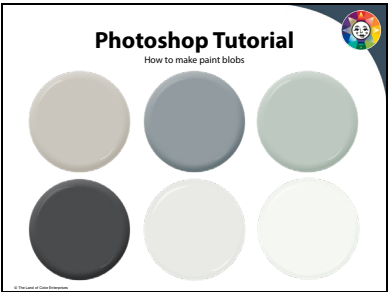


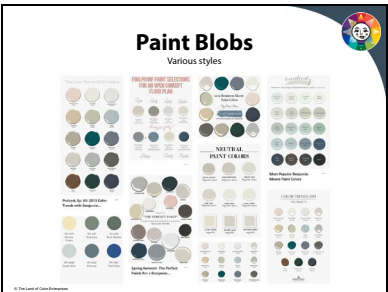
Slide 1



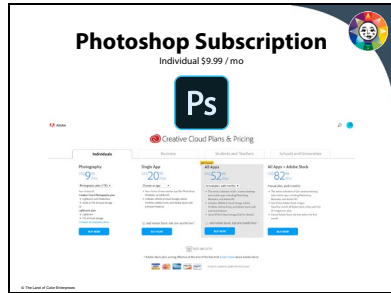
Slide 2



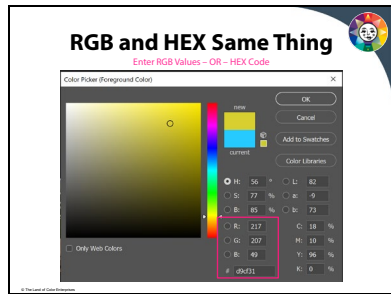
Slide 3



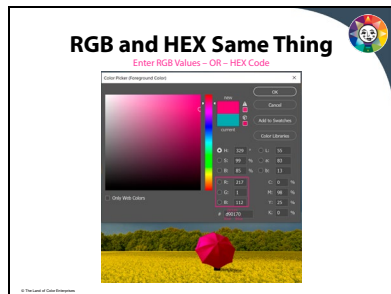
Slide 7



Slide 8



Slide 9



Slide 10

RGB Color Space


Red, Green and Blue Channels of Light

“

RGB Values are
DEVICE
DEPENDENT
and make no effort
to model
HUMAN VISUAL
PERCEPTION

”

—Lee Granger, Color Strategist

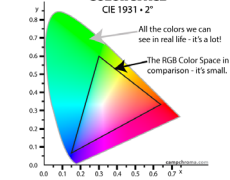


© The Land of Color Resources

Slide 11

RGB Color Space

CIE sRGB
COLOR SPACE
CIE 1931 • 2°



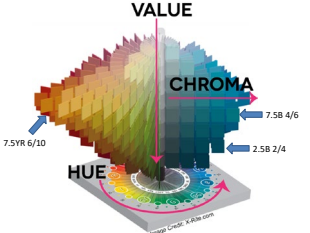
© The Land of Color Resources

Slide 12

Color Notation

Hue Value/Chroma unique to each color

VALUE



CHROMA

HUE

© The Land of Color Resources

Slide 13

The Four Pillars of Color
Color Strategist Certification



the COLOR STRATEGIST COLOR WHEEL

Mapping Hue Families

© The School of Color Strategist

Slide 14

Subtractive Color
Color In Real Life



© The School of Color Strategist

Slide 15

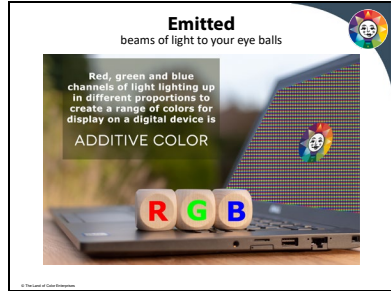
Reflected
beams of light to your eye balls

SUBTRACTIVE COLOR
is reflected light to the eye

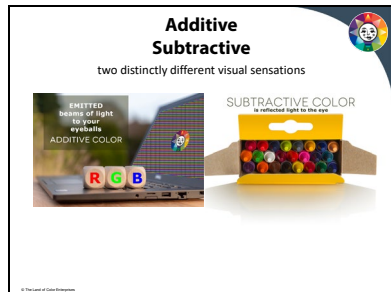


© The School of Color Strategist

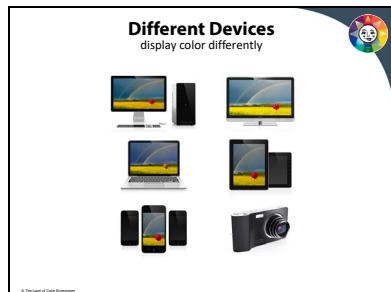
Slide 16



Slide 17




Slide 18



Slide 19

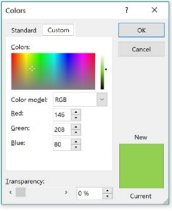
Different Devices
display color differently

“
RGB Values are
DEVICE
DEPENDENT
and make no effort
to model
HUMAN VISUAL
PERCEPTION
—Loren Flewelly, Color Strategist



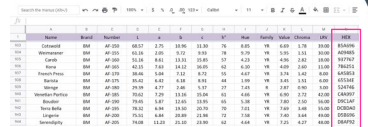
Slide 20

Power Point
RGB Values Only



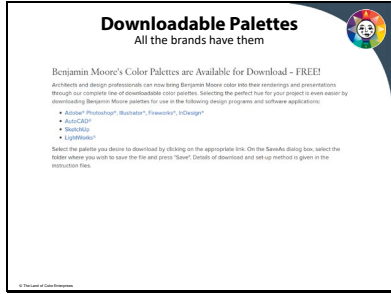
Slide 21

HEX Codes
Faster and Easier

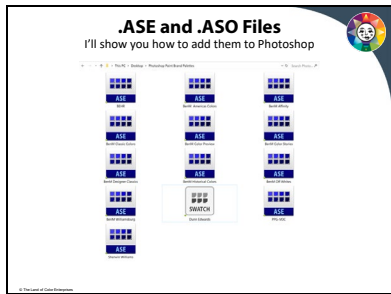


Name	Brand	Red	Green	Blue	Hex	Name	Brand	Red	Green	Blue	Hex
Current	MSI	142	202	80	#8E6A40	Current	MSI	142	202	80	#8E6A40
White	MSI	255	255	255	#FFFFFF	White	MSI	255	255	255	#FFFFFF
Black	MSI	0	0	0	#000000	Black	MSI	0	0	0	#000000
Red	MSI	255	0	0	#FF0000	Red	MSI	255	0	0	#FF0000
Green	MSI	0	255	0	#00FF00	Green	MSI	0	255	0	#00FF00
Blue	MSI	0	0	255	#0000FF	Blue	MSI	0	0	255	#0000FF
Yellow	MSI	255	255	0	#FFFF00	Yellow	MSI	255	255	0	#FFFF00
Magenta	MSI	255	0	255	#FF00FF	Magenta	MSI	255	0	255	#FF00FF
Cyan	MSI	0	255	255	#00FFFF	Cyan	MSI	0	255	255	#00FFFF

Slide 22

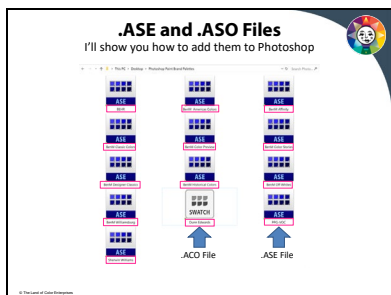


Slide 23



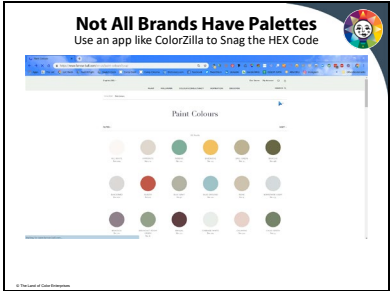
(typo on slide – should be .ACO not . ASO)

Slide 24

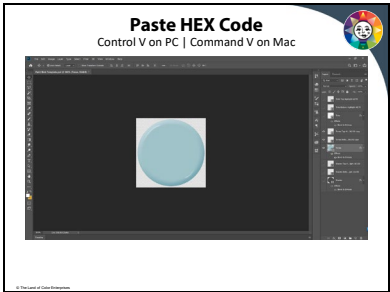


(typo on slide – should be .ACO not . ASO)

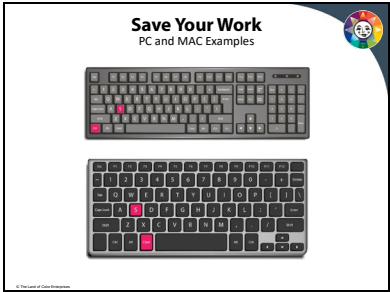
Slide 25



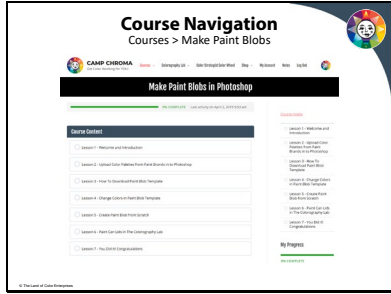
Slide 26



Slide 27



Slide 28



Slide 29

