

“ In visual perception a color is almost never seen as it really is — as it physically is.

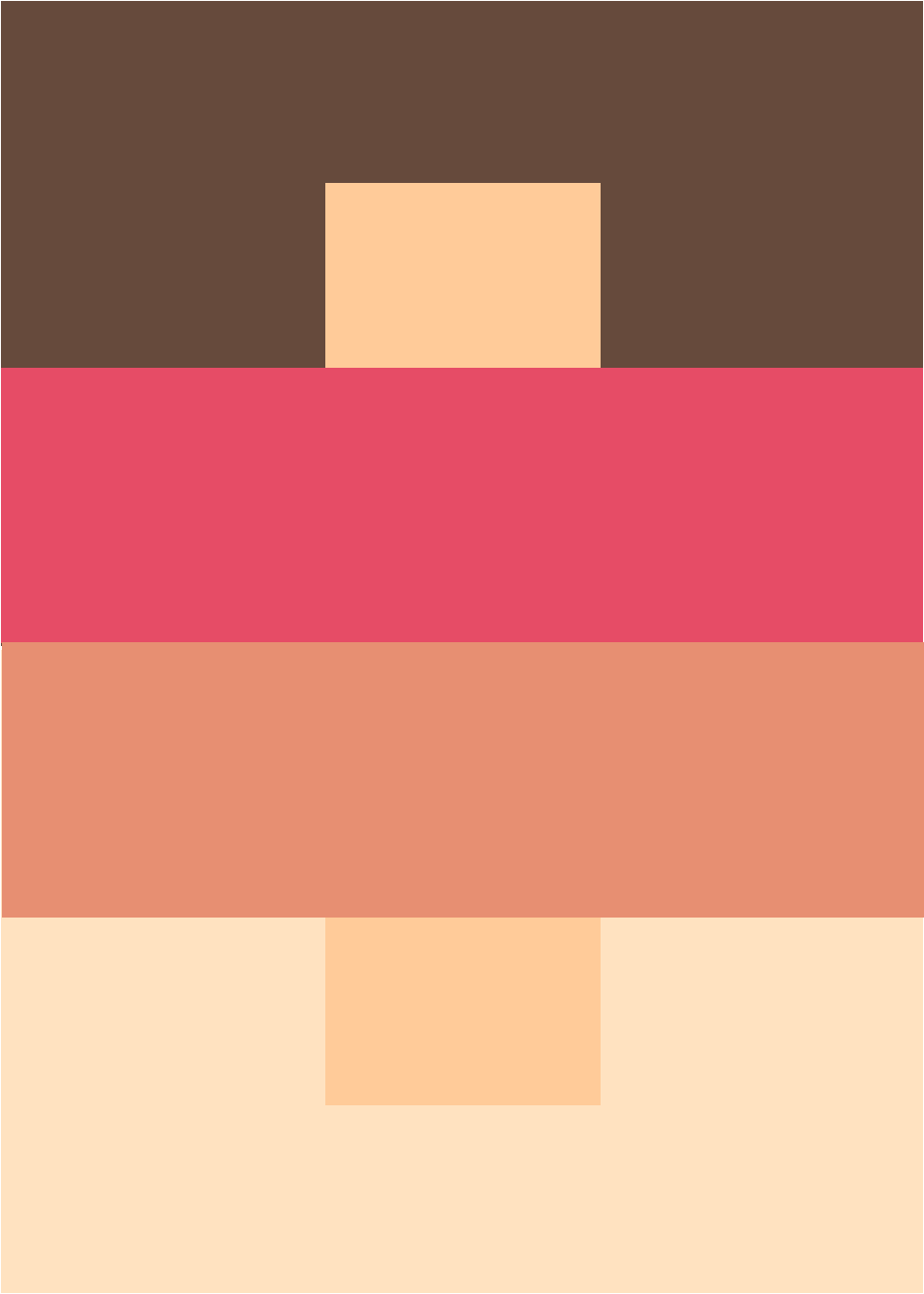
This fact makes color the most relative medium in art.

In order to use color effectively it is necessary to recognize that color deceives continually.”

If one says "red" (the name of a color) and there are 50 people listening, it can be expected that there will be 50 reds in their minds. And one can be sure that all these reds will be very different.

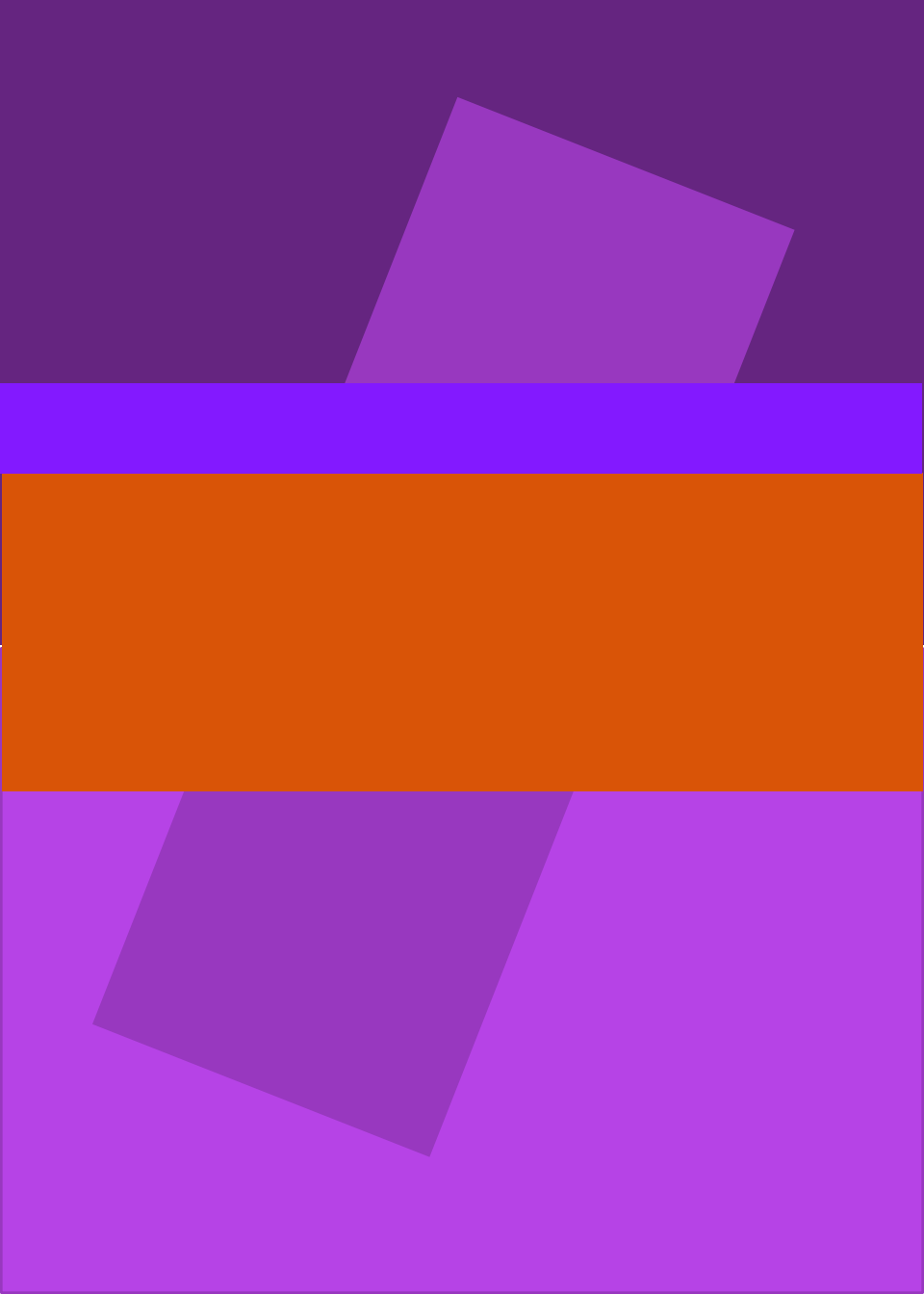
exercise I : fill the square on the left page with
"coca cola red"





IV. A color has many faces – the relativity of color.

To begin the study of how color deceives and how to make use of this, the first exercise is to make one and the same color look different.



IV. 4

The inner smaller violets are
factually alike.

But the upper one appears to refer to
the outer lighter violet at the bottom.



V. Lighter and / or darker– light intensity, lightness

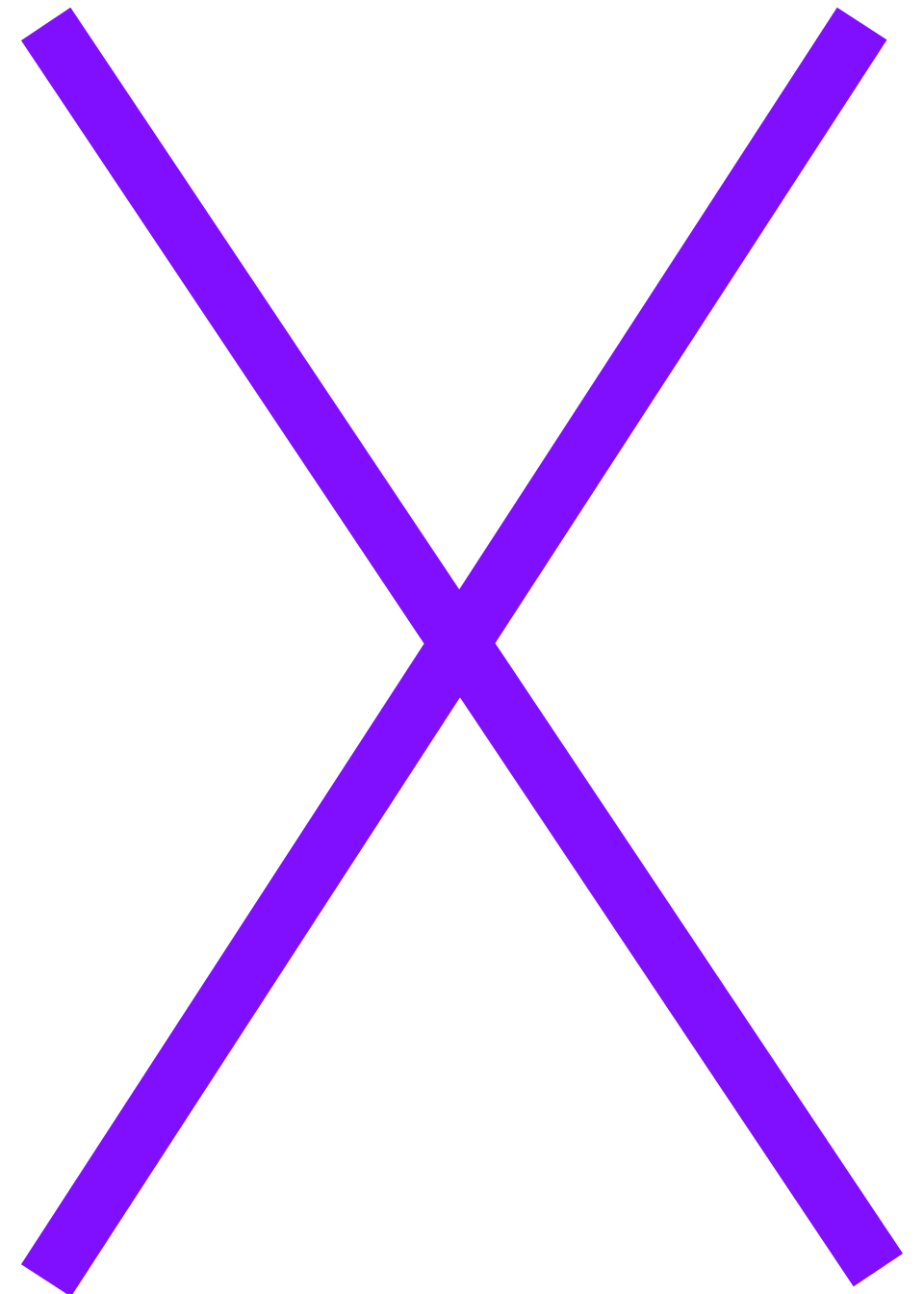
With the experience that often we are unsure and thus unable to distinguish between lighter and darker in color, it appears appropriate, even necessary, to develop a more discriminating sensitivity. To this end, we study gradation...

Create a middle grey vertical band on a black-white gradation ground. Notice how the band shows an illusion of a second gradation which exists only in our perception.

VI. 1 color appears as 2 – looking like the reversed grounds

Which color will play simultaneously the roles of 2 colors on the reciprocal grounds?

Find the color which on 2 different grounds loses its identity.

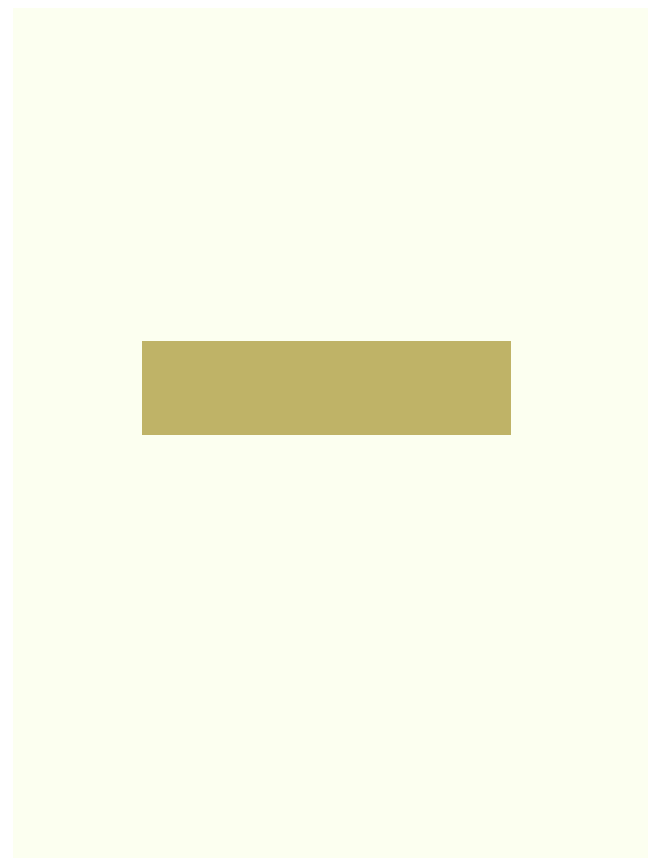


VII. 2 different colors look alike –subtraction of color

to make 2 different colors look alike... In the first exercise it was learned that the more different the grounds, the stronger is their changing influence.

It has been seen that color differences are caused by 2 factors: by hue and light, and in most cases by both at the same time.

Make 4 colors look like 3 by color subtraction.



XXII Vibrating Boundaries - enforced contours

...sometimes this vibration presents just a duplication or triplication of the boundary line.

The conditions for these varying effects occur between colors which are contrasting in their hues but also close or similar in light intensity...

This initially exciting effect also feels aggressive and often even uncomfortable to our eyes. One finds it rarely used except for a screaming effect in advertising, and as a result it is unpleasant, disliked and avoided.

