

Color Combinations & Modes

Principles of Publication Design

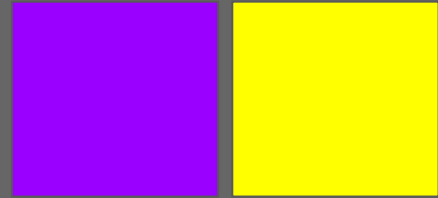
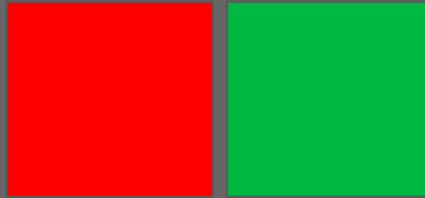
TODAY

We will understand the differences between color modes and ways to combine colors to convey certain moods and messages.

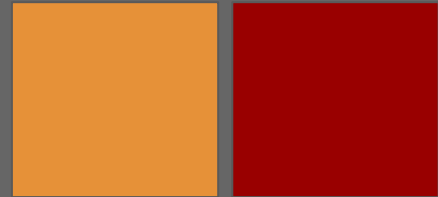
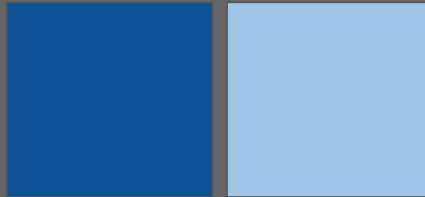
I will choose a hue and color scheme to fit the mood of a set of words.

ON YOUR OWN

What do each of the color combinations on the right remind you of?



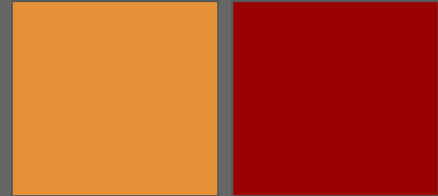
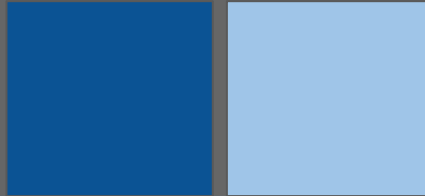
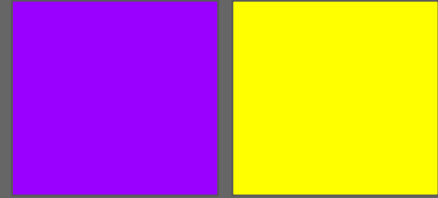
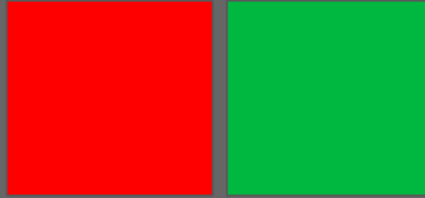
What kind of vibe/emotion do they give off? Why?



ON YOUR OWN

Colors gives each of us a feeling depending on our personal experiences: At right, you may be reminded of Christmas, sports teams, winter and fall.

Likely, the top two are more exciting compared to the calmer combinations at bottom.



YOU SHOULD HAVE LEARNED

1. *CMYK is the color mode for **printing**; RGB is for **digital** screens.*
2. ***Prefer Black to Registration** for all **text** in four-color printing.*
3. ***Monochromatic** and **analogous** color schemes provide **unity**.*
4. ***Complementary** and **triadic** color schemes provide **variety** and **contrast**.*