

The previous newsletter on color explained about “Basics of Color.” Many of the newsletter subscribers appreciated & requested for more information on the color, overall feedback was, knowledge of color helps a lot designing good-looking web page. We have also given example using layouts from **Layout Galaxy Ready-to-use design concepts for the web..**

In this newsletter we will be discussing

\* More about color \* grey Scale \* Color shades

## Grey scale :

A Grey scale is divided in 11 stages. The 1st stage of this scale is pure White, & the last stage is pure black. Remaining nine stages between these two colors are divided into three parts containing three colors each which are Called keys. They are as follows:

**1. High key 2. Middle key 3. Low key**

### 1. High Key :

Color at stage one is pure white, from stage two to stage four is called 'High key'. The percentage of pure white goes on decreasing by 10% at each stages.

**a. High Light**

White 90% + Black 10%

**b. Light**

White 80% + Black 20%

**c. Low Light**

White 70% + Black 30%

### 2. Middle Key :

Middle key includes stages from 5 to 7. In these stages white and black color are almost in same proportion. 3 parts in this flow(range) are:

**a. High Medium**

White 60% + Black 40%

**b. Medium**

White 50% + Black 50%

**c. Low Medium**

White 40% + Black 60%

### 3. Low Key :

Low key includes stages 10 to 7 upwards from pure black. This key includes all dark shades. 3 parts in this flow are :

**a. High Dark**

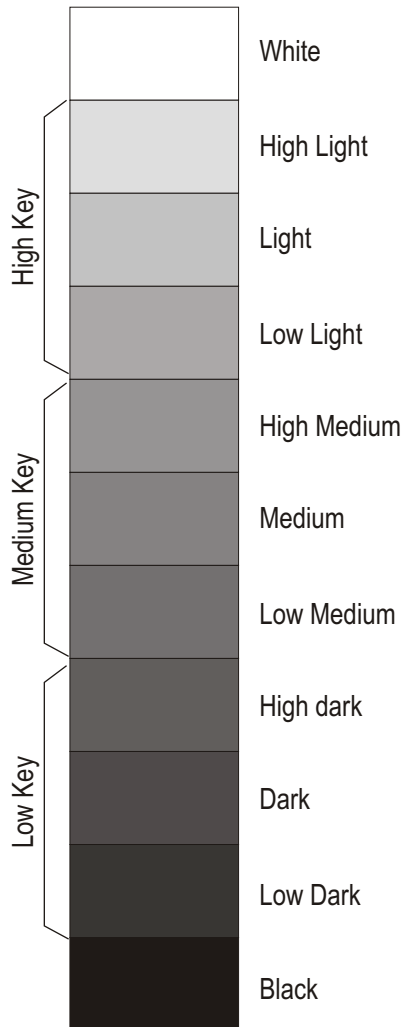
White 30% + Black 70%

**b. Middle Dark**

White 20% + Black 80%

**c. Low Dark**

White 10% + Black 90%



## Contrast:

Two shades of a Grey scale when placed side by side creates a contrast

There are 3 main contrasts :

**a. High Contrast   b. Middle Contrast   c. Low Contrast**

High Contrast



Medium Contrast



Low Contrast



**High Contrast** - When one shade from High Key and one shade from Low Key are used in one color combination then it is called 'High Contrast'.

**Middle Contrast** - When one shade from Middle Key is used with another shade by leaving two stages from High or Low Key in one color combination, it is called as 'Middle Contrast'.

**Low Contrast** - When any alternate two colors in grey scale are used in one color combination, then it creates 'Low Contrast'.

This contrast can be created in any key.

eg. High Light - Low Light or High Middle - Low Middle .

## Tint , Tone ,Shade

Original Color



Tint



Original Color



Tone



Original Color



Shade



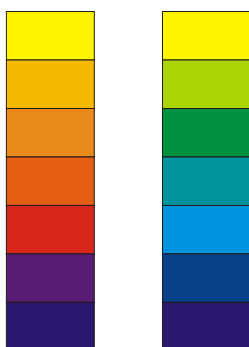
**Tint** : White color mixed in any color with more or less proportion then that shade is considered as a 'Tint'. It gives flatness to the picture.

**Tone**: grey color mixed with any color is called as 'Tone'. Due to absence of Tint and shade there is no contrast.

**Shade** : Any color mixed with black yields a dark shade of that particular color. If a shade is used with Tint and Tone then it gives a more prominent look.

## Color Gradation :

While making a color gradation , place of a color should be fixed within the grey Scale as shown below.



(High Light) = Yellow

(Light) = Yelloworange. Yellowgreen

(Low Light) = Orange and Green

( Medium) = Redorange. Bluegreen

(High dark) = Red and Blue

(Dark) = Redpurple and Bluepurple

(Low Dark) = Purple

# Layouts with various color schemes

## Corresponding (analogous) color scheme



## Complementary color scheme



## Double Complementary Color scheme



## Split Complementary Color scheme



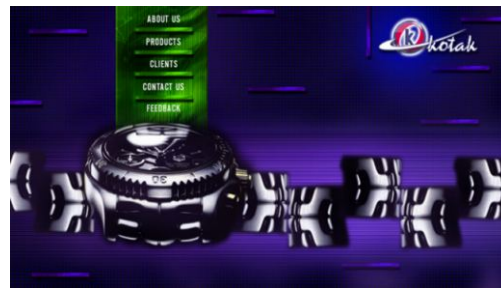
## Double Split Complementary Color scheme



## Triad Color scheme



## Cool Color scheme

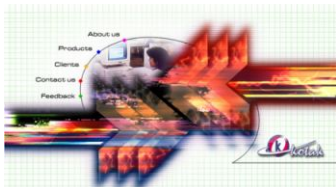


## Warm Color scheme



**Before coloring the layout remember following Points.**

- Larger areas should be painted with dull colors smaller areas with bright colors.
- Larger areas should be painted with Light colors smaller areas with dark colors.
- Darker colors should be used on light background to have contrast in the scheme.
- All bright colors should not be used in one color scheme. Some grey colors should be introduced.
- Any color may be used safely with black, white or grey.





- Complementary colors should be properly proportioned otherwise they may produce very harsh effect. When such colors are used in smaller area, they produce vibrant effect. The color schemes become pleasing if one of them is mixed with grey.
- Colors that are pleasing in a small area may not necessarily be so pleasing when enlarged and vice versa.
- Bright colors look better from a long distance but give harsh effect at a close distance.
- Discordant colors appear vibrant and more appealing only if used in a very small area. Discord is produced when the natural order of colors in the solar spectrum is reversed. Yellow is lighter than blue, but lighter blue along with darker yellow will create discord. Light yellow should be used with dark blue. The same rule applies to other colors.
- When two or more colors are not pleasing, either for want of proper tone or color, use of black, white or grey between the unpleasing colors would improve them.
- Bright colors if used in smaller quantity on black, white or grey background will give attractive schemes.
- Soft pastel shades looks pleasing at a shorter distance.
- The contrast of hue and value should be properly proportioned.
- Dull colors looks better on smooth or glossy surfaces but appear less attractive on a rough surface.
- Analogy of tone or color is essential in creating color harmony. When all colors are greyish in appearance, the color scheme will not look unpleasant.
- Hue, Value and Chroma are the attributes of color which help to build up a color scheme properly. Various color schemes can be created by keeping one or two of these dominant.

These rules should not be followed too rigidly. Intuition and experience (after learning the fundamentals of color) would be more useful.

All the layouts of Layout Galaxy are created keeping fundamentals of color in mind. Get 200 designs ready to use created by commercial artist. Check out your free Layouts at <http://www.layoutgalaxy.com>

FIREWIRE newsletters are dedicated to spread insider information from the world of Web Designing. Fonts can bring liveliness to the layouts. Check out next issue of FIREWIRE, which will discuss about fonts & their importance in web designing.

Regards

Manoj Kotak.

Director - Image Online Pvt. Ltd.

Developer of Layout Galaxy *Ready to use design concept for the web.*

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