

MAY ALMIGHTY ALLAH PROTECT US ALL FROM THIS PANDEMIC SITUATION

Department of Art & Design
IQRA National University

MID SEMESTER ASSIGNMENT SPRING 2020

Course Code: FC-121

Program: BID

Course Title: Color Study

Module: Semester 1

Prerequisite: None

Total Marks: 30

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Note: Attempt all questions:

Q. No.	Part	Question	Marks
1.		Fill in the blanks:	10
	a)	Shades can be achieved by adding black to the hue.	
	b)	Red color converted into pink tone by adding WHITE color.	
	c)	Humans pursue colors with different WAVELENGTH of light.	
	d)	The term CHROME defines purity of color.	
	e)	Lightness and darkness of the color is called VALUE .	
	f)	Color HARMONY reflects pleasing look of colors.	
	g)	Multiple tones of COLORS COMPLEMENTARY are used to create earth tones.	
	h)	seemles effect is properly achieved through water color technique.	
		The INTENSITY of color shows dullness and	

	i)	brightness.	
	j)	Light blue, dark blue and blue falls in TONAL color scheme.	
2.	(A)	Explain analogous color scheme with examples?	5
	(B)	Difference triadic color scheme and tetradic color scheme?	5
	(C)	Describe complementary colors?	5
3.		<p>Choose the correct answer:</p> <p>a) Color wheel consist of TWELE color families. (twelve, three, six)</p> <p>b) HIGH saturation can be used to show backgrounds and secondary objects. (high, neutral, low)</p> <p>c) Color harmony is also known as COLOR IMPACT. (color impact, color chords, color context)</p> <p>d) Yellow ochre color signifies EARTH TONE. (achromatic colors, neutral colors, earth tones)</p> <p>e) Basic colors are called PRIMARY. (secondary, primary, Intermediate)</p>	5

Q#2 PART (A); Explain analogous color scheme with examples?

Analogous color scheme

Analogous (or adjacent colors) is a color scheme using one base color and two secondary colors placed symmetrically around it on the color wheel. The base color is main, while the secondary colors should be used only for highlights and accents. It

always looks very elegant and clear. One color is used as a dominant color while others are used to enrich the scheme

Examples, red and orange are analogous colors; orange and yellow are analogous colors; green and blue are analogous colors; blue and violet are analogous colors. A simple analogous color scheme can include three adjacent hues of a twelve-hue color wheel.

Q#2 PART (B); Difference triadic color scheme and tetradic color scheme?

Triad/ Triadic Colors

Triadic colors are evenly spaced around the color wheel and tend to be very bright and dynamic.

Using a triadic color scheme in your marketing creates visual contrast and harmony simultaneously, making each item stand out while making the overall image pop.

A triad color scheme is comprised of three colors evenly spaced on the color wheel. The two most basic triad palettes are the primary colors red, blue, and yellow and the secondary hues orange, purple, and green.

Examples of triadic colors

Triadic Colors List

Red, Yellow, Blue.

Red-orange, Yellow-green, Blue-violet

Orange, Green, Violet.

Yellow-orange, Blue-green, Red-violet

Tetrad Colors

A tetrad is a color scheme, a special variant of the dual color scheme, with the equal distance between all colors. All four colors are

distributed evenly around the color wheel, causing there is no clear dominance of one color.

For example: orange, yellow-green, blue and violet. These colors form a square on the color wheel, with each color being spaced two colors apart from the other colors. This harmony is comparable to the Tetradic harmony but with the four colors spaced evenly around the color wheel.

Rectangle (tetradic) color scheme

The rectangle or tetradic color scheme uses four colors arranged into two complementary pairs.

This rich color scheme offers plenty of possibilities for variation.

Tetradic color schemes works best if you let one color be dominant.

You should also pay attention to the balance between warm and cool colors in your design.

Q#2 PART (C); describe complementary colors?

Complementary Colors

Complementary colors, on the other hand, are across from each other on the wheel.

Complementary colors are any two colors which are directly opposite each other, such as red and green and red-purple and yellow-green.

Red + Green

Red-orange + Blue-green

Orange + Blue

Yellow-orange + Blue-purple

Yellow + Purple

Red-purple + Yellow-green

Complementary color scheme

Colors that are opposite each other on the color wheel are considered to be complementary colors (example: red and green). The high contrast of complementary colors creates a vibrant look especially when used at full saturation. This color scheme must be managed well so it is not jarring.