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Color Context:

It refers to how color behaves in relation to other colors and shapes is a complex area of color theory. Compare the contrast effects of different color backgrounds for the same red square.

Different readings of the same color



If your computer has sufficient colour stability and gamma correction you will see that the small purple rectangle on the left appears to have a red-purple tinge when compared to the small purple rectangle on the right. They are both the same colour as seen in the illustration below. This demonstrates how three colours can be perceived as four colours.

Explain:

- Complementary colours: Colours that are opposite each other on the colour wheel are considered to be complementary colours (example: red and green). The high contrast of complementary colours creates a vibrant look especially when used at full saturation. This colour scheme must be managed well so it is not jarring. Complementary colours are tricky to use in large doses, but work well when you want something to stand out. Complementary colours are really bad for text.

- Analogous colours: Analogous colour schemes use colours that are next to each other on the colour wheel. They usually match well and create serene and comfortable designs.

Analogous colour schemes are often found in nature and are harmonious and pleasing to the eye.

Make sure you have enough contrast when choosing an analogous colour scheme.

Choose one colour to dominate, a second to support. The third colour is used (along with black, white or grey) as an accent.

- Natural Harmony: colour harmony refers to the property that certain aesthetically pleasing colour combinations have. These combinations create pleasing contrasts and consonances that are said to be harmonious. These combinations can be of complementary colours, split-complementary colours, colour triads, or analogous colours. Colour harmony has been a topic of extensive study throughout history, but only since the Renaissance and the Scientific Revolution has it seen extensive codification. Artists and designers make use of these harmonies in order to achieve certain moods or aesthetics.