

WORKING WITH COLOR



Lesson 1: Working with Color Transcript © Syndee Rogers

Hello! We're going to learn about color and how to use a harmoniously especially when it comes to designing papers. Color is the starting or beginning point for a lot of things in life. One of which in my world is designing art, whether it's digital papers, graphics, logos, or pretty much anything. And when I see or think of color, my mind automatically jumps to images and ideas of things that I want to create. So, it makes sense that the color palette serves as the starting point for digital design and in this case, designing digital papers. Now, it can be overwhelming to begin any project when we don't already have a clear picture of what direction you're heading. So 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 first. We respond to color without even thinking about it.

It's such a powerful influence on our mood and can be used to enhance everything we do.

So, there are some helpful points to keep in mind when working with color. First off, stay away from a large color palette, it can become overwhelming and you may find yourself trying to use all the colors. So stick to 10 to 12 colors or less, because using a smaller number of colors will help you work more efficiently. But try to have a minimum of three colors even if you're creating more of a monochromatic set of papers. It's good to still have some pops of color.

So how do you keep from choosing a horrible color palette? Well, most of the time, our brain responds only to colors that work well together. We seem to know instinctively when colors don't work together because whatever we are looking at seems a bit off. But it's still a good idea to have a basic knowledge of color theory so that you know what colors play well together and what to stay away from. That being said, try not to get too caught up on the color, if you worry about that before you even begin it could stifle your creativity and keep you from even getting started. No need to stress yourself out, remember this is supposed to be fun!

Join me in the next lesson where we learn about the color wheel. This has been Cindy Rogers with Passion for Paper.

