



Picture credit : <https://graphicdesign.stackexchange.com/questions/115546/color-wheel-with-constant-subjective-hue-gradient-better-than-cielab>

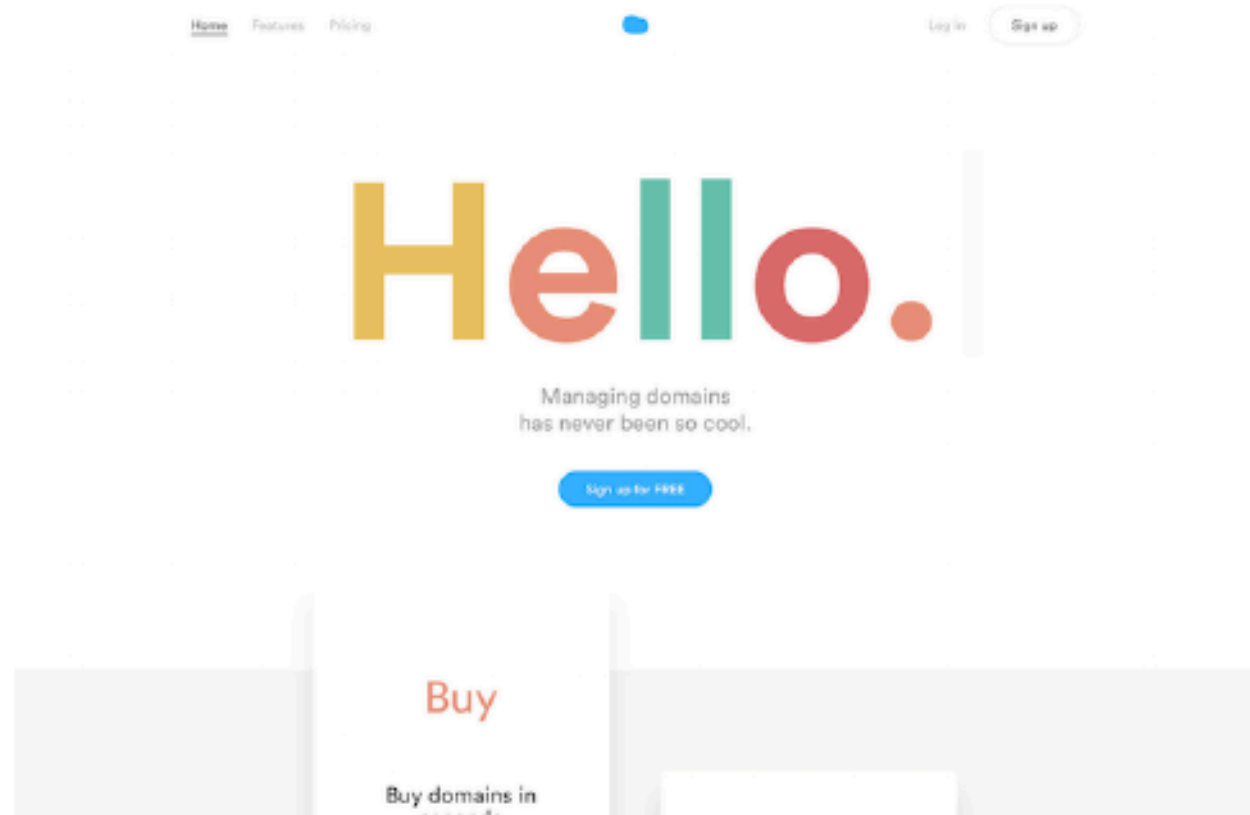
HUE

Hue is the most basic of color terms and denotes an object's color. When we say "blue," "green," or "red," we're talking about hue..

MA's <small>Cursos</small>	Workshops <small>Fin de semana</small>	Tools <small>Cursos herramientas</small>	Packs <small>Diseño & Motion</small>
01.ene. <small>Workahops 2017 con Clase BCN, Itelajaelcoco, Magoz, Javier Jaen y Vasava.</small> ver más	09.ene. <small>Curso MA's: Graphic Design is Thinking Made Visual. Convocatoria 2017.</small> ver más	Motion creada por alumnos de nuestro MA's de motion. saber más <small>1 2 3</small>	
<small>Cursos y actividades</small> Calendario 2016 / 2017 ver calendario			
En el gimnasio del motion graphics. <small>Artículo M1M & Graffica.</small> saber más	Estos son mis principios, pero si no le gustan... <small>Artículo M1M & Graffica.</small> saber más		
			

CHROME

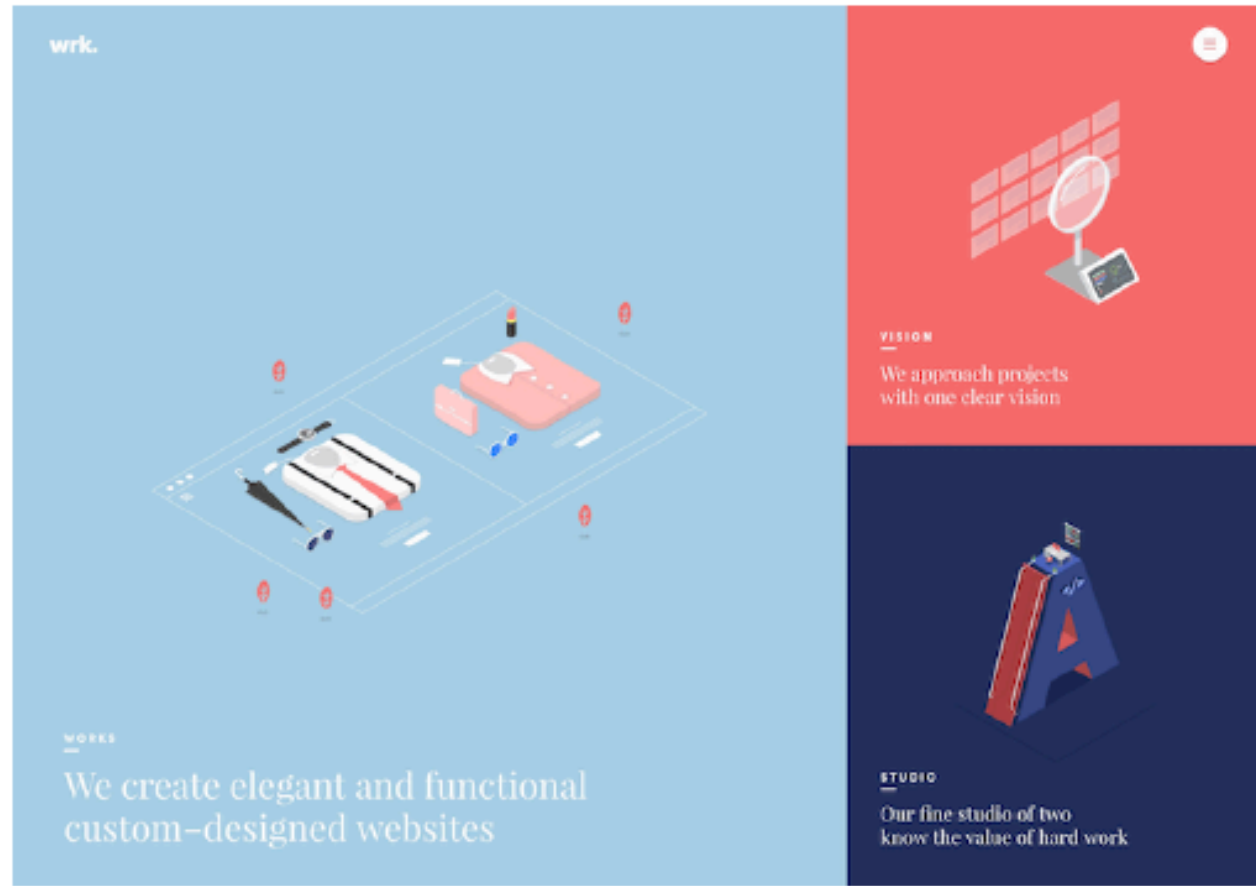
refers to the purity of a color. A hue with high chroma has no black, white, or gray added to it. Conversely, adding white, black, or gray reduces its chroma. It's similar to saturation but not quite the same. Chroma can be thought of as the brightness of a color in comparison to white.



Picture credit : <https://www.smashingmagazine.com>

SATURATION

saturation refers to how a hue appears under particular lighting conditions. Think of saturation in terms of weak vs. strong or pale vs. pure hues.



VALUE

Value could also be called “lightness.” It refers to how light or dark a color is. Lighter colors have higher values. For example, orange has a higher value than navy blue or dark purple. Black has the lowest value of any hue, and white the highest.

When applying color values to your designs, favor colors with different values, especially ones with high chroma. High contrast values generally result in more aesthetically pleasing designs.

Excitement

Sincerity

Competence

Ruggedness

Sophistication



Sunny

Friendly

Trust

Warmth

Intelligence

Power

Cheerful

Dependability

Earthiness

Wisdom

Striking

Optimism

Security

Reliability

Smart

Energy

Happiness

Modern

Conservativeness

Intellectual

Warmth

Inspiration

Formal

Steady

Subtle and
Mysterious

NETFLIX



RED

POSITIVE

Power	พลัง
Passion	ความหลงใหล
Energy	พลังงาน
Fearlessness	กล้าหาญ
Strength	แข็งแรง
Excitement	ตื่นเต้น

NEGATIVE

Anger	ความโกรธ
Danger	อันตราย
Warning	เตือนภัย
Defiance	การต่อต้าน
Aggression	ความก้าวร้าว
Pain	ความเจ็บปวด



YELLOW

POSITIVE

Optimism	มองโลกในแง่ดี
Warmth	ความอบอุ่น
Happiness	ความสุข
Creativity	ความคิดสร้างสรรค์
Intellect	เฉลียวฉลาด
Extraversion	พิเศษ

NEGATIVE

Irrationality	ไร้เหตุผล
Fear	ความกลัว
Caution	เตือนภัย
Anxiety	วิตกกังวล
Frustration	ไม่พอใจ / ผิดหวัง
Cowardice	ขี้ขลาด / ไม่กล้า