

## Module 5: "Color in Art & Design"

### Lecture 13: "Introduction to Design"

The Lecture Contains:

- ☰ What is Design?
- ☰ Color Hue
- ☰ Color Intensity
- ☰ Color Intensity in Art
- ☰ Color Intensity in Product
- ☰ Color Value
- ☰ Color Value in Art

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#### What is Design?

The influence of color on Industrial Design is one of the most significant aspects. Industrial Design has contributed in the lifestyle of the modern era and changed the societies across the globe. Mass Production, Mass Communication and Mass Transportations are Three Canons of the modern society. These three canons are the corner stone of any developed nation. At this stage, it is important to understand the philosophy of design and its relevance in our society.

Design reflects discipline, ethics, and taste of a community and national heritage. Design activity can be one of the most important indicators of the social growth and economy. Designers cannot stay away from the sentiments and feeling of the mass for which they create. Understanding the complex societal fabric is perhaps the most challenging area for the designer. Creativity and technology synthesizes to produce things for the mass. Design combines usefulness and meaning in the form of practical objects that can also reflect user's identities and aspirations through forms and patterns. Creativity is the core of design profession. Concept of a design product starts with the question- who is my target consumer, what is their aspiration, what is their cultural background, the nature of usefulness, etc.

(Read more: Johannes Itten, *The Art of Color: the subjective experience and objective rationale of color*; New York: Van Nostrand Reinhold

[http://en.wikipedia.org/wiki/Industrial\\_design](http://en.wikipedia.org/wiki/Industrial_design) ; June 1, 2012)

In the earlier topic we have discussed in detail about the science of color (Color Principle). However, before starting to discuss the application of color in art and design we would brush through the elements of color once again so that it becomes easy to relate to the topic.

Color has always attracted human being from natural experience. Color is the element of art that is produced when light, striking an object, is reflected back to the eye. Technically, the eye 'sees' and the brain 'perceives'. In this course we want to 'learn to see' more and as well 'perceive more'. Brain perceives through the process of assimilation by seeing things through eyes. Color plays one the most important roles in aesthetic appreciation of a creative work in the field of art and design.

The retina or back parts of the eye on which the images are focused contain two kinds of cells- *rods* and *cones*.

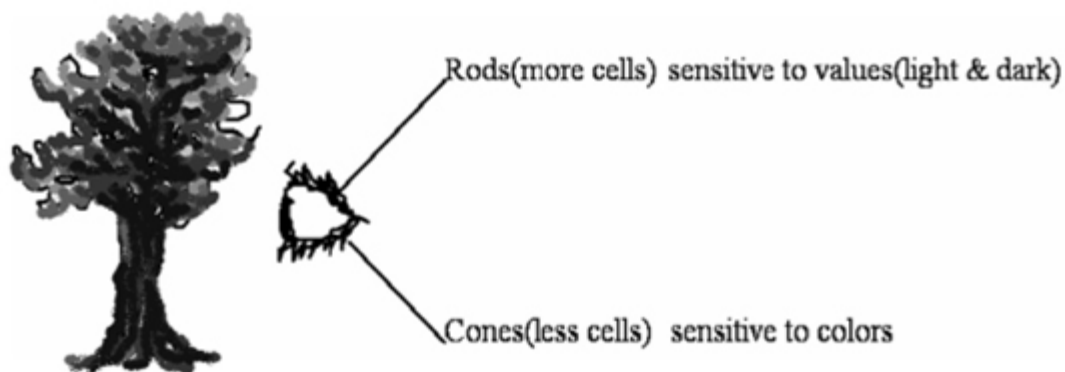




Plate1. Eye sees and Brain Perceives

We have more 'rods' compare to 'cells'. Because of the above reasons we are able to identify an

object even in dark while not able to identify the colors. It is found that there other living beings (birds) who have number of cones and can identify more range of colors compare to human beings. Therefore, before we discuss more about the relationship between color and design we would like to refresh in short the earlier topics on color hue, intensity and value so that the discussion becomes relevant.

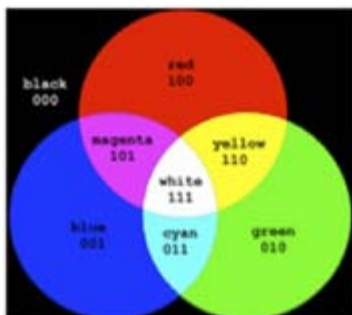
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## Color Hue

There are three properties to color. First is 'hue', which simply means the name we give to a color (red, yellow, blue, etc.).



Light Color- RGB  
Plate2. A Color Wheel- Light



Color Pigment- RBY  
Plate2. B Color Wheel- Pigment

(Ref. <http://char.txa.cornell.edu/language/element/color/color.htm> ; June 1, 2012)

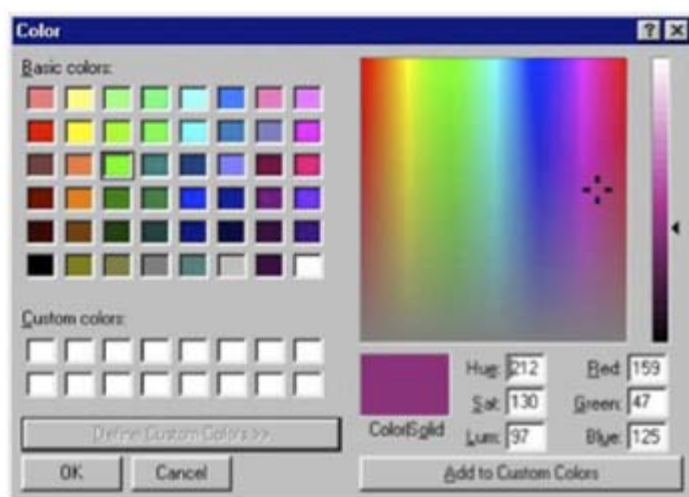


Plate3. A Screen shot of the color hues that we frequently apply

(Ref. Plate3 [http://www.google.co.in/search?hl=en&pq=what+is+design&cp=10&gs\\_id=b4&xhr=t&q=color+hues&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=rtvIT\\_L5OZDorQe\\_hGZDg](http://www.google.co.in/search?hl=en&pq=what+is+design&cp=10&gs_id=b4&xhr=t&q=color+hues&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=rtvIT_L5OZDorQe_hGZDg) ; June 1, 2012)

Color based on 'light' and 'pigment' is differently experienced. In art and design both of them equally important and applied in appropriate places (Plates2&3). According to light-color three primary colors are Red, Green and Blue. On the other hand in pigment Red, Blue and Yellow are considered the primary colors because these primary colors cannot be created by mixing any color. The mixing of these colors creates vast number of colors which are known as hues.

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## Color Intensity

The second property is 'intensity', which refers to the strength and vividness of the color. For example, we may describe the color blue as "royal" (bright, rich, vibrant) or "dull" (greyed).

## Color Intensity in Art

The third and final property of color is its 'value', meaning its lightness or darkness. The terms shade and tint are in reference to value changes in colors. Artists have extensively worked on color value and color intensity to create the depth of field and 3D effect (Plate4).



A. Author



B. Van Gogh



C. Still Life

Plate4 A, B &amp; C Color Intensity in art

(SourcePlateB:[http://www.google.co.in/search?hl=en&q=van+gogh+paintings&bav=on.2.or.r\\_gc.r\\_pw.r\\_qf..cf.osb&biw=1350&bih=555&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=8Y3JT9PuC82HrAedt\\_nFDg](http://www.google.co.in/search?hl=en&q=van+gogh+paintings&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=555&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=8Y3JT9PuC82HrAedt_nFDg) ; June 2, 2-12)

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## Color Intensity in Product

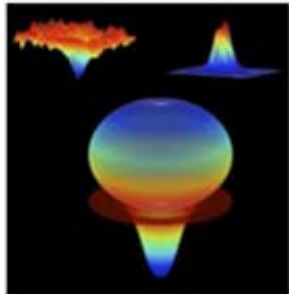


Plate5. A Colour intensity  
from fluorescent  
molecules, University of  
Copenhagen



Plate5. B Nature



Plate5. C Product



Plate5. D Product

(Source Plate5 A. <http://www.sciencedaily.com/releases/2009/08/090806080345.htm> ; June 2, 2012

Plate5B: [http://www.google.co.in/search?hl=en&q=Color+intensity+in+Still+life&bav=on.2.or.r\\_gc.r\\_pw.r\\_qf..cf.osb&biw=1350&bih=555&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=oo\\_JT8nzK4XPrQqlbiaDg](http://www.google.co.in/search?hl=en&q=Color+intensity+in+Still+life&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=555&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=oo_JT8nzK4XPrQqlbiaDg) ; June 2, 2012)

The above plates have examples of man-made products that uses color intensity purposely. The (Plate5A) example is the scientific studies where color intensity is applied for the communication of specific information with the help of color intensity. Similarly the color pencils are denoting hues of man-made colors. The STOP sign (plate5 D) in red color conveys a certain message to the viewers. The color Red stands prominent against other surrounding colors to draw attention of the viewers. The intensity of red color is applied for a specific purpose.

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## Color Value



Plate6. Color Value stripe

Please refer: Lecture 6, under Color Properties

## Color Value in Art



Plate7. A

Picasso

Plate7.B

(SourcePlate7A&B:[http://www.google.co.in/search?hl=en&q=picasso%27s+paintings&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=CpbJT8vDIYHRrQfkpNXADg](http://www.google.co.in/search?hl=en&q=picasso%27s+paintings&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=CpbJT8vDIYHRrQfkpNXADg) ; June 2, 2012)

The above paintings (plate7 A&B) of Picasso show the conscious application of color value in such a manner so that they depict the emotion effectively. The hues of blues create the correct projection of the front figure against the background. The young woman's entire body physically remains solid and separates against the background design of green hues.