

# STUDIES IN COLOR

USING COLOR-AID PAPERS TO DEMONSTRATE:

ADDITIVE COLOR

SUBTRACTIVE COLOR

COLORS OF LIGHT

HUES & SHADES

COLOR COMPOSITION

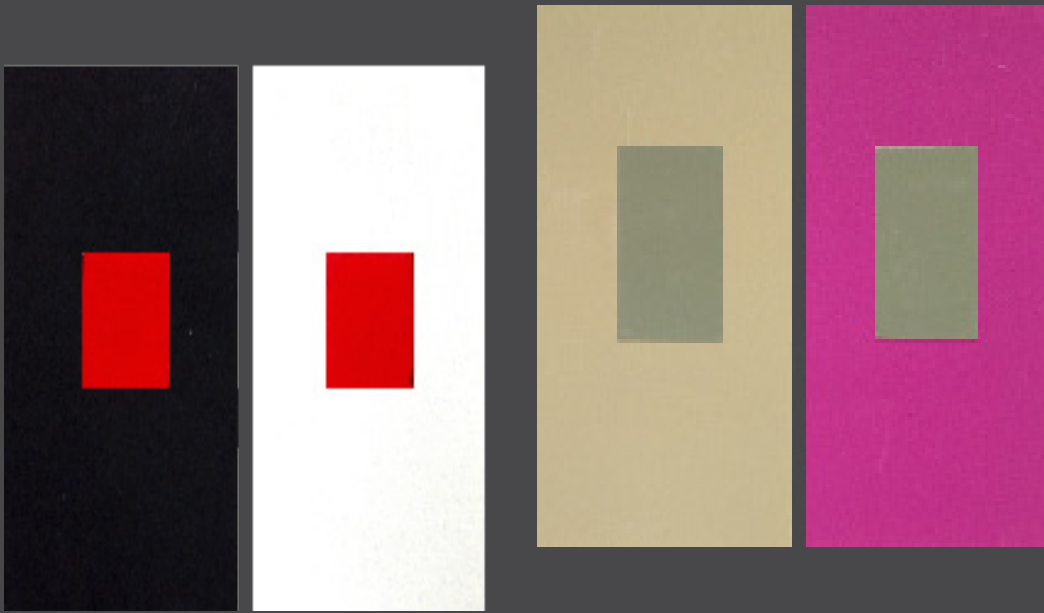
LINDA S KRUK

COLOR THEORY

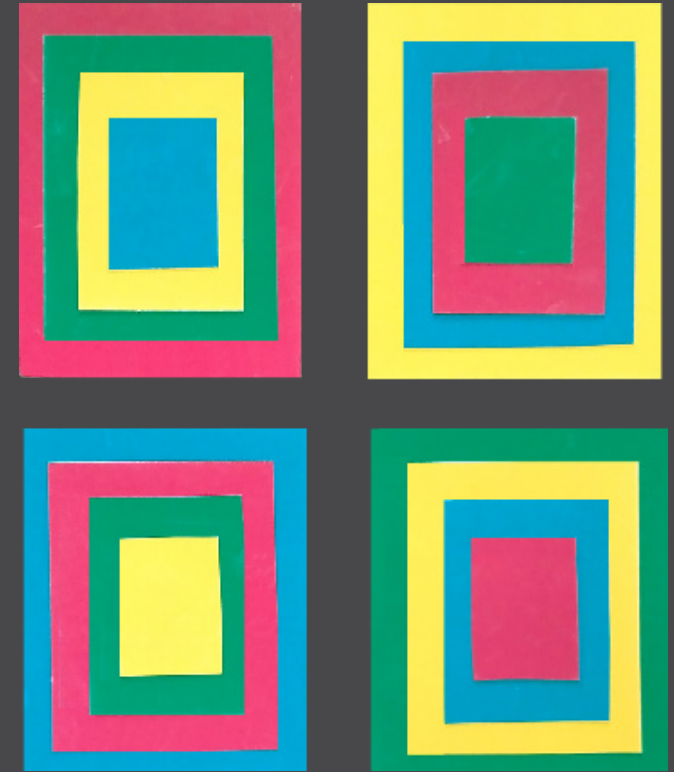
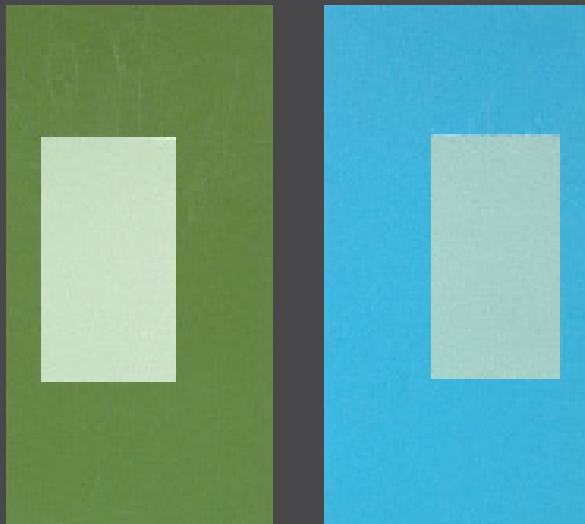
PARSONS SCHOOL OF DESIGN

COLOR ANALYSIS BLOCKS

HAND CRAFTED WITH COLOR-AID PAPERS



COLOR DECEPTIONS

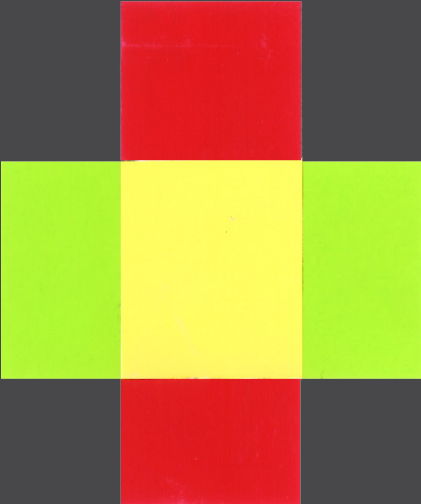
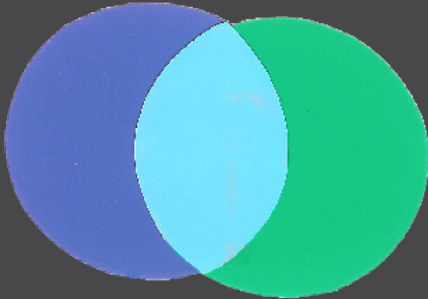
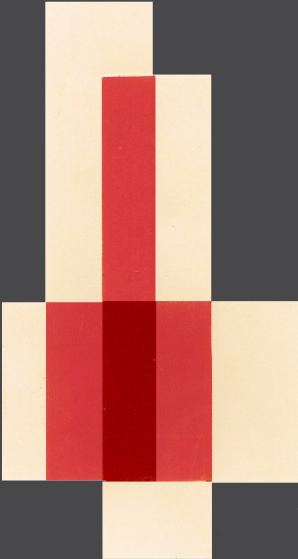
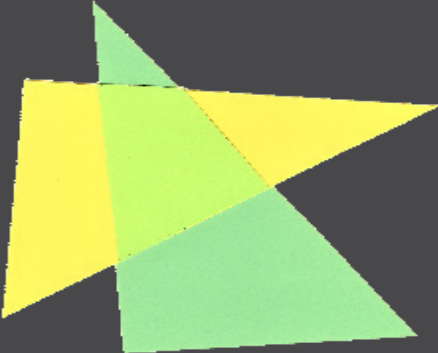


ALBERS INTERACTION OF COLOR



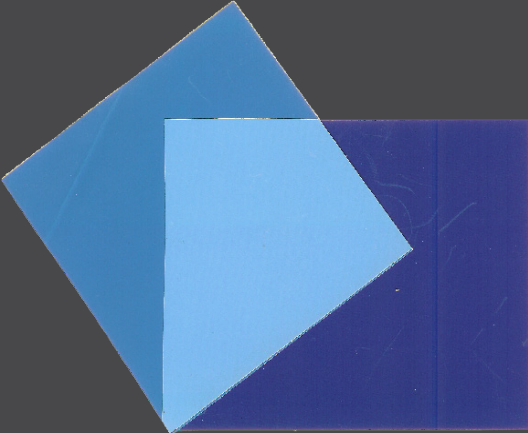
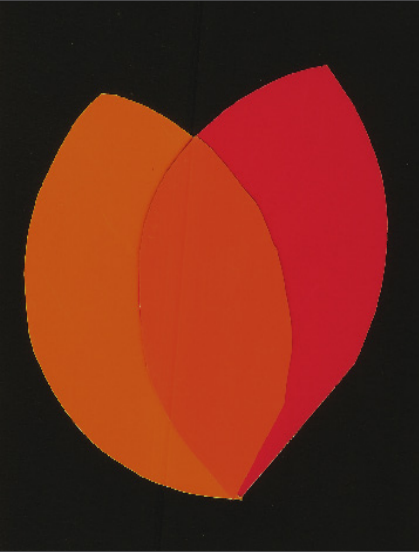
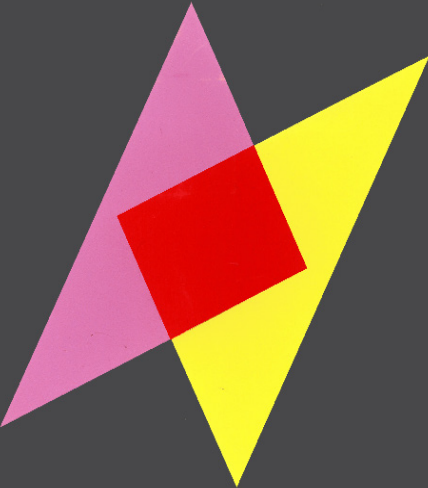
THE BEZOLD EFFECT

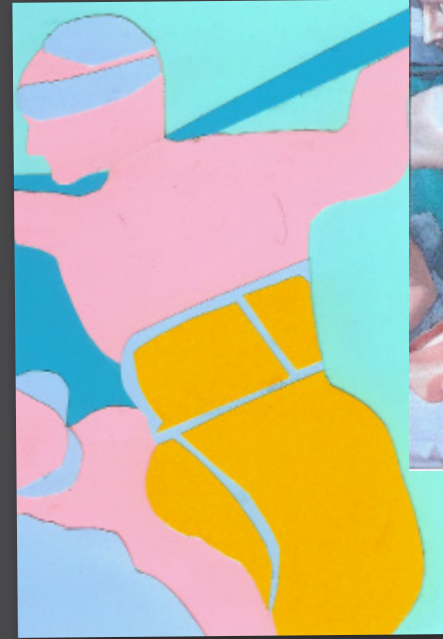
COLORED LIGHT STUDIES



ADDITIVE LIGHT STUDY

SUBTRACTIVE LIGHT STUDY

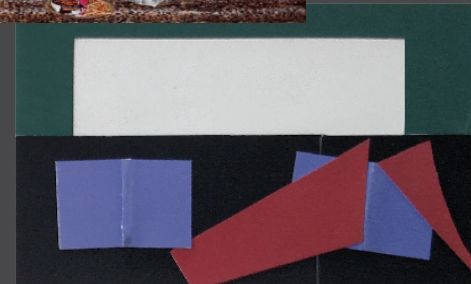
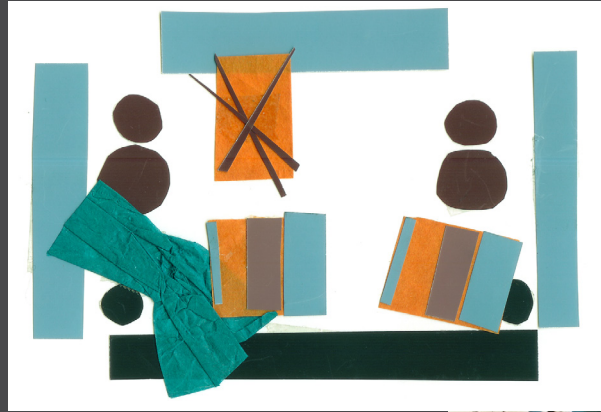
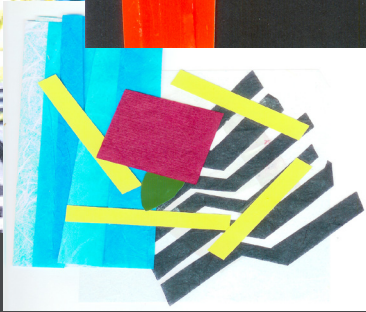
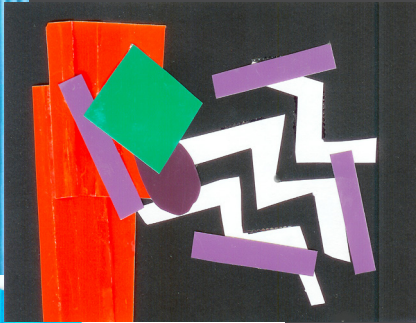




COLOR-AID PAPER  
COMPOSITIONS

FOCUSING ON 5 COLORS  
FROM EACH MASTERPIECE





CRAFTED WITH COLOR-AID PAPERS - COLOR COMPOSITION OF 3 ROOMS EMPHASIZING 5 COLORS FROM EACH ROOM.

# BRANDING AND MARKETING

WITH COLOR:

A STUDY IN THE USE OF COLOR TO VISUALLY IDENTIFY COMPANIES AND PRODUCTS, & THE PSYCHOLOGICAL EFFECTS OF COLOR ON THE BRAIN.

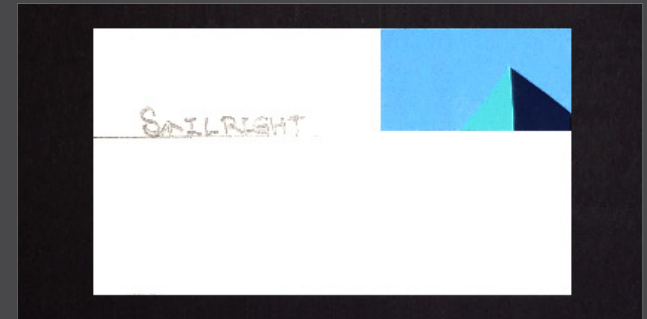
ESTABLISHING DESIGN, COLOR INTERACTION, AND BRAND IDENTIFICATION THROUGH VISUAL PERCEPTION OF COLOR IN THE USE OF LOGOS AND DESIGNS.

SAIL RIGHT

THE LOGO



THE BUSINESS CARD



AN ADVERTISEMENT DESIGN

LAYOUT/BACKGROUND

