

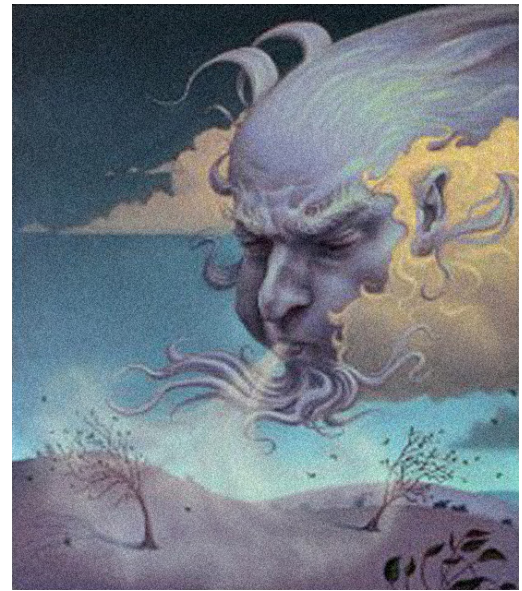
# ANM 104 Design Theory & Practice

## Handout Color: Part 2

Center for New Media  
Kalamazoo Valley Community College - Fall 2011

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### Emotional Attributes of Color



#### Cool Colors

Blues, Greens and Violets are considered "Cool" colors. These colors can convey the emotion of peacefulness, calmness, serenity, as well as the emotions of solitude, mourning, and grief.

#### Warm Colors

Reds, Yellows and Oranges are considered "Warm" Colors. These colors can convey aggression, anger, excitement, and energy, as well as the emotions of joy, bliss, and love.

### Combining Line with Color

Line can be an important element when using color. Since artwork basically deals with areas of color, its effect is different from that of drawing, which limits the elements involved. Line becomes an important visual communication when the artist purposely chooses to outline forms.

Line, also, becomes important in visual communications when the edges of the forms are sharply defined with color and/or value, and the viewer's eye is drawn to the edges of the various shapes.

A Linear Technique of applying color is another role that lines can play in visual communications. Artists that use this technique build up the color areas by repeated linear strokes that are not smoothed over. Vincent Van Gogh used this technique as did other artists of the Impressionist period.

