

# Color Theory for Designers & Gardeners

## Cultivated



The Elements of Floral Style

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Most people can see about 17,000 colors but understanding color takes work.

Colors change with geography. Indoors, we may view flowers under artificial light. In the garden, colors change over the course of the day. Understanding where, when and how flowers will be used is a wise way to approach color in the garden or the vase.

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**3 Tips** 1: The more something contrasts with its surroundings the more visible it becomes. 2: Dots of color disappear at a distance but when massed, the brain will create form. 3: Choose flowers that possess painterly qualities such as shaded coloration. Books which have helped me understand color: *Colour by Design* by Nori and Sandra Pope; *Chromaphilia: The Story of Color in Art* by Stella Paul; *The Elements of Color* by Johannes Itten.

1

### ANALOGOUS

Schemes use any tints, shades or tones that are within a 90 degree angle on the color wheel

2

### COMPLEMENTARY CONTRAST

Occurs between colors which are perceptual opposites: red/green, violet/yellow, blue/orange

3

### CONTRAST

Used to create visual interest. Many forms including contrast of temperature, saturation, light and dark, extension, and hue.



### Value

Value is the term painters use to describe how much light something gives off



### Intensity

Aka chroma refers to the relative brilliance of a hue.



### Temperature

Colors can be classified as warm or cool.