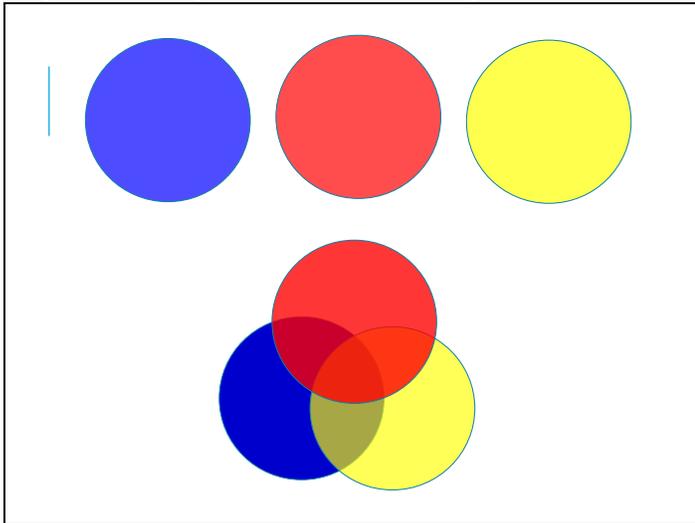


- In choosing color really anything goes as color preference is very personal.
- However there are some basic principles which are worth learning to make sure that any color choice has been properly thought through and has a good chance of fulfilling the design objective and setting the right mood.



- Paint brands each have their own color selections, but nowadays you can have almost any color mixed in any paint.
- Brands of paint are not all created equal. Your painter will have his professional accounts. You don't have to use them.
- The best paint according to studies and tests are Benjamin Moore, and Behr. Behr is only found at Home Depot.



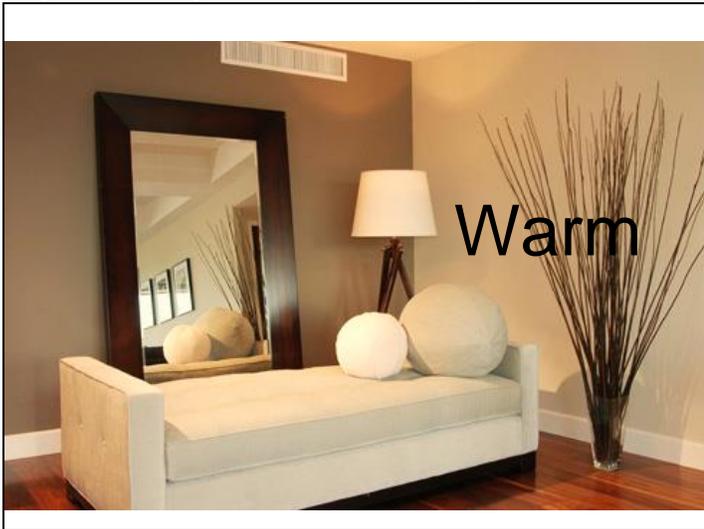
- Primary colors are the key to all color schemes.
- Humans love color schemes that include the primary colors, in any form
- All other colors are created from mixing the primary colors
- Colors will have an undertone that varies on the percentage of each color that was mixed



- Basics of color theory:
 - Hue is the color
 - Tint is a hue with white added
 - Shade is a hue with black or gray added.
- Once you've chosen your color, select your color's intensity level next. A color intensity is how bright or muted it is.
- Next, choose the color's lightness level. Light colors open up rooms and dark colors will make your space feel more intimate and cozy.



- All color other than the three basic primary colors are comprised of other colors.
- All colors have an undertone that is either warm or cool.

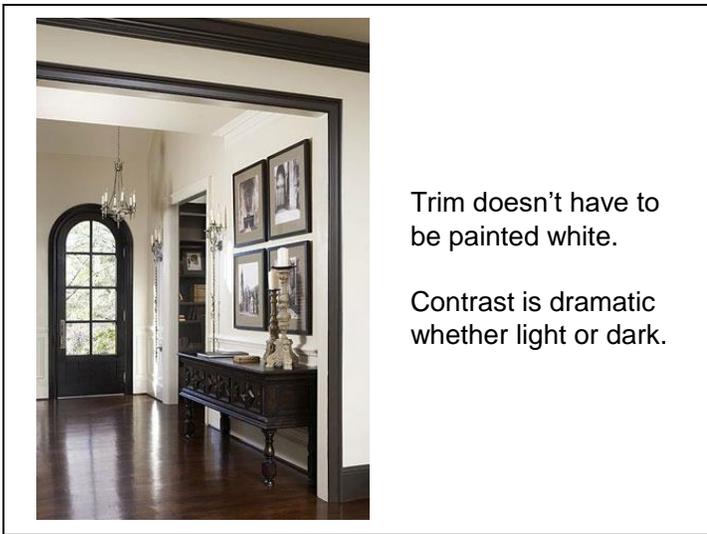


The same room with various lighting and undertones.





Cool



Trim doesn't have to be painted white.

Contrast is dramatic whether light or dark.

- Trim should be painted in a higher sheen. It's more durable than flat paint.



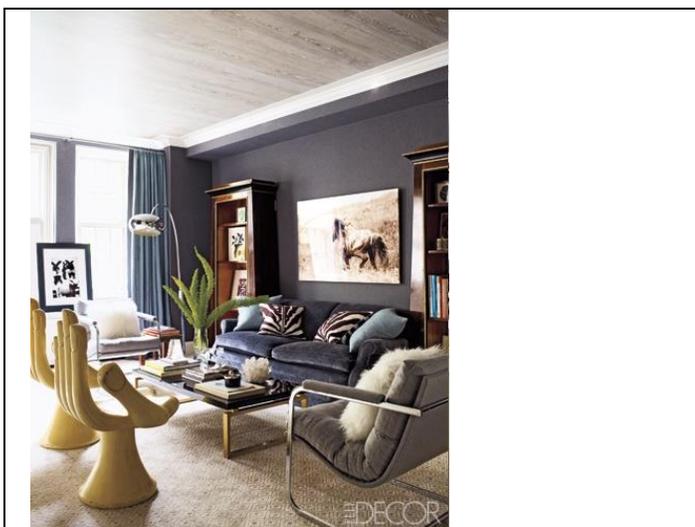
Lighting Can Change Everything!

- Light has a big effect on color especially when it comes to paint, so make sure that you have looked at your color choice in the room you want to use it in and at different times of day.
- Observe how the color changes throughout the day and night. It may be necessary to alter lightness or intensity level of the color to best fit your space.

Color Palates

Inspiration can
come from anywhere

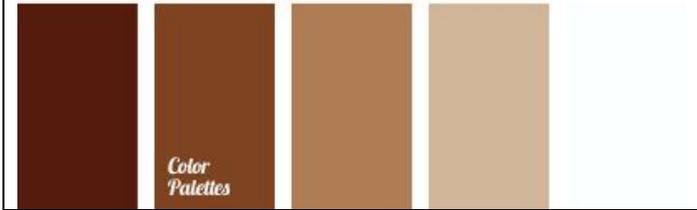
- The colors which the user of the space already likes should be taken into account. Their clothing, vehicles, fabrics, other properties etc. will provide clues as to an acceptable palette.
- Before selecting a color, ask yourself first what kind of look and feel you'd like your space to have. Color is a major player in creating atmosphere and transforming spaces.
- If you decide upon a particular shade inspired for example by a favorite piece of clothing or a picture, smart technology allows you to take a photo of the object and any good paint merchant will be able to produce the same color for you.



- Color palates:

- Cool colors in warm tones

- Cool colors with accents of warm cream.



- Rust tones remind us of nature.
- Wood, rust, dirt, cows etc.



- This warm pumpkin shade looks great in contemporary as well as traditional rooms.



- Don't forget that wood is a color. Use it as an accent color as well as texture.



- Greens feel fresh and healthy.



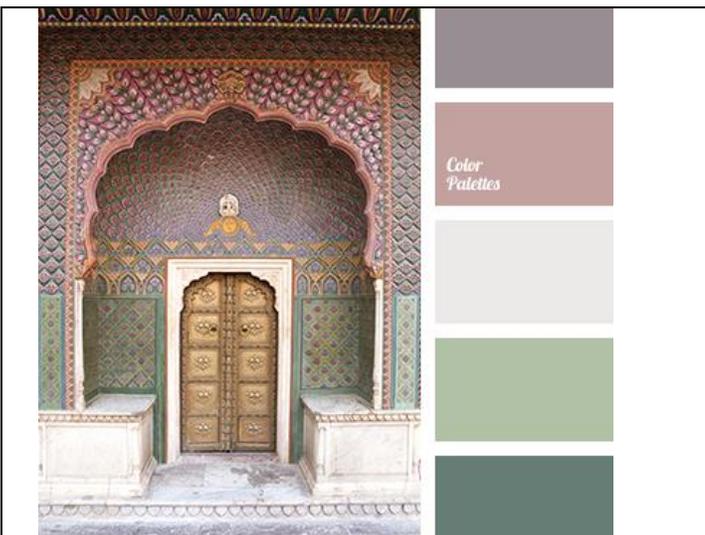
- Bright looks crisp and contemporary when mixed with white.



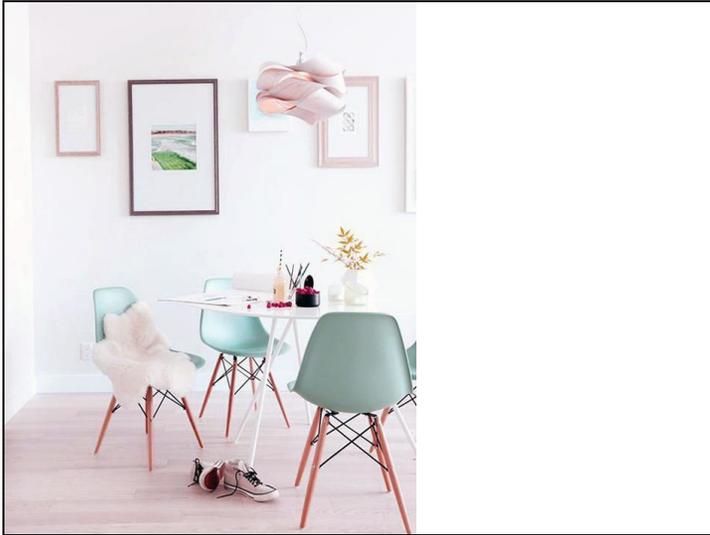
- Use your accessories as pops of color.
- I always place flowers in my finished rooms to add life and color.



- You don't have to paint whole rooms a bold color. Use it as an accent.



- Different color combinations can make a space feel exotic.



- Scandinavian, calm and clean.



- Romantic colors can be soft pastels or deep and dramatic. Simply think of the colors of passion.



- All white rooms are striking and feel expensive. You have to afford to keep it clean.
- Use plenty of texture and accents to keep it interesting.



- This room uses warm tints of white and looks very formal and elegant.
- They used glass and warm woods to add interest.



- Grey rooms can feel cold and sterile. This room uses rich fabrics and textures to feel elegant like silver.

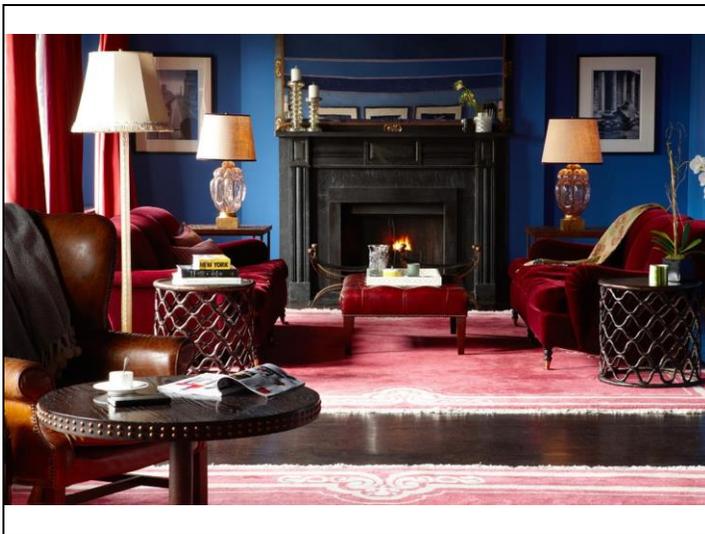


Warm colors, such as members of the red, orange and yellow families will create spaces that are welcoming, comforting and energizing.

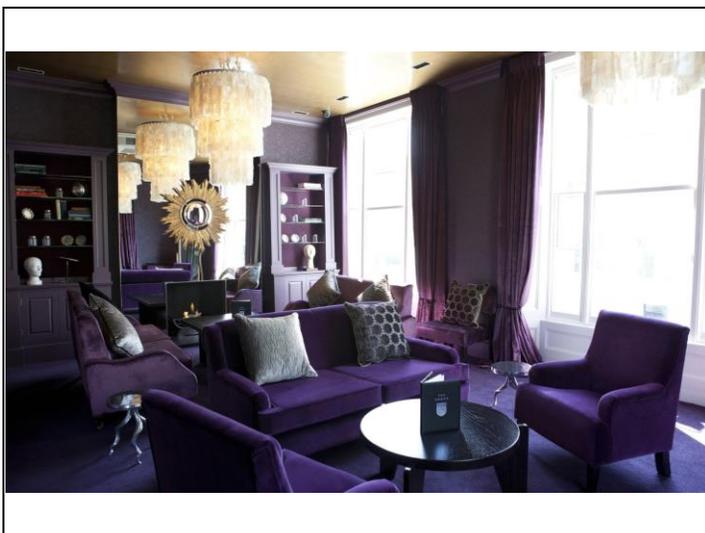
The fun palate represents the clients personality.



- Dark and rich purple feels regal. Especially when mixed with gold and black like in this room.



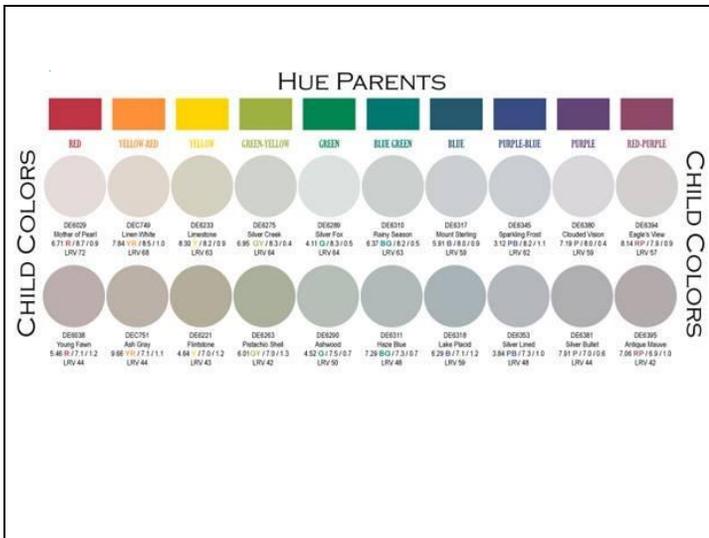
- Deep traditional colors like this royal blue and crimson red feel dramatic.
 - They don't have to feel traditional.
- Focus on lighting when using dark colors like these.



- Monochromatic rooms are dramatic.



Cool colors, from the blue, green and purple families, make spaces that feel open, breezy and relaxing.



Undertones are key.



- No more boring beige or cold grey. Now we love Greige!



Calculate carefully the quantities of any paint or wallpaper and over purchase if there is any uncertainty. It is always best to get materials from the same batch in one go as there can be slight differences between batches



- The color trends are decided each year by a panel of “experts”
- They influence the colors of our cars, appliances, and clothes.
 - I use them as accent colors.



- The period of the property might have a bearing on your choice. Where bright and edgy shades may work well in a contemporary space they may not work well in a Victorian period property for example.
 - Stay on top of trends
- How was it influenced by the history of furniture?
 - What elements are going to remain for future decades?



- The 40's used the colors of metals. Silver, gold, and copper.
- Poor were depressed and the colors reflected that.
- The wealthy wanted to show off their opulence.



- The 50's were focused on the race to space.
 - Turquoise, greens, yellows, and pink.



Earth tones. Back to nature.

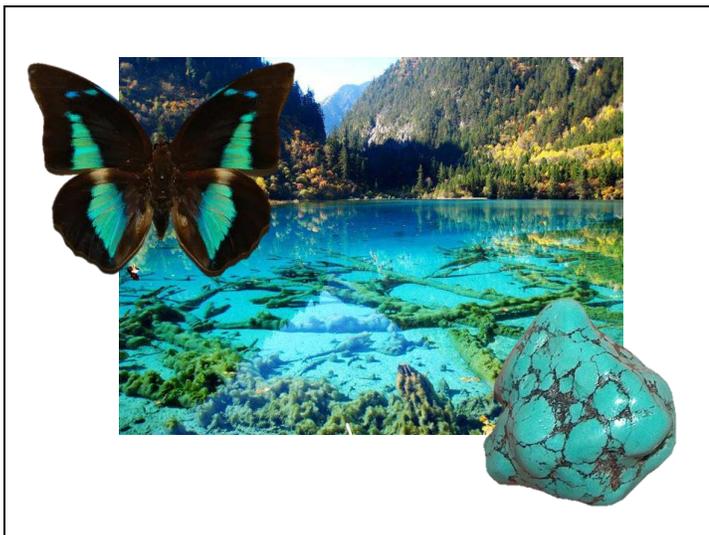
Rust, gold, olive green



- There weren't any rules. People were much adventuresome.
 - Bold and bright colors like neon.
- Teal, hot pink, turquoise, fluorescent green.



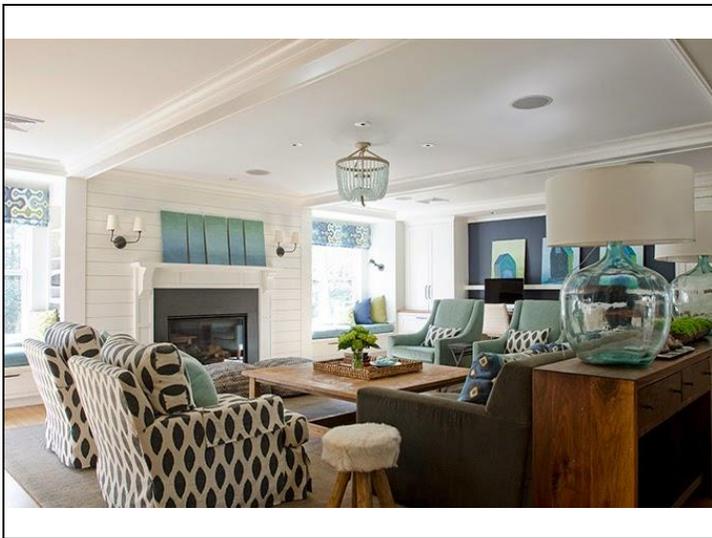
- Today we tend to be understated.
- We mix the classic colors of the past.



Choose a color from nature as inspiration



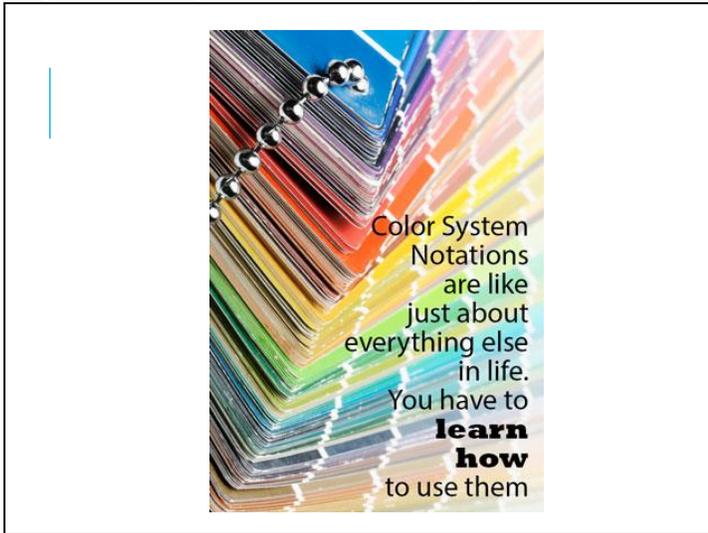
- Rich deep turquoise looks elegant.
- Large blocks of color in one room tend to intensify and multiply the color.



In small doses and softer colors it can look beachy.



Don't forget the outside as your accent colors.



- If you find a paint color but want something slightly different, look at the numbers.
- They are numeric so up one or down one might be perfect.



7050W Blue Chill	7060W Cool Vista	7070W Bridgewater	7080W Sistine Blue	7090W Blue Cool
7051W Blue Bouquet	7061W Soft Sky	7071W Meltwater	7081W Clear Day	7091W Ondine Blue
7052W Brisk Blue	7062W Carolina Blue	7072W Heron Blue	7082W Sky Delight	7092W Inspiration Blue
7053M Jonathan	7063M Blue Palace	7073M Bluejay	7083M Blue Yonder	7093M Baby Blue Eyes
7054M Venetian Blue	7064M Water Jet	7074M Brandon's Blue	7084M Parade Blue	7094M Blue Stencil
7055D Pompeii	7065D Triumph Blue	7075D Electron Blue	7085D Atlas Blue	7095D Grandma Blue
7056N Endless Blue	7066N Stars Forever	7076A Neon Blue	7086A Gulf Coast	7096A Deep Marine

Top 10 Color Rules of Thumb:

1. Squint!
2. Flat paint hides more flaws than sheen.
3. Bright and rich colors shrink a space and warm, light colors open a room up.
4. Light bounces which will intensify color.
5. Caution colors: Yellow, light blue, and cool tone grays.
6. Test paint with two coats of paint.
7. White changes with sheen.
8. Black and white color schemes work well at masking faults.
9. Choose a whole scheme and not just room at a time.
10. Neutral colors are safe but can be boring. Bold colors can become dated. A combination is best.

1. My biggest secret to choosing paint color: Squint! It allows you to see the undertones in the color when you're comparing colors.
 2. Use the lowest sheen of paint you can.
3. Big rooms can be made to feel smaller and cozier if you paint them in warm, bright colors. If you want to make a smaller room feel bigger then choose cooler, lighter shades.
4. Light bounces around a room which can intensify color.
5. Certain colors are tricky: Yellow, light blue, and cool tone grays.
6. When testing out paint colors, use two coats of paint before deciding. You're painter will.
7. When you use white, use multiple sheens to add visual texture.
 8. If you have a space which has poor quality surfaces, black and white color schemes work well at masking faults.
9. Approach color choice as a whole scheme and not just limited to one space or room at a time. The best effects are gained when there is harmony and flow between rooms and colors complement one another throughout. A good way to achieve this is to use one or two key colors throughout your scheme adding in other accent colors along the way. This will give a sense of continuity while establishing different moods along the way.
10. Neutral colors will stand the test of time but they can be a bit dull. Bold colors will add some zing to the space but be aware that they can date quickly as strong shades are very fashion led.



- ✓ Visit your local paint stores and tell them you're a designer, then ask for a free fan deck of paint colors.
- ✓ Look into a designer box of paint samples. You can look online and call your local rep.
- ✓ Create your favorite go-to color palates. If you see a color in person that you love, find out what it is, then get a sample to keep in one place.

Homework for Session #6