

SEP 27 1990

Color is a tool you use to create beauty. But to use color well, you need to understand what color is, and you must know how to use it. If you know how to use color, you can make your environment a nicer place.

An easy way to see color relationships and choose color schemes is to use a color wheel.



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## **Hue, Value, and Intensity**

Colors differ in hue, value, and intensity.

Hue is the name of a color, such as yellow, red, or blue.

Colors can be light, dark, or in-between. This is called value. When a color has white added to it, it is a tint and is lighter in value. When a color has black added to it, it is a shade and is darker in value.

Intensity is the brightness or dullness of a color. A color as we see it on a color wheel is of full intensity (bright), but if we add a bit of its complement (the opposite color on the wheel), it becomes dull. For example, adding a little green to bright red will make the red duller.

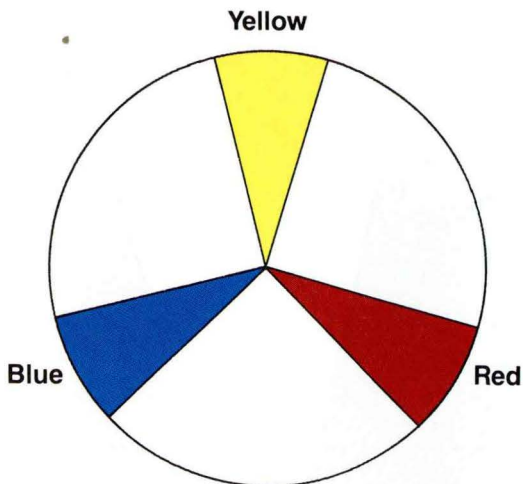
Remember, each color has all three qualities, **hue, value, intensity**. For example, the 4-H emblem is green (hue), medium (value), and bright (intensity).

Colors can be warm or cool. The warm hues are the ones seen in the sun or fire: yellow, orange, red. Cool hues—greens and blues—are found in the restful elements of nature, such as the sky, water, and grass.

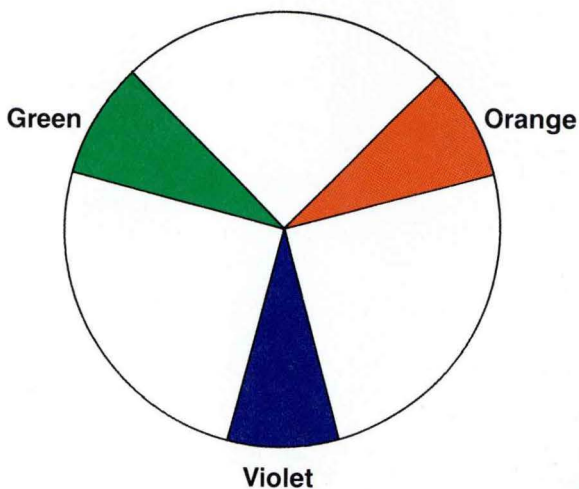
With your eyes, you should see three things in each color:

- What color (its hue or name),
- Its lightness or darkness (its value), and
- Its brightness or dullness (its intensity).

There are hundreds of individual colors, but all of them are derived from the three **primary hues**:



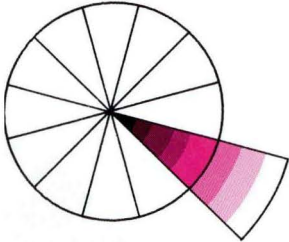
**Secondary hues** are a combination of the primary hues:



Yellow + red = orange; red + blue = violet;  
and blue + yellow = green.

## Monochromatic

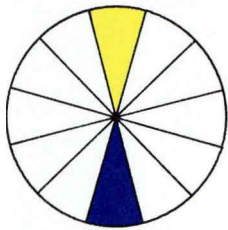
Monochromatic color combinations are made up of one hue in different values and intensities. For example, this might be a combination of pink and deeper rose with the neutral white used for large areas. •



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## Complementary

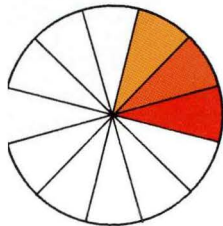
These are hues that are directly opposite each other on the color wheel, such as yellow and violet, or red and green. These combinations have the strongest hue contrast.



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## Analogous

These are hues that are next to each other on the color wheel. These colors have one color in common, such as yellow and orange (yellow + red); green (blue + yellow) and yellow; or blue, blue-green, and green.





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# color

