Principles of Design/Color STUDY GUIDE
You will need to know all this information for the test.

Principles of Design:
BALANCE-- A sense of equal weight or interest in all areas.
PATTERN-- This is created by repeating a line or shape over
and over in a planned way.
EMPHASIS-- This catches and holds the viewer’s attention.
   It’s a focal point—the first thing you’ll notice.
RHYTHM--This produces a sense of action or movement by
   leading the viewer’s eye.
HARMONY/UNITY-- Similarities make the parts of your design feel
   like they belong together.
VARIETY/CONTRAST-- Differences help keep your design from becoming boring.
PROPORTION-- This refers to the relationship of one shape or object to another in size and
   scale.  (The parts seem like they are the right size for each other.)

Color Schemes :
COMPLEMENTARY-- 2 colors, opposite each other on the wheel
ANALOGOUS-- 3 colors, next to each other on the color wheel
MONOCHROMATIC--one color, with its tints and shades
TRIAD--3 colors, equally spaced on the color wheel
SPLIT COMPLEMENT-- a color, and the colors on each side of its complement

Other Color Terms:
VALUE-- refers to the darkness or lightness of a color.
INTENSITY--refers to the brightness or dullness of a color.
COOL-- Green, blue, purple and other mountain/water colors are cool colors.
WARM-- Fire colors (red, yellow, orange) are warm colors.
HUE-- a color on the color wheel
NEUTRAL-- Black, brown, white, grey and other “colors” that are NOT on the color wheel.
SHADE-- Adding black to a color creates a shade.
TINT-- Adding white to a color creates a tint.
PRIMARY-- Red, yellow and blue are the primary colors.  These can be mixed to create the
   other colors.
SECONDARY-- Green, purple and orange are the secondary colors.  These are made by
   mixing equal amounts of 2 primary colors.