



CONSUMER STUDIES: SUMMARISED NOTES

GRADE 11 – TERM 1

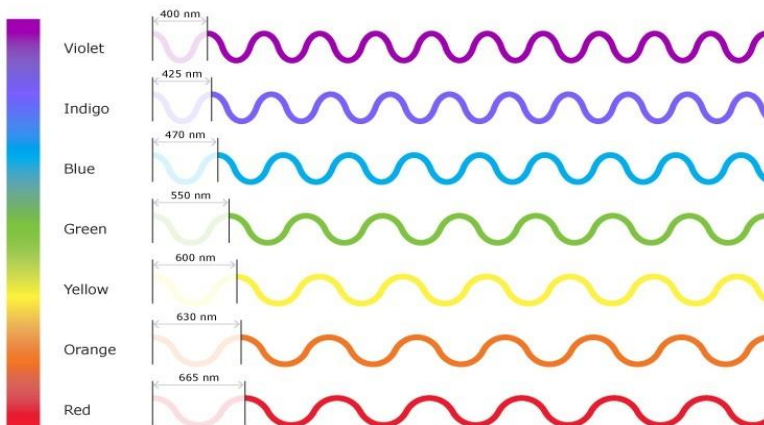
COLOUR THEORY



THE COLOUR SPECTRUM

= a property of light – there would be no colour without light.

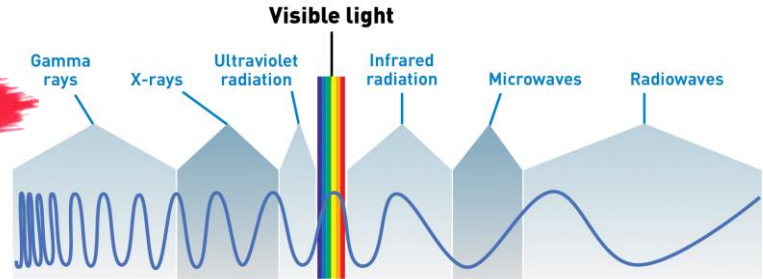
- Visible light consists of wavelengths between infrared and ultraviolet rays.



Spectrum: The colour spectrum arranged in the order of the different colours' wavelengths. Measured in nanometers (nm).

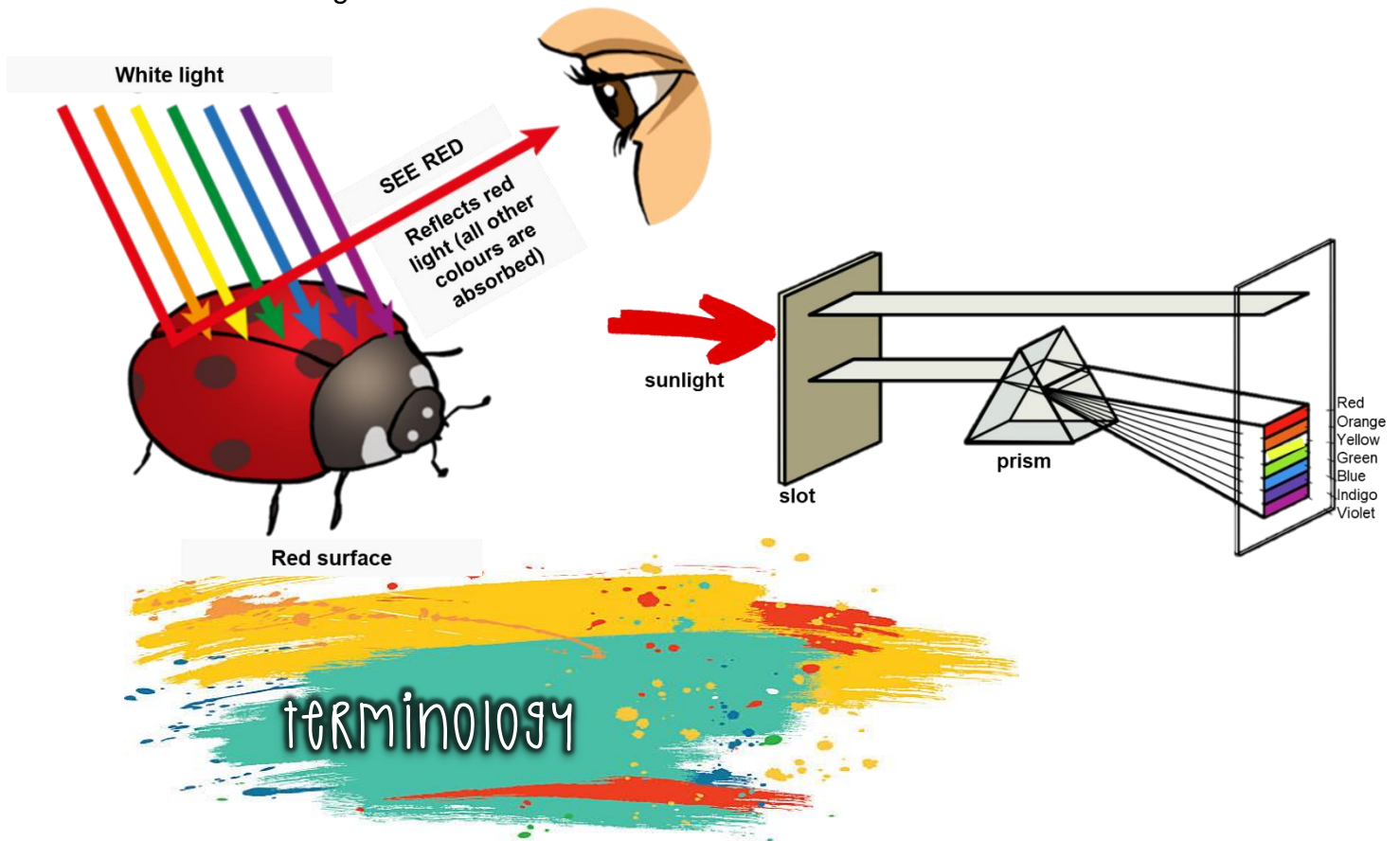


We can only see a small part of the colour spectrum.



the PRISM

= When natural light hits an object, some rays are absorbed, while others are reflected. The light that is reflected is what we can see.



terminology

- 1. TRUE COLOUR:** How the colour is recognised and described. E.g.: Red / green / yellow. Colours with a colour name = chromatic colours.

Chromatic colours

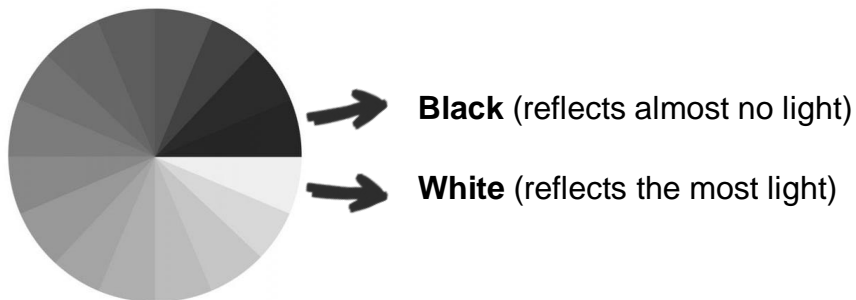


Achromatic colours (white, grey, black)

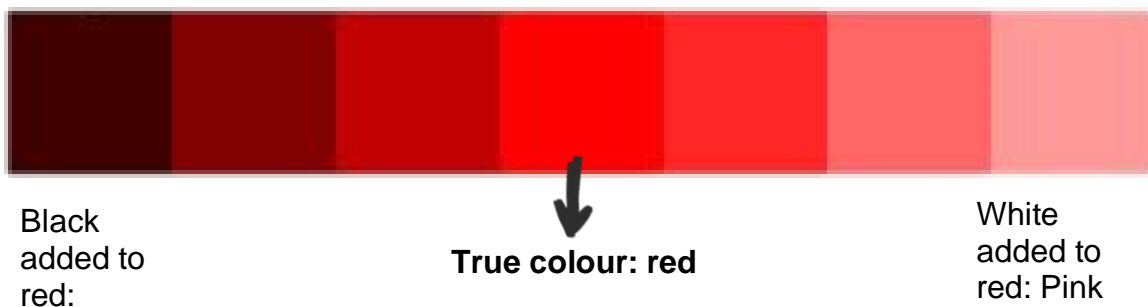




2. **COLOUR VALUE:** How light or dark the colour is.
= a measure of the degree to which light is reflected.



- Change a colour's value: Add more white or black.

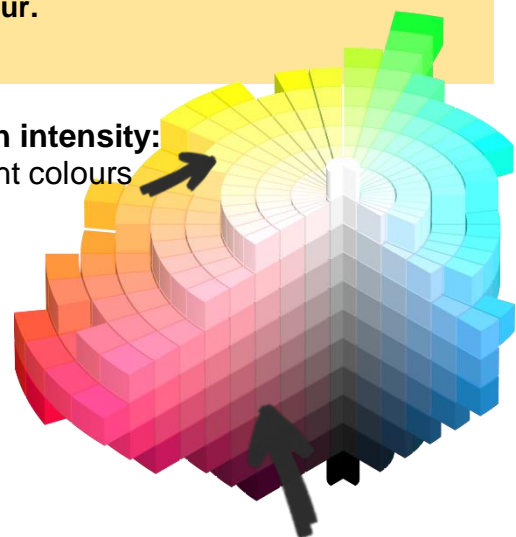


3. **intensity:** The purity / strength of the colour.

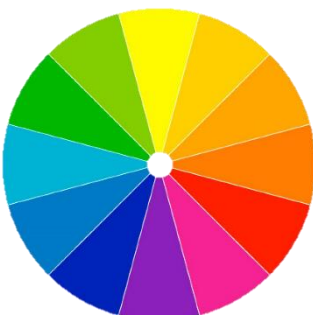
Highest intensity:
Pure colour,
therefore unmixed.



High intensity:
bright colours



Low intensity:
dull colours

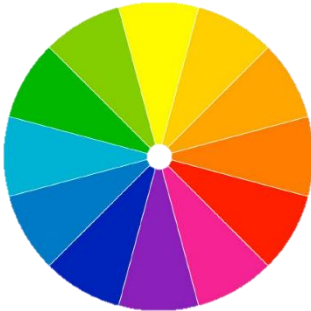


4. **COLOUR WHEEL:** Twelve colours that are divided into primary, secondary and tertiary colours.



CLASSIFICATION OF COLOURS & THE COLOUR WHEEL

COLOUR WHEEL



When the colours of the spectrum come together and form a circle.

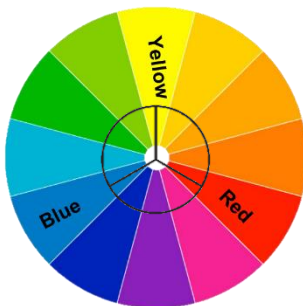
CHROMATIC COLOURS

All true colours:

- Primary colours (3)
- Secondary colours (3)
- Tertiary colours (6)



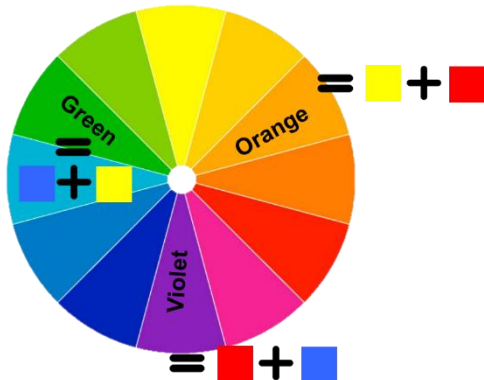
Primary colours



- Pure, basic colours.
- Equidistant from each other on the colour wheel.
- Cannot obtain these colours by mixing other colours.
- These colours are mixed to obtain other colours.

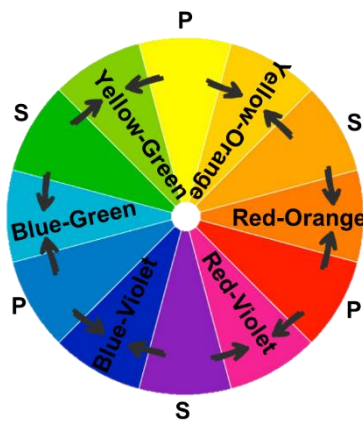


Secondary colours



When equal parts of the primary colours are mixed.

Tertiary colours



- One primary colour together with a secondary colour.
- E.g. Red-violet = Red (P) + Violet (S)

ACHROMATIC COLOURS

= **neutral colours** (white, black, grey)

- Contains no true colour or intensity.

White
(reflects the most light – contains all colours of light)

Grey
(combination of white and black)
Also the product of two complimentary colours.)

Black
(reflects almost no light)





PROPERTIES OF COLOUR



WARM AND COLD COLOURS

= linked to temperatures.

Warm colours

- Yellow to red colour variants.
- Approaching colours: Looks closer than what it is.
- Association: Sun / Fire.

Cold colours

- Violet to blue variants of colour.
- Receding colours: Appears further away than what it is.
- Association: Ice, wind, water.

COLOUR AND emotions

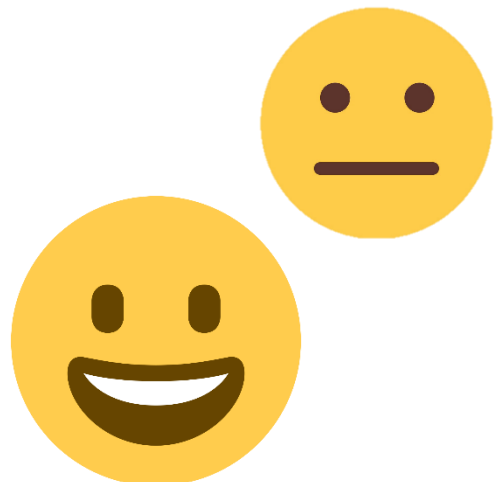


Influence of colour on emotions and feelings.

- **Stimulating and energetic:** Warm colours with lighter values and a strong intensity.
- **Quiet and reserved:** Cold colours with darker values and weaker intensity.
- **Active and stimulating:** Obvious contrasts, such as black and white.

Association with our emotions

- **Blue and green:** Calming
- **Red and bright yellow:** Exciting
- **Dark colours:** Sad and depressing.
- **Bright / cheerful colours:** Happy.





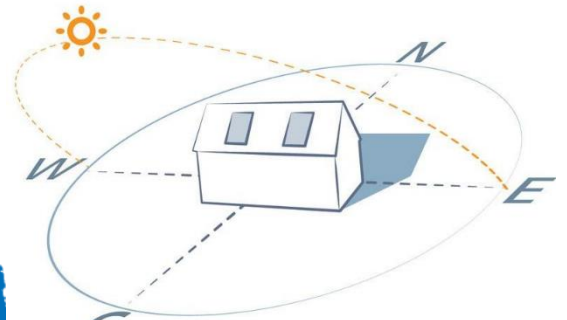
COLOUR AND HOW WE SEE COLOUR

The most important Factors that influence the colour we see:

1. Light

Natural light

- The natural light's direction / orientation in relation to the object.
 - Eastern light: pure and clear
 - Northern light: constant and warm
 - Southern light: cool
 - Western light: hazy and warm
- A room's orientation towards the sun will affect the colours in it.



Choosing colours for outfits: Compare the colours in natural sunlight.



Artificial indoor lighting:

- **Standard electric bulbs:** warm and flowing.
- **Fluorescent light:** warm or cool, always clear and has almost no shadow.
- **Candle light / fire:** warm and flattering, but the flickering light makes objects appear darker.



Choice of interior decoration: always compare the colour in the same light as that in the room.



2. Texture

This affects the way the object can catch, absorb and reflect light.



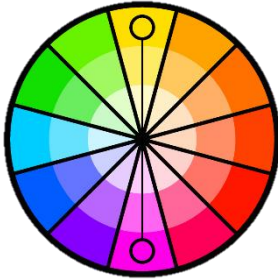
- **Smooth surfaces:** Reflects more light, this means that the colours are lighter and more intense.
- **Rough textures:** Absorb more light, e.g.: Wood with a grain and velvety material. Colours appear darker.

Colours will never exactly match on different textures such as cushions, paint, and carpets.



3. Placement

- Colours placed close together will influence each other. Items near a green colour will take on the greenish colour.
- Colours can take on the undertones of each other and appear different when grouped together.



- Complementary colours will make each other appear more intense.

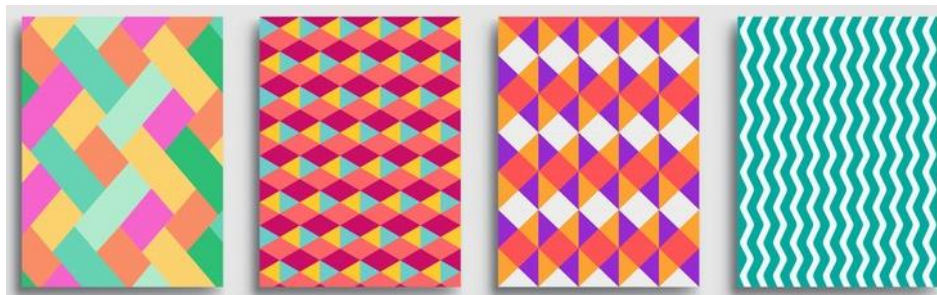
- Analogous colours: Will show a lower intensity if placed next to each other.



4. Patterns

Patterns affect how you perceive proportion and the colours affect how we see patterns.

- **Intricate patterns:** Various colours and lines can appear very busy.
- **Rooms:** It can brighten large areas but overwhelm small areas.
- **Accessories:** Limit it to small areas such as a scarf.
- **Keep size and scale in mind:** The bigger the space – the bigger the material design.
- **High contrast patterns:** Create energy.
- **Colours close in value:** Create a calming environment.





COLOUR COMBINATIONS

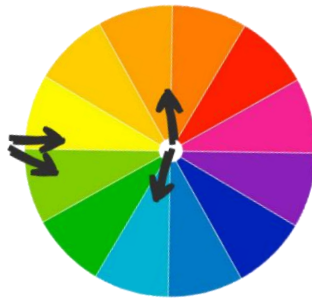
COLOUR HARMONY

= Satisfying arrangement of colour and is soothing on the eye.

Without harmony in colour, it can be boring / chaotic.

The intensity, combination and type of colour has an effect on its harmony.

Related colours:
colours that are
close to each other
on the colour wheel.



Contrasting colours: colours
that lie far apart on
the colour wheel.

RELATED COLOUR HARMONIES

Monochromatic

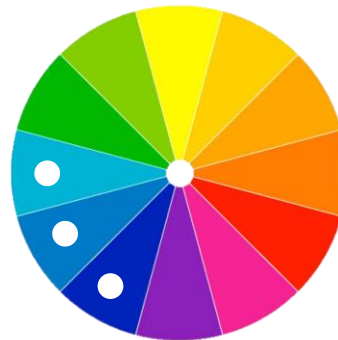


- Mono = one
- This means one true colour with its tints, tones and shades.

These colour schemes:

- are dignified, clean and elegant.
- fit well together.
- have a soothing effect.

Analogous



Side by side on the colour wheel.

Example: violet, red-violet and red.

These colour schemes are:

Harmonious

Soothing on the eye.

Always have one colour in common.

Use different combinations that include shades, tints and tones.

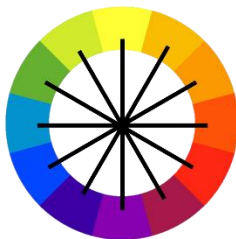


Contrasting Colour Harmonies

Complimentary colour harmonies:

= True colours across from each other on the colour wheel.

- Great contrast to each other.
- Both colours appear brighter.
- The intensity of the selections can be changed to create a more satisfying whole.

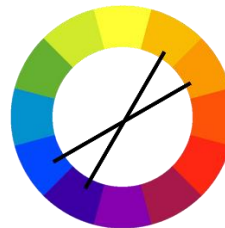


Tip: Choose a dominant colour and use its complimentary colour as an accent.

Double-complimentary colour harmonies:

= 2 or more colours that lie next to each other on the colour wheel are used together with their complimentary colours.

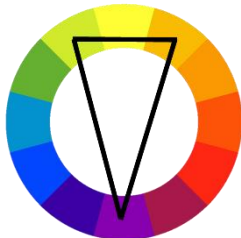
- Use tints, shades and tones to create attractive combinations.



Tip: Colours display better if they are not all on the same level.

Split-complimentary colour harmonies

= A base colour together with the two colours either side of its complimentary colour.



- Create attractive combinations by using different tints, tones and shades.

Triadic colour harmonies

= Three colours that are equidistant from each other on the colour wheel and form a three-colour scheme.

- A triad's colours: vibrant hues, regardless of shade.
- Balance the colours to create a successful harmony. One dominant colour and the other 2 as accents.



“ life is like a rainbow. You need both rain and sun to make its colour appear ”

Unauthorised Distribution Disclaimer

Unless otherwise noted, the contents of this documents (worksheet) and the entire attachments, including all text, graphics, icons, hyperlinks, designs, visual material and the arrangement and layout thereof remains the sole property of the author (Me. A Jonker) thereof, and all rights are reserved. Reproduction, distribution without the consent of the author or copying of any material from this study material, in any form whatsoever will constitute a copyright infringement and will result in civil and criminal law penalties. All rights not expressly granted are reserved.

KWALITEIT STUDIEMATERIAAL | QUALITY STUDY MATERIAL | aplusstudies1@gmail.com

OWNER, FOUNDER & CEO of A-PLUS STUDY MATERIAL (PTY) LTD B.Sc.
Consumer Sciences & Tourism Management | PGCE: Cum Laude | B.Ed
Honours in Curriculum development: Cum Laude | Graphic Design L1 | Member
of Golden Key International Honour Society for an Academic achievement |
Author of 11 x ISBN Registered Study Guides used in various schools across SA.



A. Jonker