

## Course duration

- 1 day

## Course Benefits

- Learn about the traditional color wheel and explore color in Adobe Illustrator.
- Learn about relationships between colors and how to create a color "feel".
- Learn basic color theory principles.
- Learn about considerations for print and web.
- Learn to create a color palette for your project.

### Available Delivery Methods

#### **Private Class**

Private classes are delivered for groups at your offices or a location of your choice.

#### **Self-Paced**

Learn at your own pace with 24/7 access to an On-Demand course.

## Course Outline

1. Terminology
  1. Color Wheel
    1. Primary Color
    2. Secondary Color
    3. Tertiary Color
  2. Saturation
  3. Hues and Shades
    1. Hues
    2. Shades
    3. Tints
    4. Tones
  4. Exploring Shades and Tints Using Adobe Illustrator
  5. Value of the Hue
  6. Colors
    1. Neutral Colors
    2. Warm Colors
    3. Cool Colors

4. Monochromatic Colors
  7. Color Scheme
2. Building an Efficient Color Theme
  1. Triadic
  2. Complementary
  3. Split
  4. Analogous
  5. Color "Feeling" Mood
    1. Cultural Reference
3. Color Theory Principles
  1. Complementary Colors
  2. Contrasting
  3. Vibrancy
  4. Monochromatic
4. Color Context
  1. Mode RGB/CMYK
    1. RGB Mode
    2. CMYK Mode
  2. Print or Screen
    1. Print Features
    2. Screen Features
  3. Audience Type
  4. Scope of Project
5. Implementing Color
  1. Create Color Palette
  2. Mechanics of a Color Scheme
  3. White Space

## Class Materials

Each student will receive a comprehensive set of materials, including course notes and all the class examples.

### Follow-on Courses

- [Typography](#)
- [Managing Web Design Projects](#)