

Module 3: "Color has Three Properties"

Lecture 8: "Color Intensity"

The Lecture Contains:

- ☰ Color Intensity
- ☰ Color Intensity in Nature
- ☰ Color Intensity in Fashion
- ☰ Man-made Products
- ☰ Conclusion

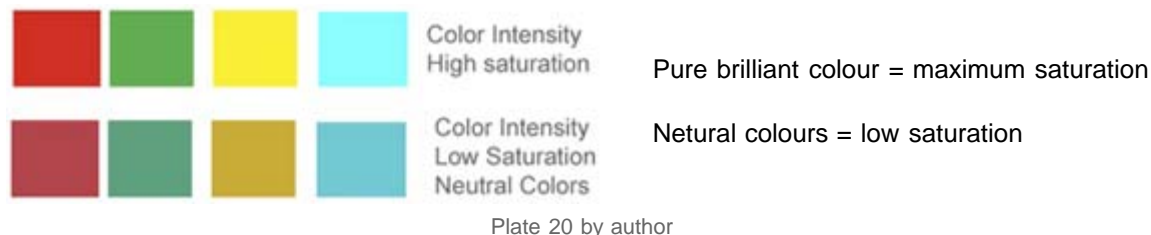
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Color Intensity

When compared between colors the intensity of the color increases the color value. Intensity refers to the saturation of a colour. The intensity of the color is achieved through its purity.



(source: http://www.google.co.in/search?hl=en&pg=color+intensity&cp=6&gs_id=k1&xhr=t&q=define+color+intensity&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=585&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=TmPET5vWBculrAe7rsS-CQ ; May 29, 2012)

The hues of reds (plate21) from low intensity to higher intensity increase the color saturation. The purer the color it appears higher degree of color intensity. Lower intensity has white mixing with the red color.

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Color Intensity in Nature



Plate 22. A. B & C Color intensity in Nature

(Source: http://www.google.co.in/search?hl=en&q=camouflage&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=555&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=FwjHT_f9OlquiAeJyKXeDg ; May 29, 2012)

In nature color intensity commonly remains with its pure form. We witness the contrast of such intense color contrast in nature. In nature living being uses color for their survival depending on the environment. Low intensity colors (mixing with white) commonly found are man-made. Human beings have cleverly applied both types of color (high/ low) intensity based on their requirements. Color intensity, draws attention, color camouflage allows hiding from the predator. Nature has enormous resources in color that man has learned to apply for their survival and benefit.

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Color Intensity in Fashion



Plate 23 A & B Color Intensity in Fashion Design



Plate 23 C Product Design

(Source: Plate 23 A & B http://www.google.co.in/search?hl=en&q=Color+Intensity+in+Fashion+Design&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=585&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=Y7zET9eIMJDkrAfGwLzrCQ ; May 29, 2012)

Plate 23 C: http://www.google.co.in/search?hl=en&q=Color+Intensity+in+Product+Design&bav=on.2.or._gc.r_pw.r_qf..cf.osb&biw=1350&bih=585&um=1&ie=UTF8&tbm=isch&source=og&sa=N&tab=wi&ei=v73ET5mJApHxrQeLo5jQCQ#um=1&hl=en&tbm=isch&sa=1&q=Color+Intensity+in+Sofa+Design&oq=Color+Intensity+in+Sofa+Design&aq=f&aql=&aql=&gs_l=img..31261.35237.0.35737.11.1.0.10.0.0.108.108.0j1.1.0...0.0.Biz7gxawPZ0&pbx=1&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&fp=f855a1680dfa1f60&biw=1350&bih=585 ; May 29, 2012)

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Man-made Products



Plate 24. A & B Man-made Product Color Intensity

Plate 24 C Poster Design

(Source: Plate A & B http://www.google.co.in/search?hl=en&pg=color+intensity+in+product+design&cp=26&gs_id=6m&xhr=t&q=Color+Intensity+in+Pattern+Design&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=585&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=i77ET8j9lYrPrQeJxKnTBg#um=1&hl=en&tbn=isch&sa=1&q=Color+Intensity+in+Ribbon+Design&oq=Color+Intensity+in+Ribbon+Design&aq=f&aql=&aql=&gs_l=img.12...41703.45023.0.47798.8.7.0.1.0.1.407.1228.0j5j1j0j1.7.0...0.0.n4.W9PoManPk&pbx=1&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&fp=f855a1680dfa1f60&biw=1350&bih=585 ; May 29, 2012)

Plate C: http://www.google.co.in/search?hl=en&pg=color+intensity+in+product+design&cp=26&gs_id=6m&xhr=t&q=Color+Intensity+in+Pattern+Design&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=585&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=i77ET8j9lYrPrQeJxKnTBg#um=1&hl=en&tbn=isch&sa=1&q=Color+Intensity+in+Poster+Design&oq=Color+Intensity+in+Poster+Design&aq=f&aql=&aql=&gs_l=img.12...41737.43055.3.45105.6.5.0.1.0.1.453.1045.0j4j41.5.0...0.0.x6xBPxhLo7o&pbx=1&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&fp=f855a1680dfa1f60&biw=1350&bih=585 ; May 29, 2012)

Color intensity is being wisely applied in various man-made products for the purpose of attracting viewers. The above products (plate 24 A, B & C) are examples of such colors that have created intensity against other colors for the purpose.

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Conclusion

Color intensity if applied purposely it could create various interesting results. In nature color is available in abundance that has very specific purpose. In nature color has is manufactured that does require other's approval. Human beings have been observing nature's pattern and wisely applied in their advantage.

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