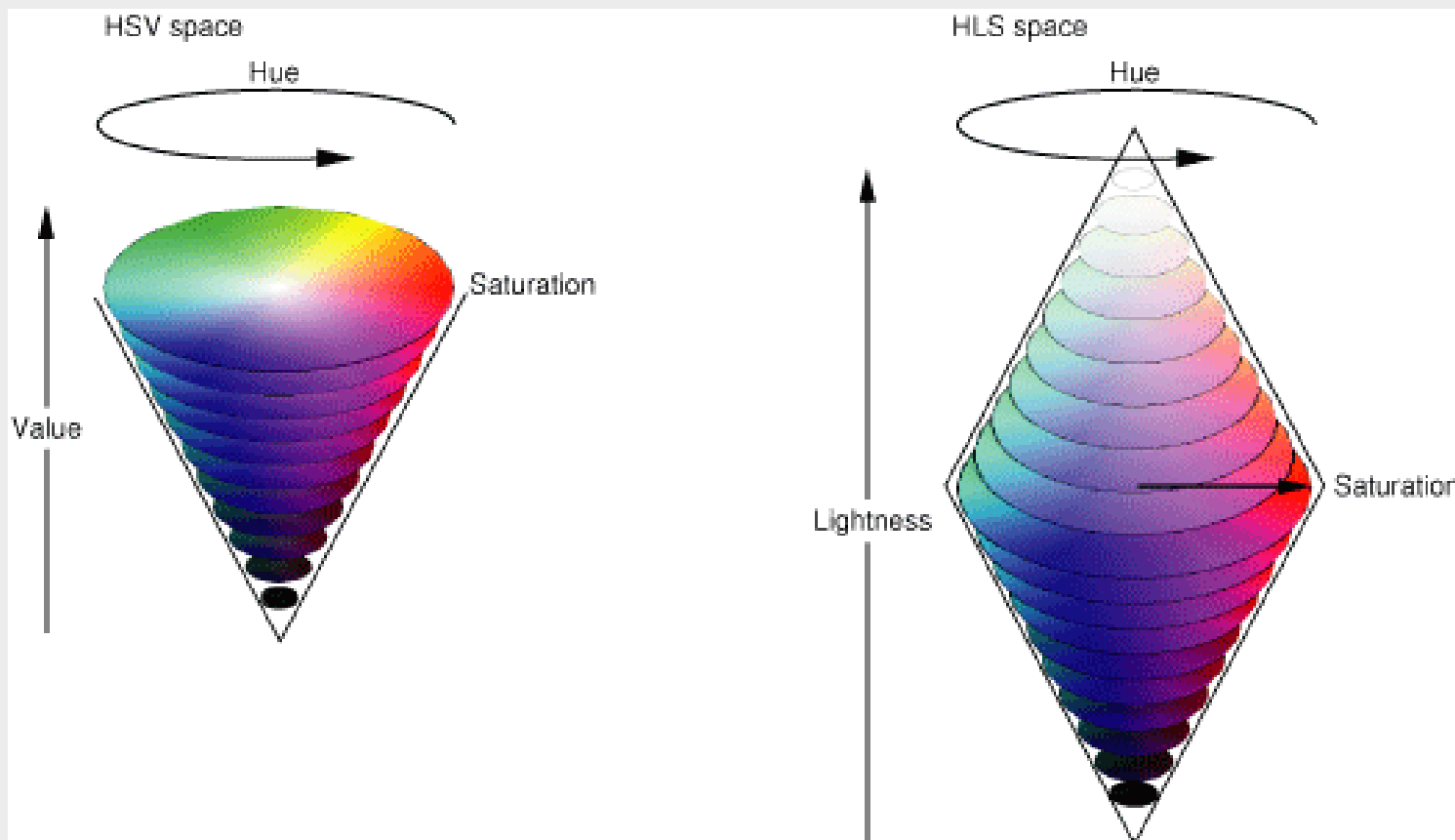
RGB – ADITÍVNY MODEL



FAREBNÉ PRIESTORY – INTUITÍVNE

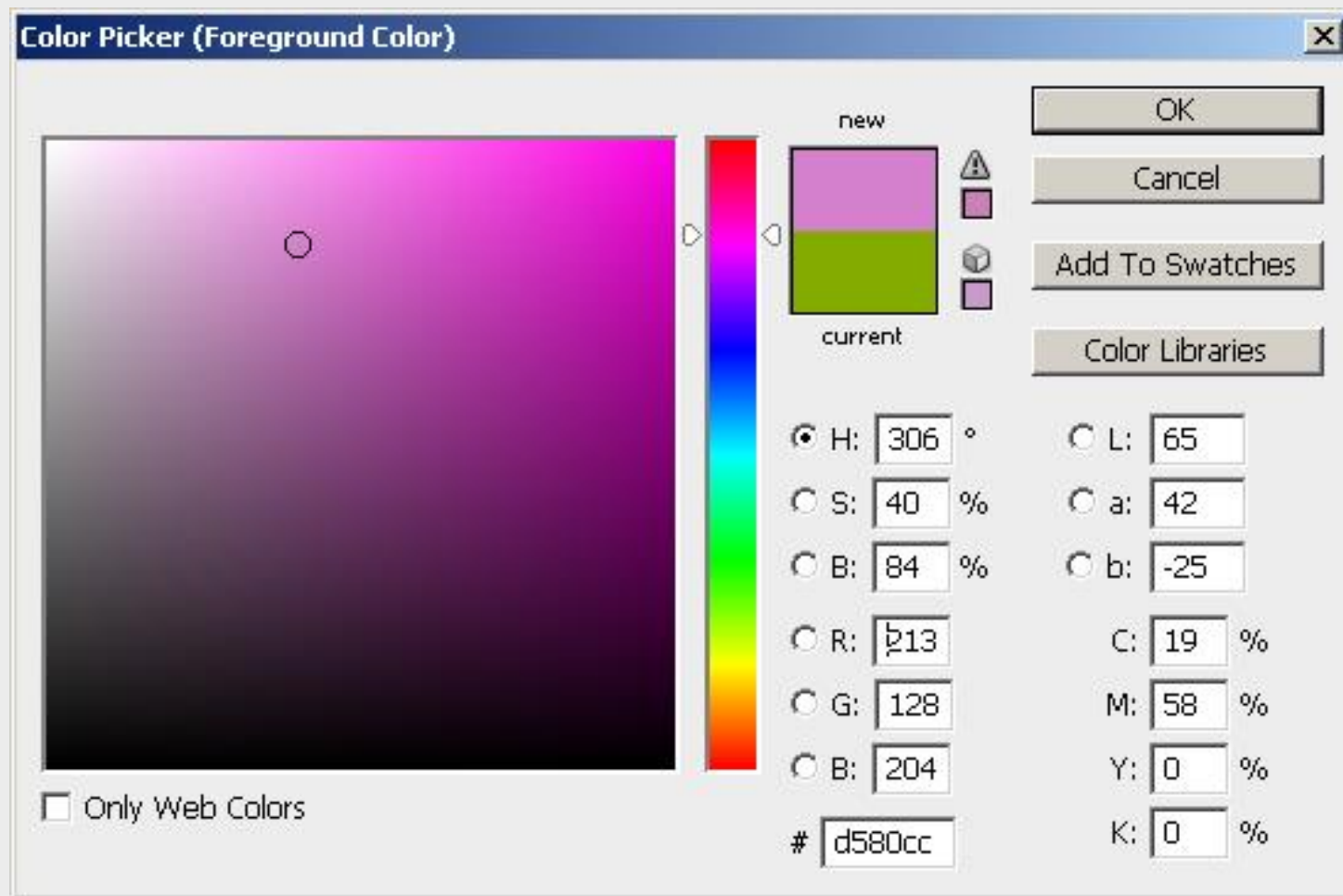
HSB, HSL, HSV

Oddel'ujú tón, sýtosť a jas.



HSB FAREBNÝ DIALÓG

INTUITÍVNA VOĽBA FARBY



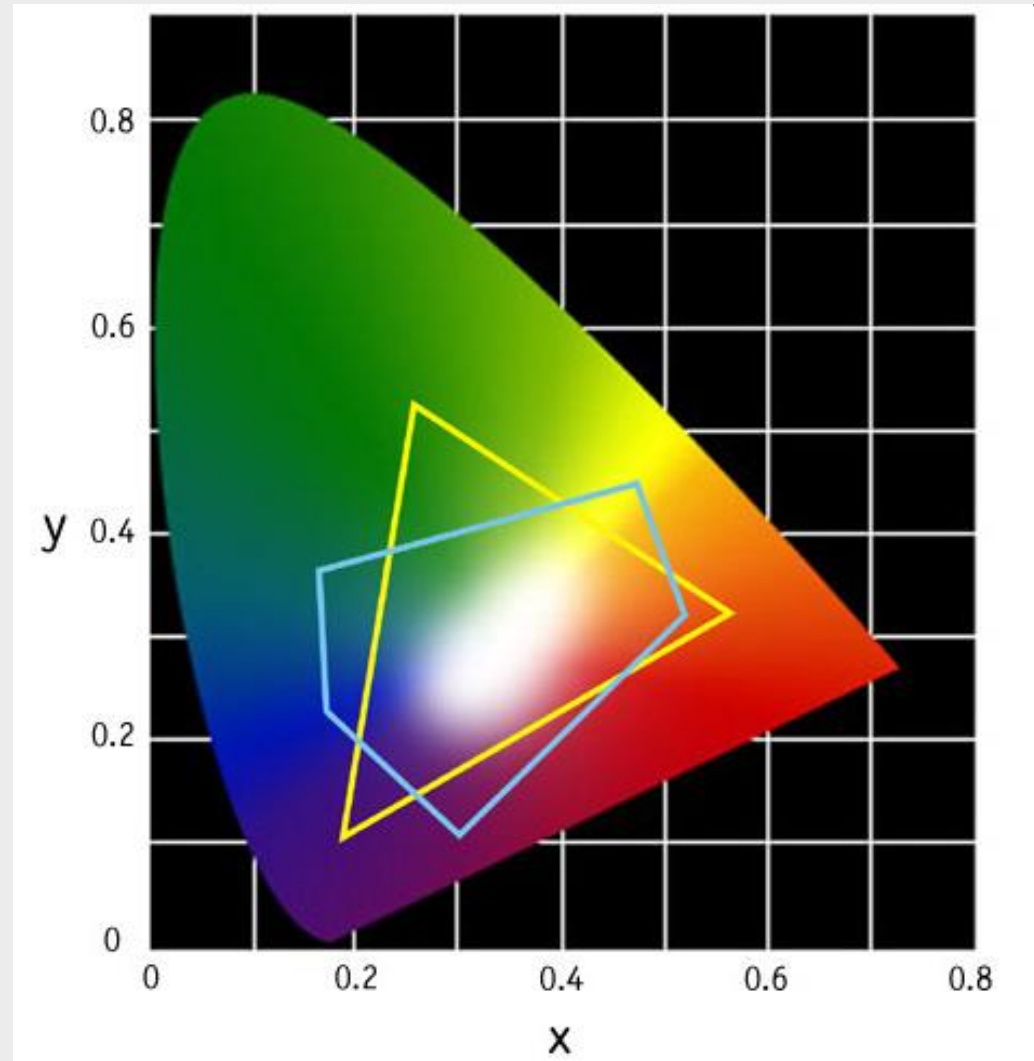
FAREBNÝ PRIESTOR CIE A GAMUT

ČISTÉ FARBY PO
OBVODE

KONVEXNÉ
KOMBINÁCIE
FARIEB V STREDE

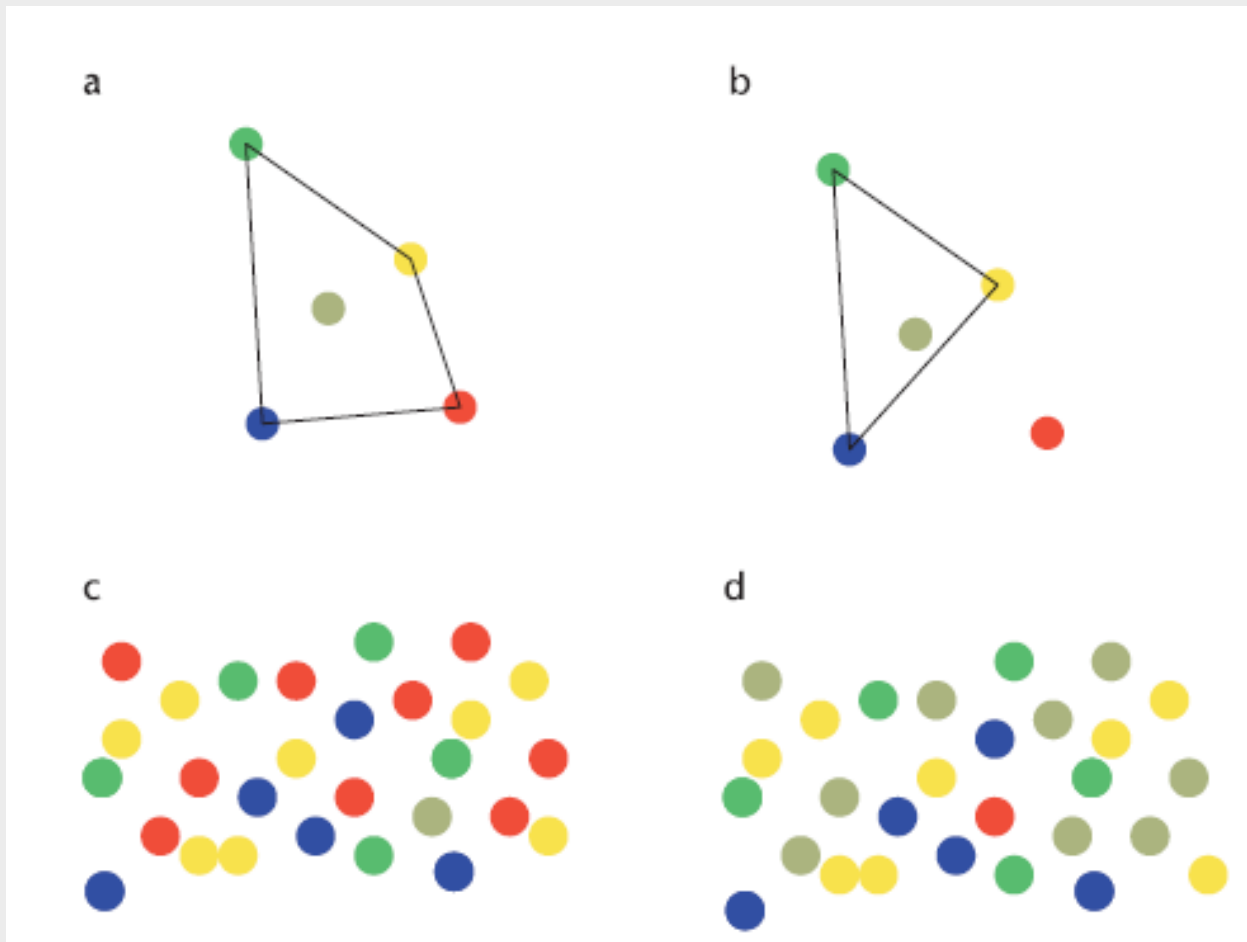
GAMUT

Región obsahujúci
farby, ktorá vie dané
zariadenie zobrazit'



PREATENTÍVNE ODLIŠOVANIE FARIEB

ABY SME VIDELI ODLIŠNÚ FARBU OKAMŽITE



POUŽÍVANIE ODLIŠNÝCH FARIEB

ODLIŠNÉ FARBY:

Čierna a biela

Červená

Žltá, zelená

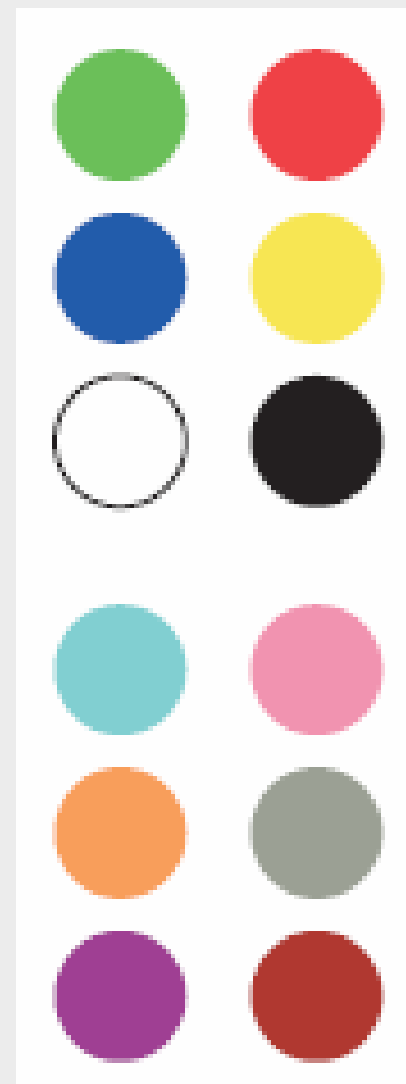
Modrá

UNIKÁTNE TÓNY

VYUŽITIE:

Označenie rôznych skupín, kategórií

Pozor na obmedzený počet



FAREBNÁ ESTETIKA

FAREBNÉ KOLESO – AKO FARBY „LADIA“

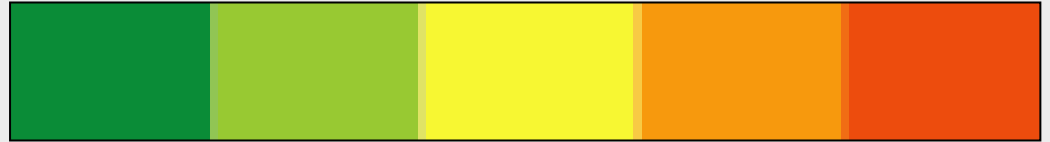


FAREBNÉ SCHÉMY

MONOCHROM



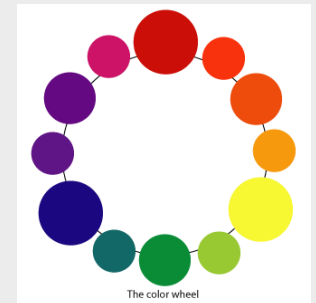
ANALOGICKÁ



KOMPLEMENTÁRNA
Rozštiepená kompl.



TRIÁDY

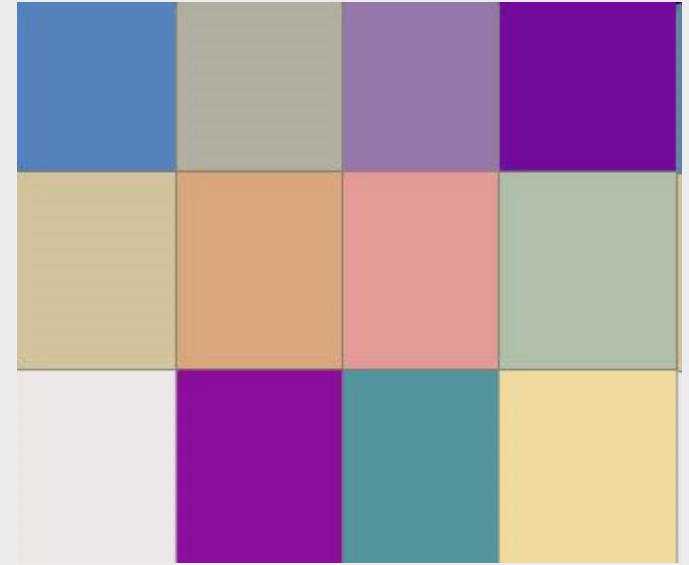


FAREBNÉ SCHÉMY – POKROČILÉ

- DESATUROVANÉ FARBY
- PASTELOVÉ TÓNY
- ZEMITÉ TÓNY

STUDENÁ ŠEDÁ

TEPLÁ ŠEDÁ



PRÍKLADY SCHÉM



PRÍKLADY SCHÉM



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ANALOGICKÁ SCHÉMA

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Beds: 3 Type: Single Family
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News & Events

01 Jun
Asian nation, rule and some personal news posted.
Newspaper items listed at the bottom right. Right hand column repeat. Below left. Right hand, at bottom right. Read More

13 May
Fido and Jerry provide some petting and some history.
Newspaper items listed at the bottom right. Right hand column repeat. Below left. Right hand, at bottom right. Read More

01 Jun
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MONOCHROMATICKÁ SCHÉMA



KOMPLEMENTÁRNE FAREBNÉ SCHÉMY



KOL'KO SCHÉM SA DÁ VYMYSLIEŤ?

Calm Serenity



0 LOVES
0 COMMENTS

My pink



0 LOVES
0 COMMENTS

Wild desert



0 LOVES
0 COMMENTS

Los Abedules



0 LOVES
0 COMMENTS

Lambia



0 LOVES
0 COMMENTS

Iris Coffee



2 LOVES
2 COMMENTS

Her Majesty Death



1 LOVE
1 COMMENT

My side



0 LOVES
0 COMMENTS

My room is so small



0 LOVES
0 COMMENTS

i digress.



0 LOVES
0 COMMENTS

lovely holiday.



2 LOVES
0 COMMENTS

Nice scarf



2 LOVES
0 COMMENTS

ebiz



0 LOVES
0 COMMENTS

Nutella



0 LOVES
0 COMMENTS

Anadyr



0 LOVES
0 COMMENTS

Other Spring Palette



0 LOVES
0 COMMENTS

On the beach



1 LOVE
0 COMMENTS

KissMeWithEyesClosed



5 LOVES
0 COMMENTS

engineercreate1



0 LOVES
0 COMMENTS

new day



0 LOVES
0 COMMENTS

Vintage t-shirt



1 LOVE
2 COMMENTS

Dublin



0 LOVES
0 COMMENTS

Eagle Creek APC



1 LOVE
1 COMMENT

contraproductivities



1 LOVE
0 COMMENTS

Marias



1 LOVE
0 COMMENTS

at the beach



0 LOVES
0 COMMENTS

hally pru



0 LOVES
0 COMMENTS

Crepúsculo



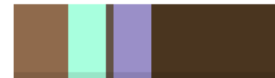
1 LOVE
0 COMMENTS

u can change this



1 LOVE
1 COMMENT

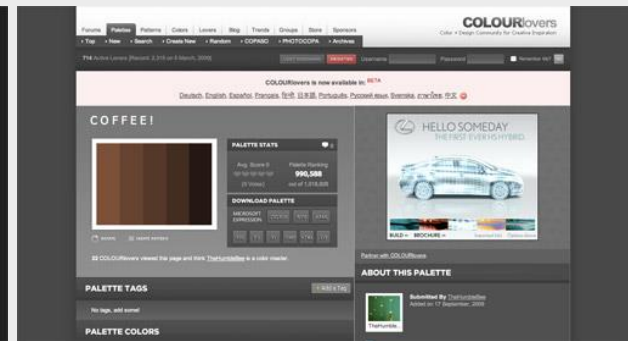
Stuck in the Middle



2 LOVES
1 COMMENT

<http://www.colourlovers.com/>

VIAC ZDROJOV:



25 AWESOME TOOLS FOR CHOOSING A WEBSITE COLOR SCHEME

<http://designshack.net/articles/inspiration/25-awesome-tools-for-choosing-a-website-color-scheme>

ANATÓMIA FARBY

FARBA POZOSTÁVA Z:

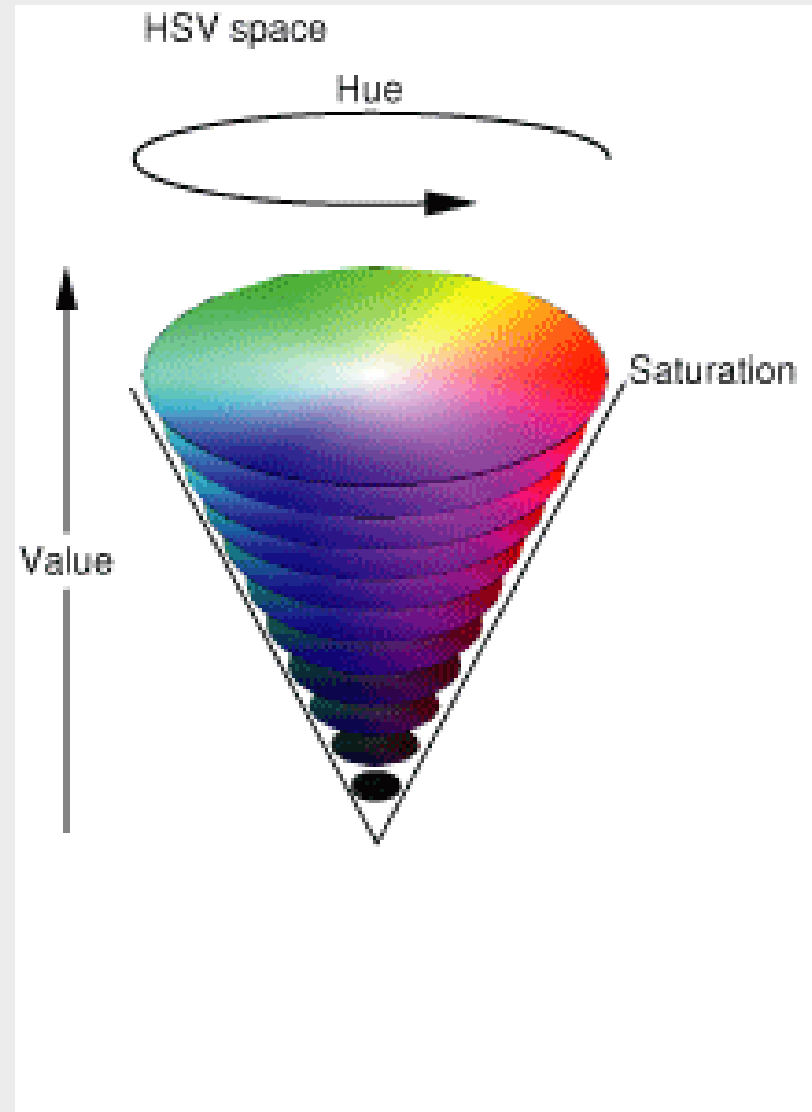
TÓNU

Nosič významu farby

SÝTOŠŤ, JAS

Can be used to increase or decrease differences

Can be put to contrast, one with another



COLOR SATURATION

EMPHASIZES DIFFERENCES

More contrast

Text on background

Dramatic effect

LESS SATURATION

ERASES THE DIFFERENCES

More possible color combinations

Pastel colors e.g.

Soothing effect



COLOR BRIGHTNESS

Can be used to create contrast even between similar (analogous) colors by putting saturation and brightness to contrast and keeping the hue the same



“MERE COLOR, UNSPOILED BY
MEANING, AND UNALLIED WITH
DEFINITE FORM, CAN SPEAK TO
THE SOUL IN A THOUSAND
DIFFERENT WAYS.”

OSCAR WILDE

MEANING OF COLORS

COLOR TEMPERATURE

NOT THE SAME AS COLOR TEMPERATURE ☺

WARM HUES

- purple, **red**, **yellow**, **orange**, green, **black**
- come closer - comfort, coziness
- vivid: action, life

COLD HUES

- purple, **magenta**, **blue**, **cyan**, green, **white**
 - stand back - more room
 - calm: not alive, alien
-

COLOR TEMPERATURE



MEANING OF COLORS: RED



MEANING OF COLORS - RED

LOVE, PASSION, LIFE, SEXUALITY
DANGER, ANGER, BLOOD, VIOLENCE,
EMERGENCY
SPEED, HEAT

CULTURAL SPECIFICS

China - positive

India - purity

Africa - health



MEANING OF COLORS - BLUE



MEANING OF COLORS - BLUE

STABILITY, PEACE, HOPE, SECURITY
SPIRITUALITY, PURITY, HARMONY
DEPTH, INFINITY, DISTANCE, COLD

CULTURAL SPECIFICS:

Jews - holiness

China - immortality

India - deity



MEANING OF COLORS - GREEN



MEANING OF COLORS - GREEN

HEALTH, GROWTH, PROSPERITY, FERTILITY,
RENEWAL

NATURE, ENVIRONMENT, ECOLOGY
INNOCENCE, VIRGINITY, YOUTH

CULTURAL SPECIFICS

Islam

Ireland



MEANING OF COLORS - BLACK

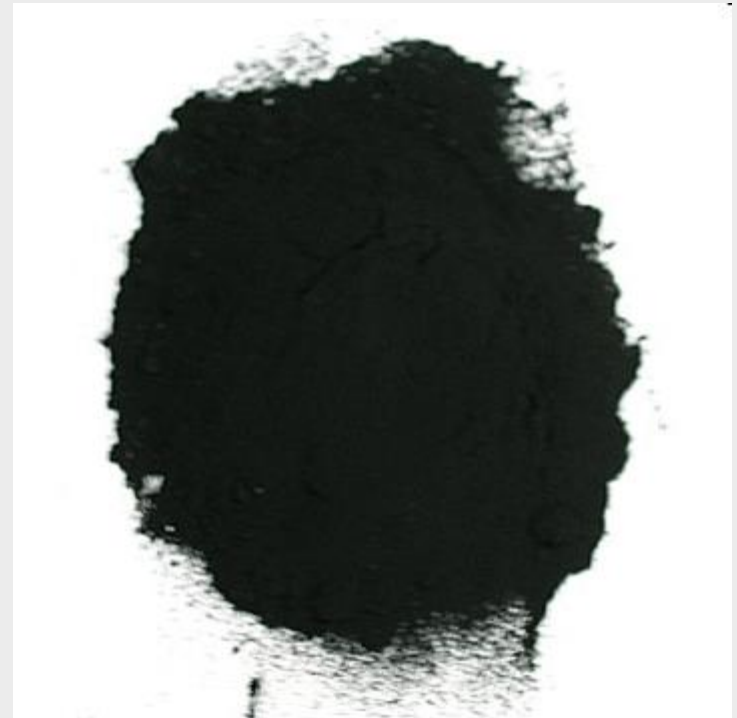


MEANING OF COLORS - BLACK

MYSTERY, EVIL, MORTALITY, SEXUALITY
WEALTH, ELEGANCE, LUXURY, POWER

CULTURAL SPECIFICS

Japan - age, experience



COLOR SYMBOLISM



David Lynch: Twin Peaks

TECHNICAL ISSUES

COLOR CONVERSION

RGB $\leftrightarrow$ CMYK

Most common

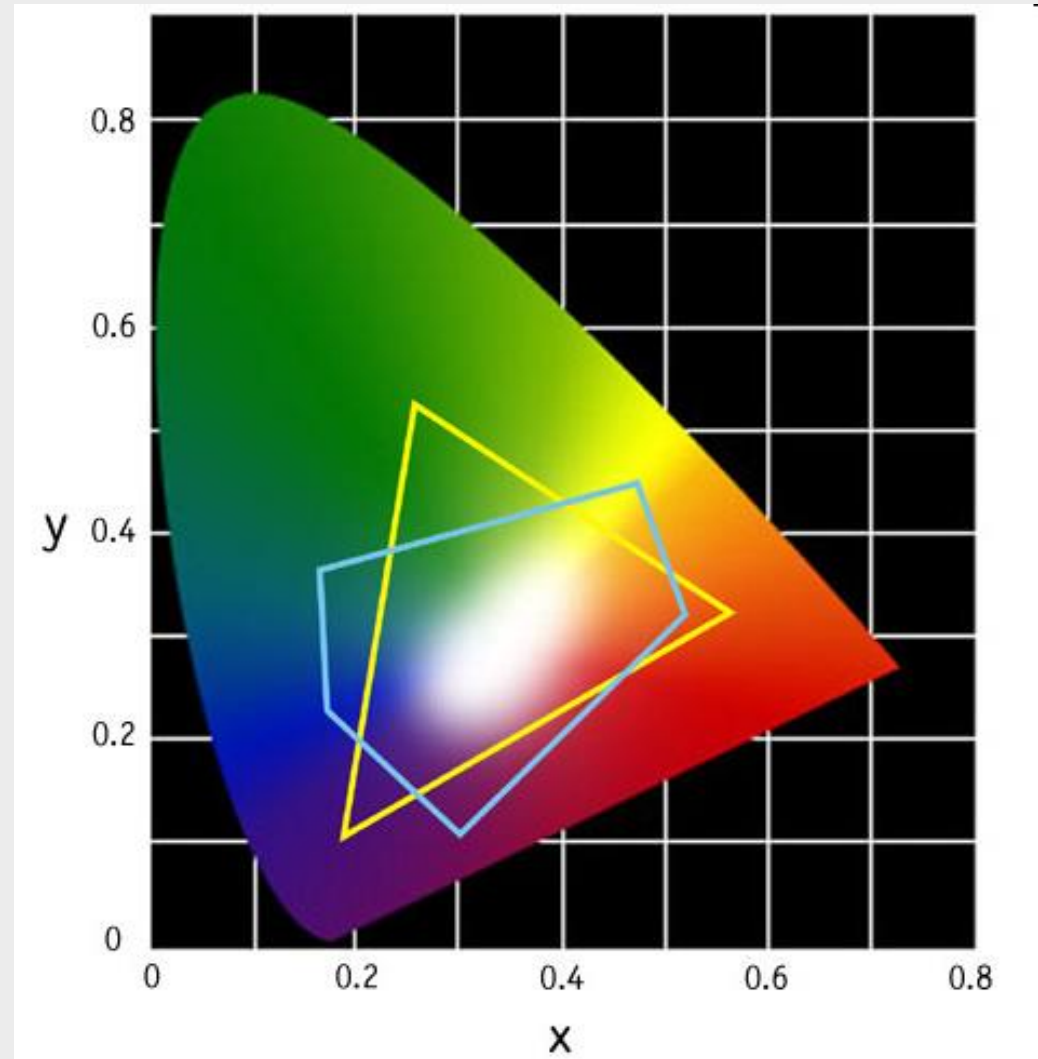
Not safe

Gamut

DEVICE PROFILES
(ICC PROFILES)

Calibration

RGB $\leftrightarrow$ HSV $\leftrightarrow$
 $\leftrightarrow$ HSL WORKS OK



SAFE COLORS

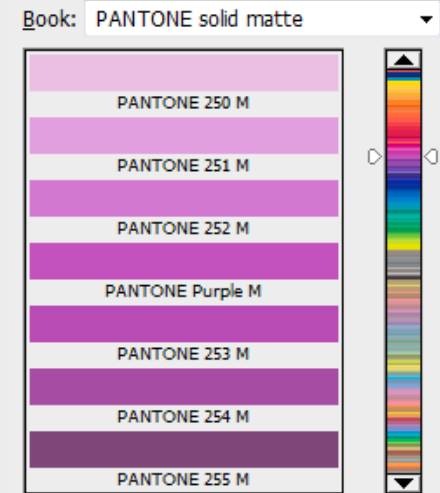
USED TO BE WEB SAFE COLORS (#XXYYZZ)

Obsolete, full RGB is supported now

PRINT COLORS:

- Spot colors - 1 pre-mixed ink
- Process colors - 4 inks (CMYK)
- PANTONE - agreed standard

IF NOT PANTONE
AT LEAST CMYK.



EXAMPLE OF DEFINITIONS

PMS

!=

CMYK

!=

RGB



PMS 260



C: 66
M: 100
Y: 6
K: 28



R: 98
G: 37
B: 103
HTML: 622567

PMS CONTAINS LESS COLORS THAN CMYK

CMYK <-> RGB CAN BE CALCULATED
BUT THE RESULT MIGHT NOT BE THE SAME

Consider monitor, printer, color profiles, gamut...

CORPORATE COLORS

PURPOSE OF CORPORATE COLORS

IDENTIFY BRAND WITHOUT ADDITIONAL INFO

Speed up identification

CREATE BASIS FOR MESSAGE OF GRAPHICS

Money / food / travel / health ...

Speed up understanding

DIFFERENTIATE SIMILAR BRANDS
(COMPETITION)

NOT UNIQUE ☹️

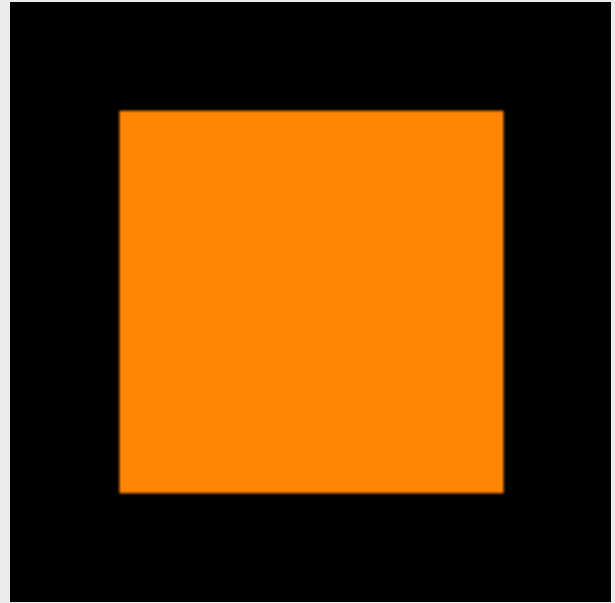
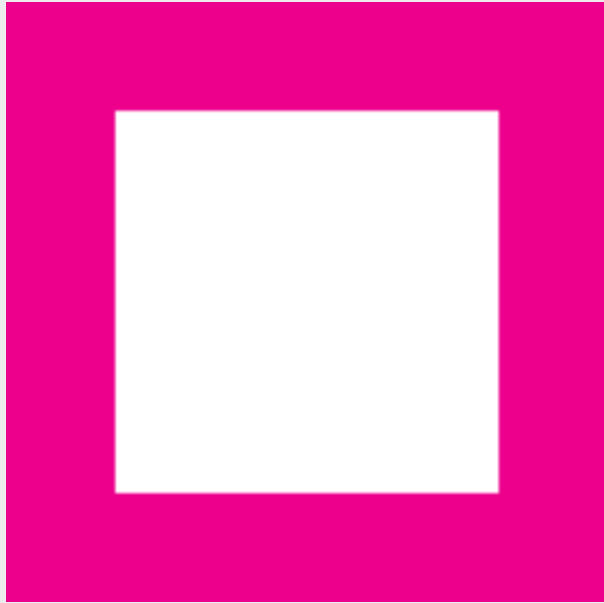
GUESS THE COMPANIES



WHICH OTHER
COMPANIES
USE THE RED/YELLOW
COMBINATION?



GUESS THE COMPANIES



NEXT:
LOGO DESIGN