

# Color Terminology

---

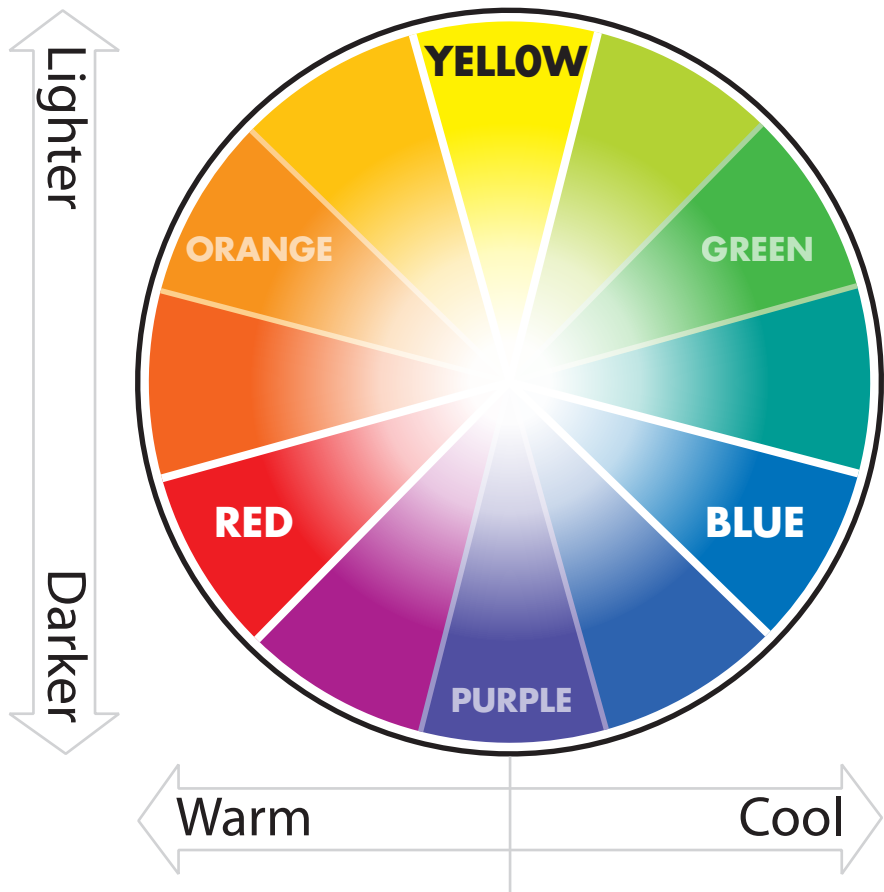
MTSU School of Journalism  
Visual Communication

## Visual Communication

This material is copyright and belongs to the Middle Tennessee State University School of Journalism. Unauthorized reproduction is forbidden by law.

The contents of this manual were written and prepared by Philip Loubere, assistant professor, MTSU School of Journalism.  
[ploubere@mtsu.edu](mailto:ploubere@mtsu.edu)

# PERCEPTUAL COLOR WHEEL

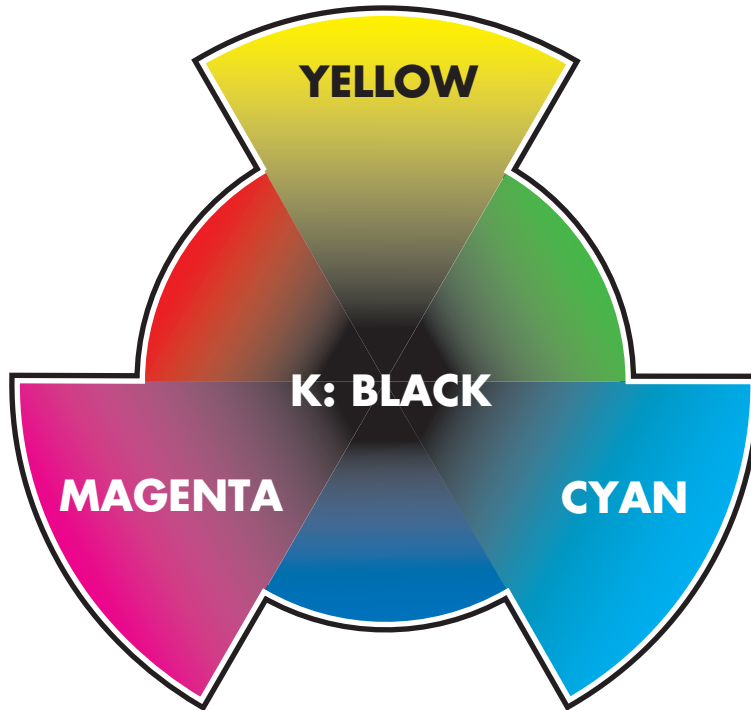


## COMPLEMENTS

PRIMARY	SECONDARY
Yellow	Purple
Red	Green
Blue	Orange

# CMYK PROCESS COLOR PRINTING INKS

## Transparent pigments: Subtractive color

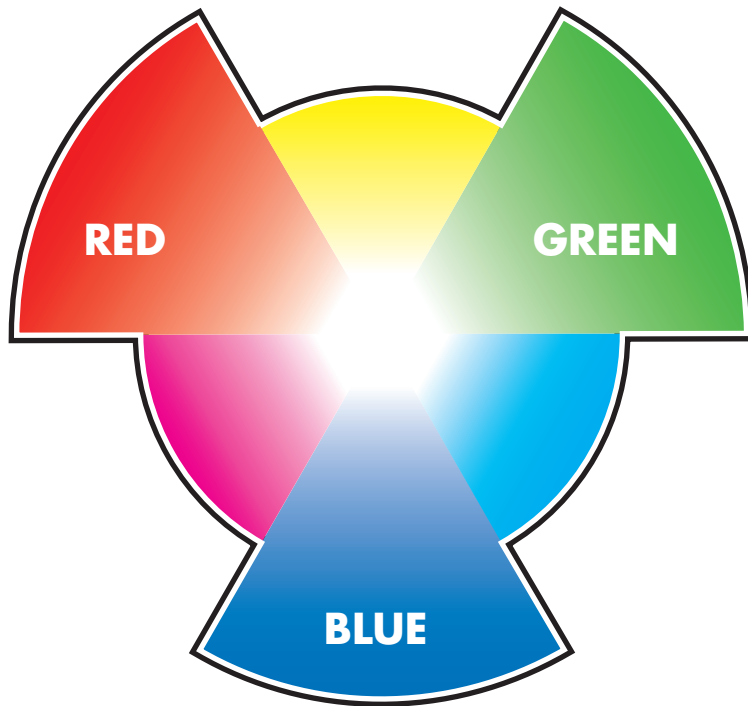


**COMPLEMENTS**

PRIMARY	SECONDARY
Cyan	Red
Magenta	Green
Yellow	Blue

# RGB DIGITAL DISPLAY

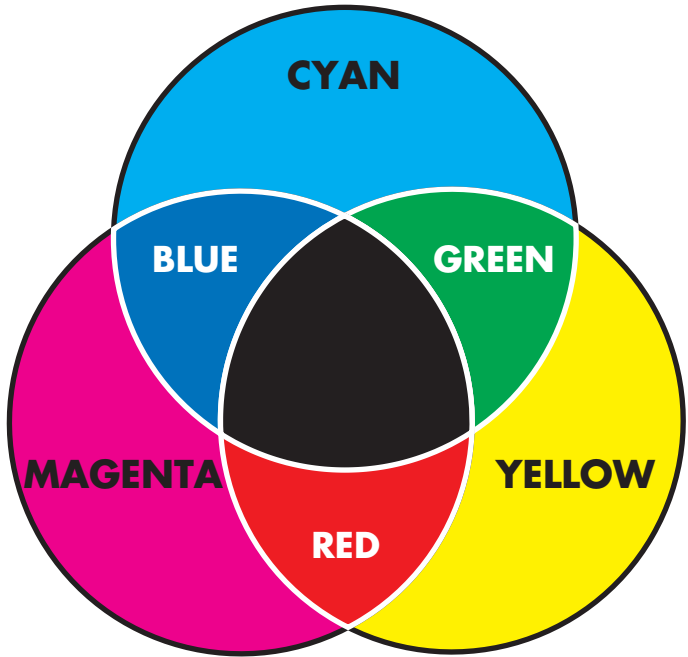
Emitted light: Additive color



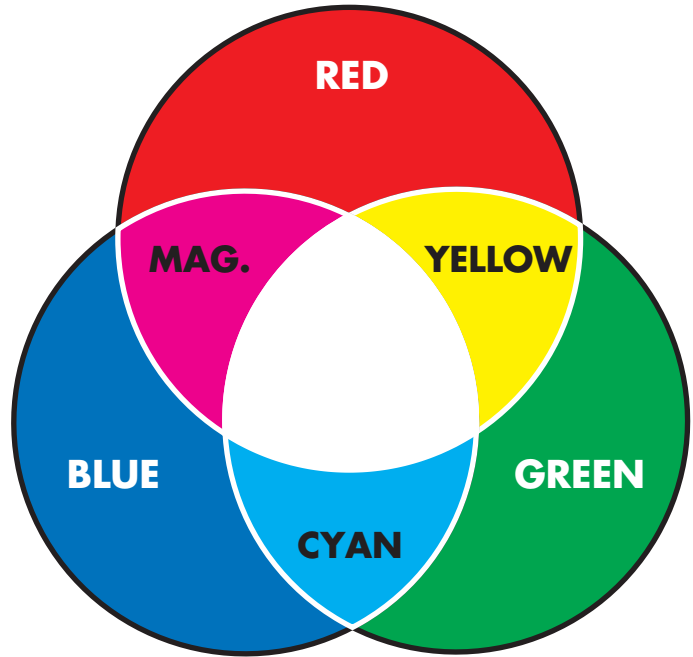
## COMPLEMENTS

PRIMARY	SECONDARY
Red	Cyan
Green	Magenta
Blue	Yellow

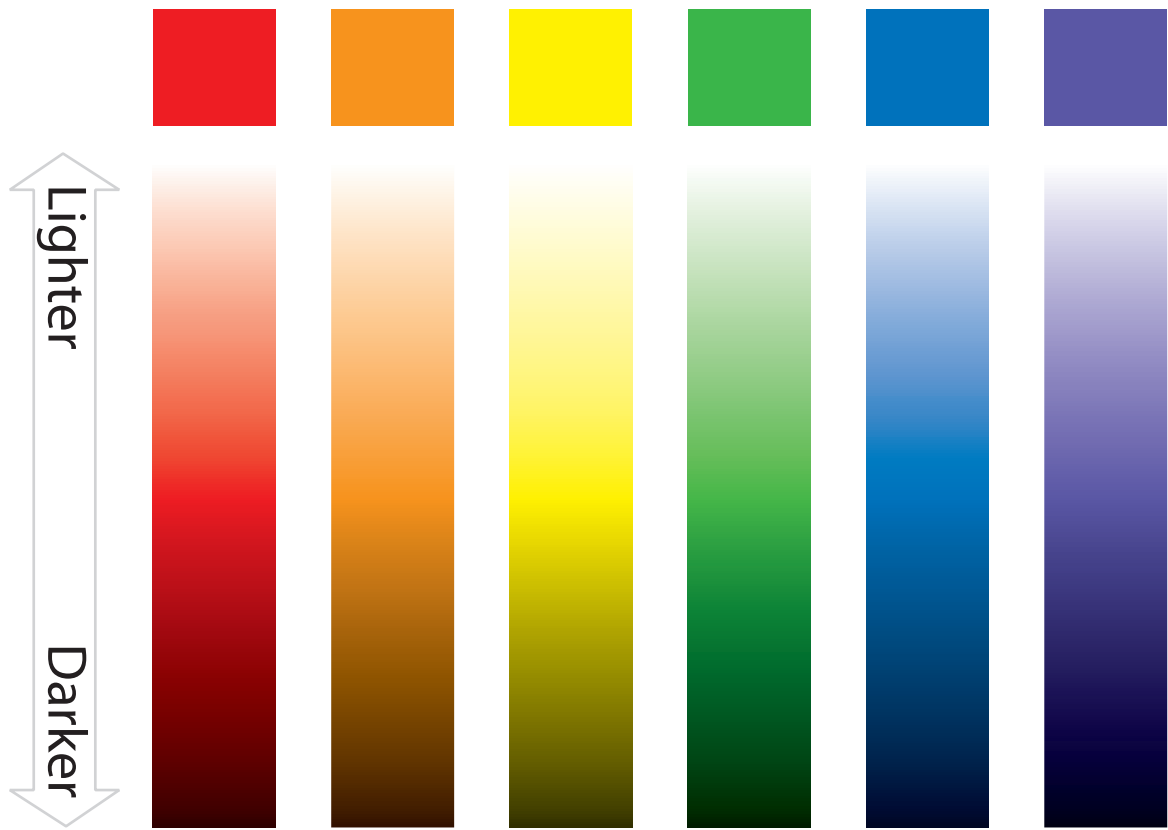
**Pigments:  
Subtractive color**



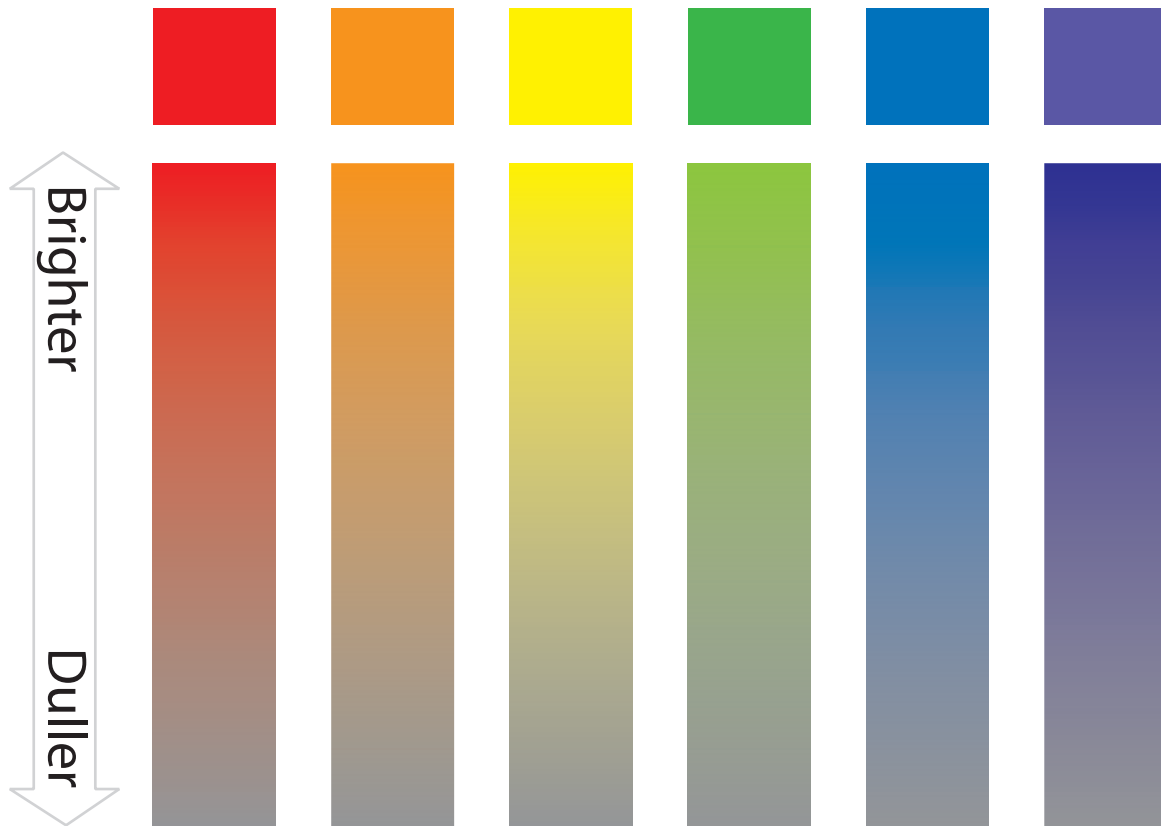
**Light:  
Additive color**



**VALUE:**  
**Light to Dark**



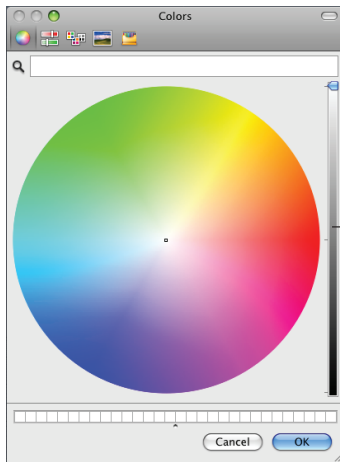
**INTENSITY:**  
**Bright to dull**





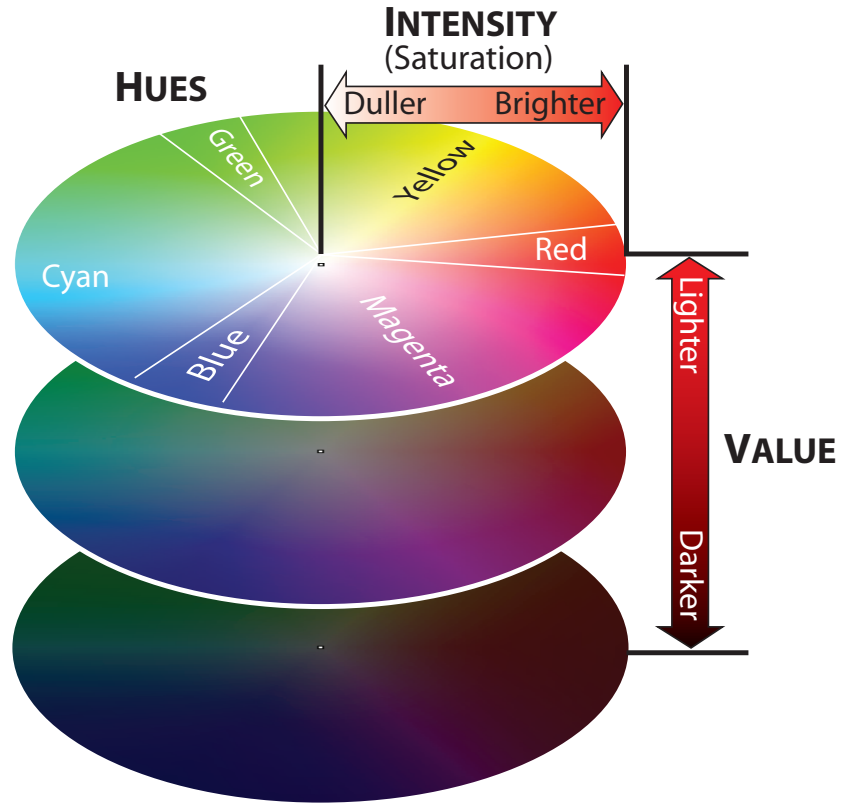
# INTENSITY and VALUE

## Color Picker



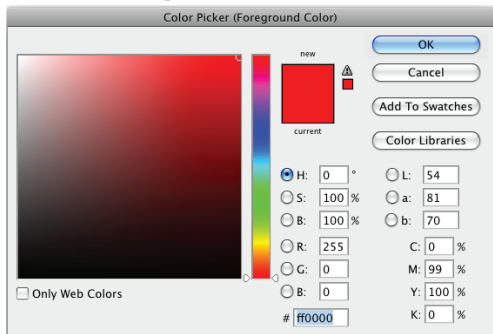
Value  
Slider

Shows color wheel with full range of intensities for all hues.  
Slider changes value.

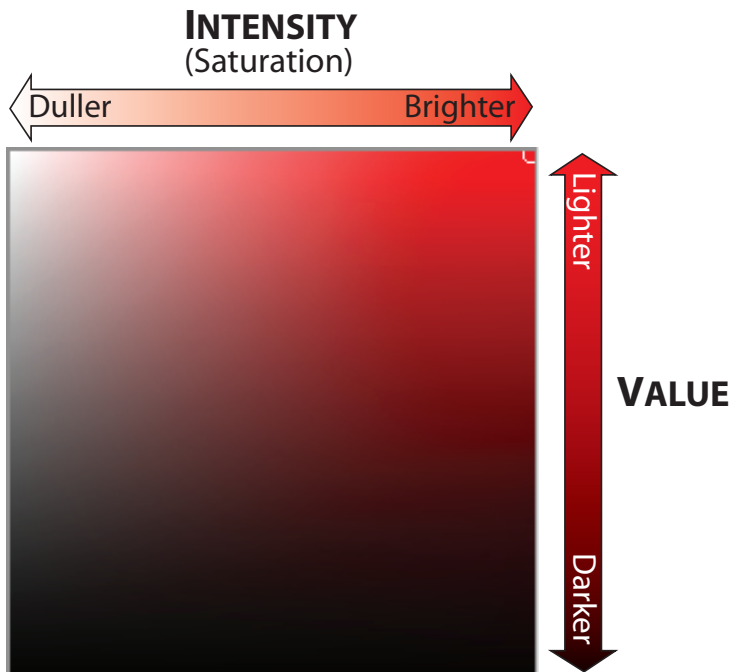


# INTENSITY and VALUE

## Photoshop Color Picker

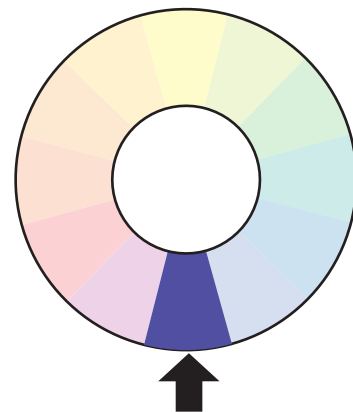
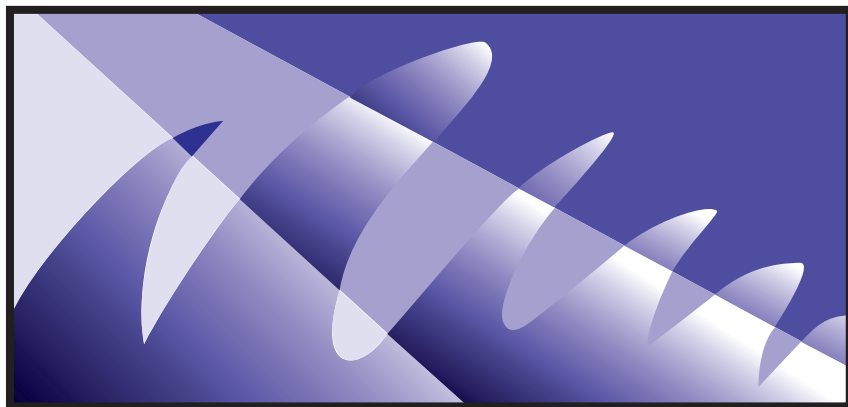


Shows full range of intensities and values for a single hue.  
Slider changes the hue.



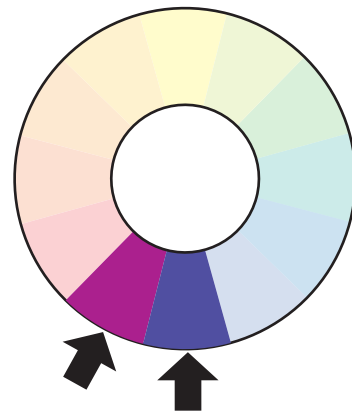
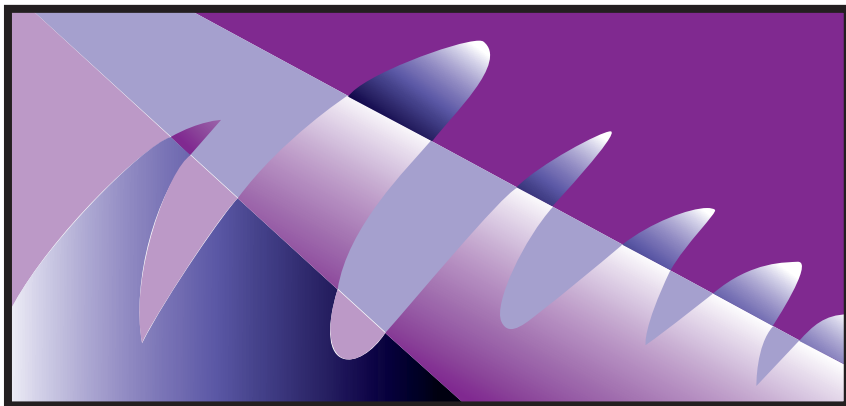
# MONOCHROMATIC

Single hue, changing value & intensity



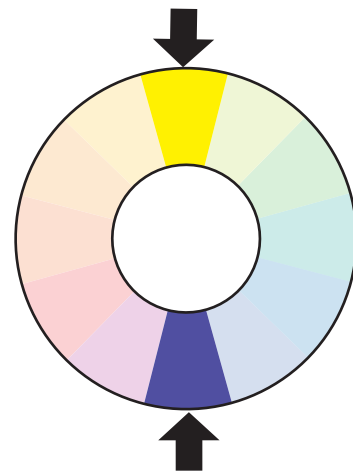
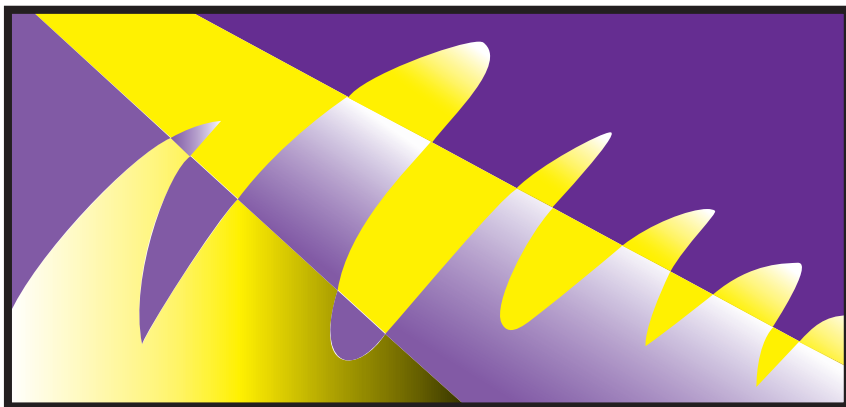
# ANALOGOUS

Two hues next to each other  
on color wheel



# COMPLEMENTARY

Two hues opposite each other  
on color wheel



# SPLIT-COMPLEMENT

A hue & the hues on either side of its complement

