

# Färglära

1. Describe the difference between primary, secondary and Pantone Matching System)

The primary colors are RGB (Red, Green & Blue) CMYK (Yellow, Magenta & Cyan)

The secondary colors are created by mixing the primary colors.

Tertiary color are created by mixing secondary.

2. What are complementary colors, and how can these be used in graphic communication?

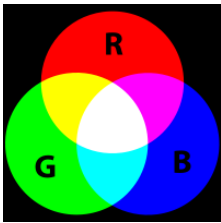
Complementary colors are paired colors when next to each other they become brighter. Complementary colors are used in many ways for example: clothes and shoes with logos, company name logos, advertising, Book titles and Children Learning tools.

3. What is meant by additive and subtractive color mixing. When are the different variations?

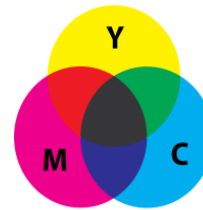
The meaning of additive and subtrative color mixing is adding and taking away light from the colors.

Additive colors Red, Green & Blue are put together you will get a white color.

subtractive colors Red, blue and yellow you will get a black color.



Additive color mixing



Subtractive color mixing

4. What is the color spaces selected for RGB and CMYK.

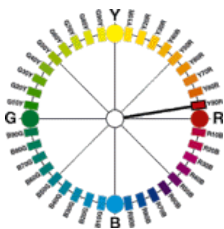
RGB has a wider color space than CMYK.

RGB has 70% spaces

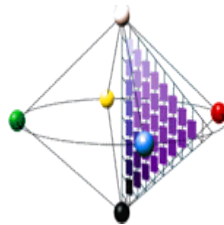
CMYK has 20% spaces

5. What is the NCS and PMS used for - when you use these color schemes, and how are they structured?

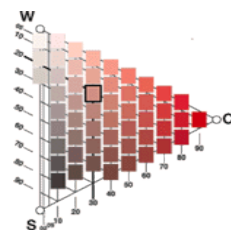
The NCS (Natural Color System) contains six pure colors, which are white, Black, Yellow, Red, Blue and Green  
This system is used for color painting.



NCS Color Space



NCS Color Space



NCS Color Triangle

PMS (Pantone Matching System) both systems are Swedish standard and other European countries. PMS is used for printing. This system contains 1114 colors.

6. Color Psychology: How to color reinforce the message? Is there any color that clearly can be linked to a particular function or feeling?

### **Red**

The most emotionally intense color, red stimulates a faster heartbeat and breathing. It is also the color of love. Red clothing gets noticed and makes the wearer appear heavier. Since it is an extreme color, red clothing might not help people in negotiations or confrontations. Red cars are popular targets for thieves. In decorating, red is usually used as an accent. Decorators say that red furniture should be perfect since it will attract attention.

### **Blue**

The color of the sky and the ocean, blue is one of the most popular colors. It causes the opposite reaction as red. Peaceful, tranquil blue causes the body to produce calming chemicals, so it is often used in bedrooms. Blue can also be cold and depressing. Fashion consultants recommend wearing blue to job interviews because it symbolizes loyalty. People are more productive in blue rooms. Studies show weightlifters are able to handle heavier weights in blue gyms.

### **Green**

Currently the most popular decorating color, green symbolizes nature. It is the easiest color on the eye and can improve vision. It is a calming, refreshing color. People waiting to appear on TV sit in "green rooms" to relax. Hospitals often use green because it relaxes patients. Brides in the Middle Ages wore green to symbolize fertility. Dark green is masculine, conservative, and implies wealth. However, seamstresses often refuse to use green thread on the eve of a fashion show for fear it will bring bad luck.

### **Yellow**

Cheerful sunny yellow is an attention getter. While it is considered an optimistic color, people lose their tempers more often in yellow rooms, and babies will cry more. It is the most difficult color for the eye to take in, so it can be overpowering if overused. Yellow enhances concentration, hence its use for legal pads. It also speeds metabolism.