



Progressive Education for
Event Professionals

Wedding & Event Design with Lindsay Landman

1

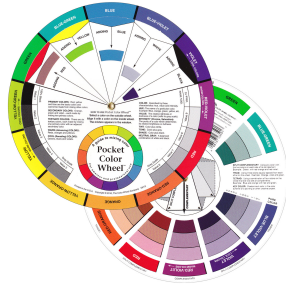
Week 3: Designing with Color

Week 3: Designing with Color Color Basics

Color Basics

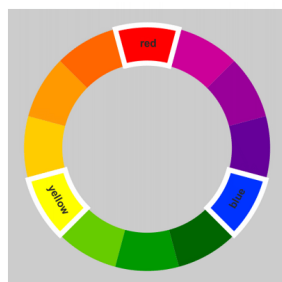
1. Primary
2. Secondary
3. Tertiary

The Color Wheel




Color Basics: Primary

Pure colors



Color Basics:
Secondary

Mixture of two primary colors




7

The image shows a color wheel with three secondary colors highlighted: orange (top), green (bottom), and purple (right). The text 'Color Basics: Secondary' and 'Mixture of two primary colors' is on the left. A small logo and the number '7' are in the bottom left corner.

Color Basics:
Tertiary

Mixture of a primary and
a secondary color
next to each other



8

The image shows a color wheel with five tertiary colors highlighted: red-orange (top), red-purple (top-right), yellow-orange (left), green-yellow (bottom-left), and blue-purple (right). The text 'Color Basics: Tertiary' and 'Mixture of a primary and a secondary color next to each other' is on the left. A small logo and the number '8' are in the bottom left corner.

Week 3: Designing with Color
Color Science

Color Science

1. Colors of Light vs. Colors of Pigment
2. Seeing Color Based on Wavelengths
3. Tints, Tones and Shades

Color Science: Light vs. Pigment Primaries

Additive color mixing



Light

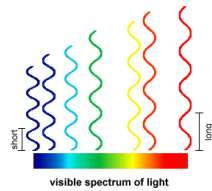
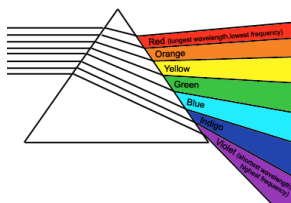
Subtractive color mixing

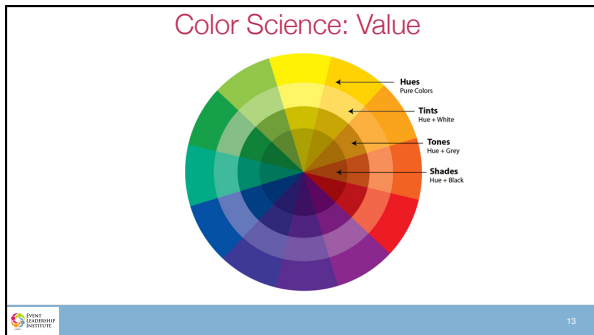


Pigment

Color Science: Seeing Color

Refraction of Sunlight





Week 3: Designing with Color

Color Pairings & Palettes

- ### Color Pairings & Palettes
1. Complementary
 2. Analogous
 3. Triadic
 4. Tetradic
 5. Monochromatic
- 15

Color Harmonies: Complementary




Color Harmonies: Analogous



Color Harmonies: Triadic

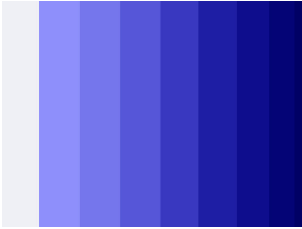


Color Harmonies: Tetradic



19

Color Harmonies: Monochromatic



20

Week 3: Designing with Color
Color Beyond the Wheel

Black, White, Metallics and Neutrals

1. Absence of Color
2. Contrast
3. Intention

Black, White, Metallics and Neutrals



Black, White, Metallics and Neutrals



Black, White, Metallics
and Neutrals



Black, White, Metallics
and Neutrals



Black, White, Metallics
and Neutrals



Black, White, Metallics
and Neutrals



Black, White, Metallics
and Neutrals

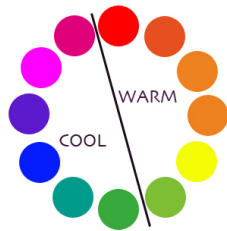


Week 3: Designing with Color
Perceptions of Color

Perceptions of Color

1. Warm vs. Cool
2. Calming vs. Energetic
3. Connection of Emotion to Color

Warm vs. Cool Colors



Warm vs. Cool Colors

warm red	cool red	warm white with yellow undertones	cool white with blue undertones
warm green	cool green	warm white with orange undertones	cool white with green undertones

Energetic Colors

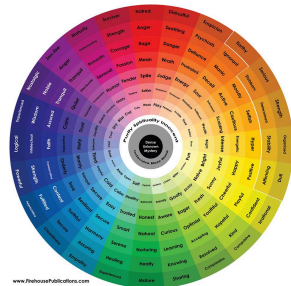


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Calming Colors



Emotion of Color



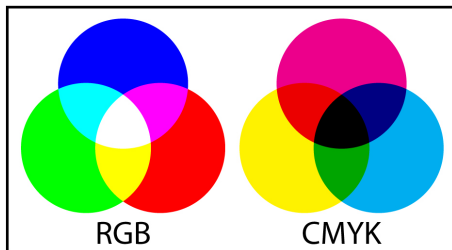
www.PinkhousePA LLC.com

Week 3: Designing with Color Communicating About Color

Communicating About Color

1. Color Matching Systems
 - RGB and HEX
 - CMYK and PANTONE
2. The Language of Color

RGB = Additive CMYK = Subtractive



PMS = Pantone Matching System



Language of Color

BOND GIRLS
BY O.P.I



Language of Color



DOLCE & GABBANA
classic cream
LIPSTICKS

Language of Color

j.crew fabric swatches (palette of the week)

MISTY ROSE, BRIGHT CORAL, VIVID PINKY, FANCY BERRY
 MONSIEUR PINK, DUSTY SHALE, BREED WINE, DARK EGGPLANT
 GRAPHITE, MATISSE BLUE, CASABLANCA BLUE, NEWPORT NAVY
 HOOBY, BLACK

J.Crew Swatches Item 2 of 4

43

Lindsay & Dan

A Story told in Color

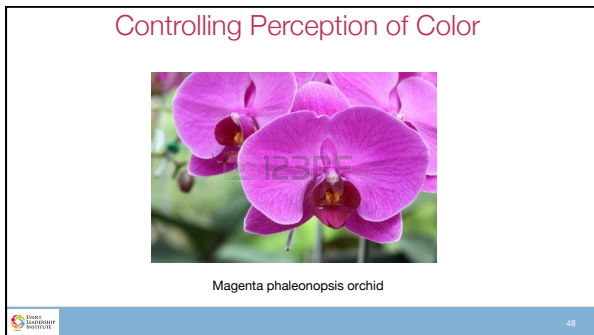
Ceremony

Cocktail Hour

Dinner

Tricks of the Trade

- ### Tricks of the Trade
1. Mixing Colors to Create Desired Perception
 2. Making Color Choice Known
 3. Empowering the Client
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Controlling Perception of Color

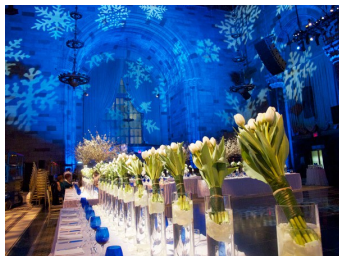


Controlling Perception of Color



Making Color Choice Known

Inclusion in palette
requires three repetitions
in unique elements



Making Color Choice Known

Gold chair, gold edged glassware, gold feathers in centerpiece



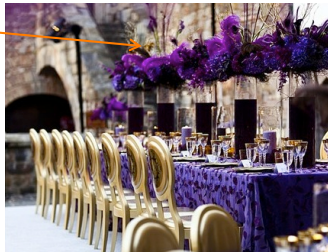
Making Color Choice Known

Gold chair, gold edged glassware, gold feathers in centerpiece



Making Color Choice Known

Gold chair, gold edged glassware, gold feathers in centerpiece



Making Color Choice Known

Black charger, black chair, black edging on runner



Making Color Choice Known

Black charger, black chair, black edging on runner



Making Color Choice Known

Black charger, black chair, black edging on runner



Empowering the Client

Paint chips are free, relatable and user friendly



Empowering the Client



Apple Green



Pear Green



Lime Green



Grass Green

Speak their language!



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