

COLOR AS A MEDIUM OF COMMUNICATION

One of the most important considerations in the creation of an outdoor design revolves around the effective use of color.

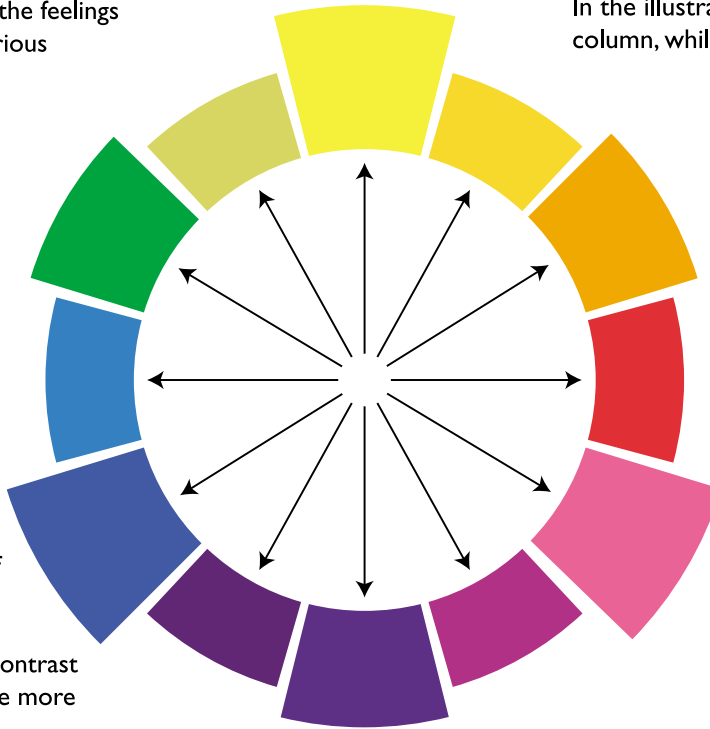
Color can convey emotions. For example, consider the feelings associated with various colors:

red signifies life, passion;
blue gives the feeling of coolness, calm;
green connotes growth, springtime;
yellow says warmth, vitality.

Color also affects both the visibility and the legibility of a design.

The stronger the contrast between colors, the more vibrancy created.

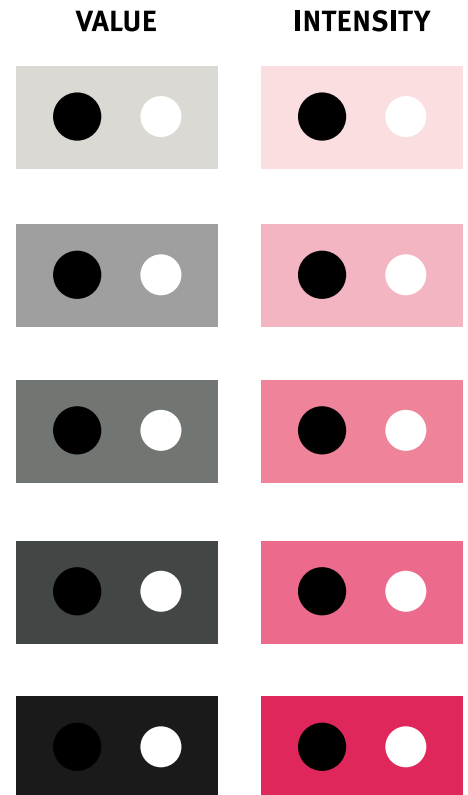
The strongest color contrasts—opposites on the color wheel—are color complements. These opposites contain no common ingredient. For example, green contains yellow and blue, but no red. Thus, green and red are complements, offering vibrancy through their contrasting relationship.



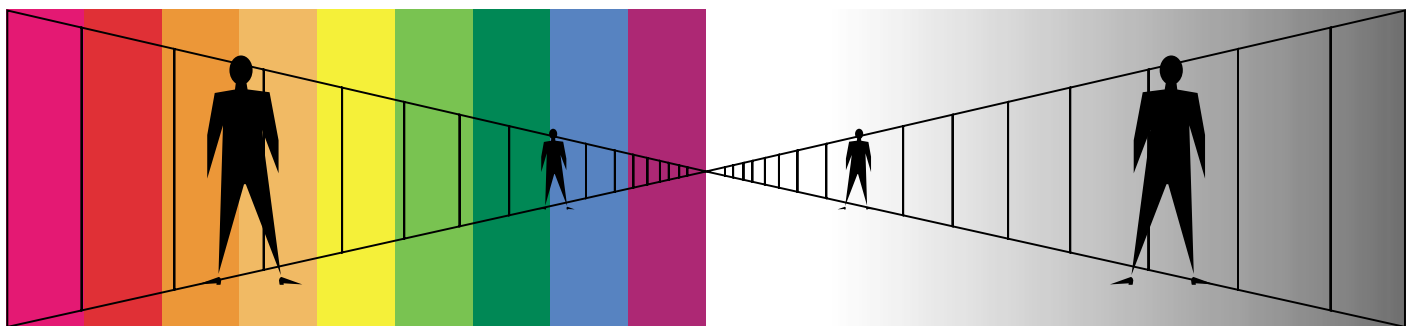
COLOR VALUES

Colors have the following qualities: **hue**, **value** and **intensity**. *Hue* is the “color” of a color or its identity such as red, orange, green, etc. *Value* is the measure of its lightness or darkness, its position on the scale which runs from black to white. *Intensity* is the measure of a color’s strength and purity.

In the illustrations below, Value is demonstrated in the left column, while Intensity is shown in the right column.



HUE, VALUE AND DISTANCE



In addition to conveying emotion, color and black and white values can affect distance factors. Warm hues—reds, oranges and yellows—are perceived as closer to the viewer. In contrast, cool colors of green, blue and violet seem more distant.

Similarly, darker values in color or black and white seem to be more in the foreground, while lighter values recede. Strongly contrasting combinations of either value or hue seem closer. Legibility is affected more by value contrast than by hue.