

WORKING WITH COLOR



Lesson 1: Working with Color Manual © Syndee Rogers

In the next few lessons we are going to learn about color, and how to use it harmoniously especially when it comes to designing papers.

Color is the starting or beginning point for a lot of things in life. So it makes sense that the color palette serves as a starting point for designing digital papers. Color can act as a catalyst and help inspire the direction of our design.

And oftentimes color *is* the first thing that inspires us. Even if it's an object that seems to catch our eye, chances are that it was the *color* that first drew us in.

Helpful points to keep in mind:

There are some helpful points to keep in mind when working with color.

- Stay away from a large color palette.
- Stick to 10-12 colors (or less). Using a smaller number of colors will help you work more efficiently.
- Try to have a minimum of 3 colors.

So, how do you keep from choosing a horrible color palette?

Even though we respond to colors that work well together and seem to know instinctively when colors are off, it's still a good idea to have a basic knowledge of color theory. That way you know what colors work together and what to stay away from.

