

COLOR BASICS

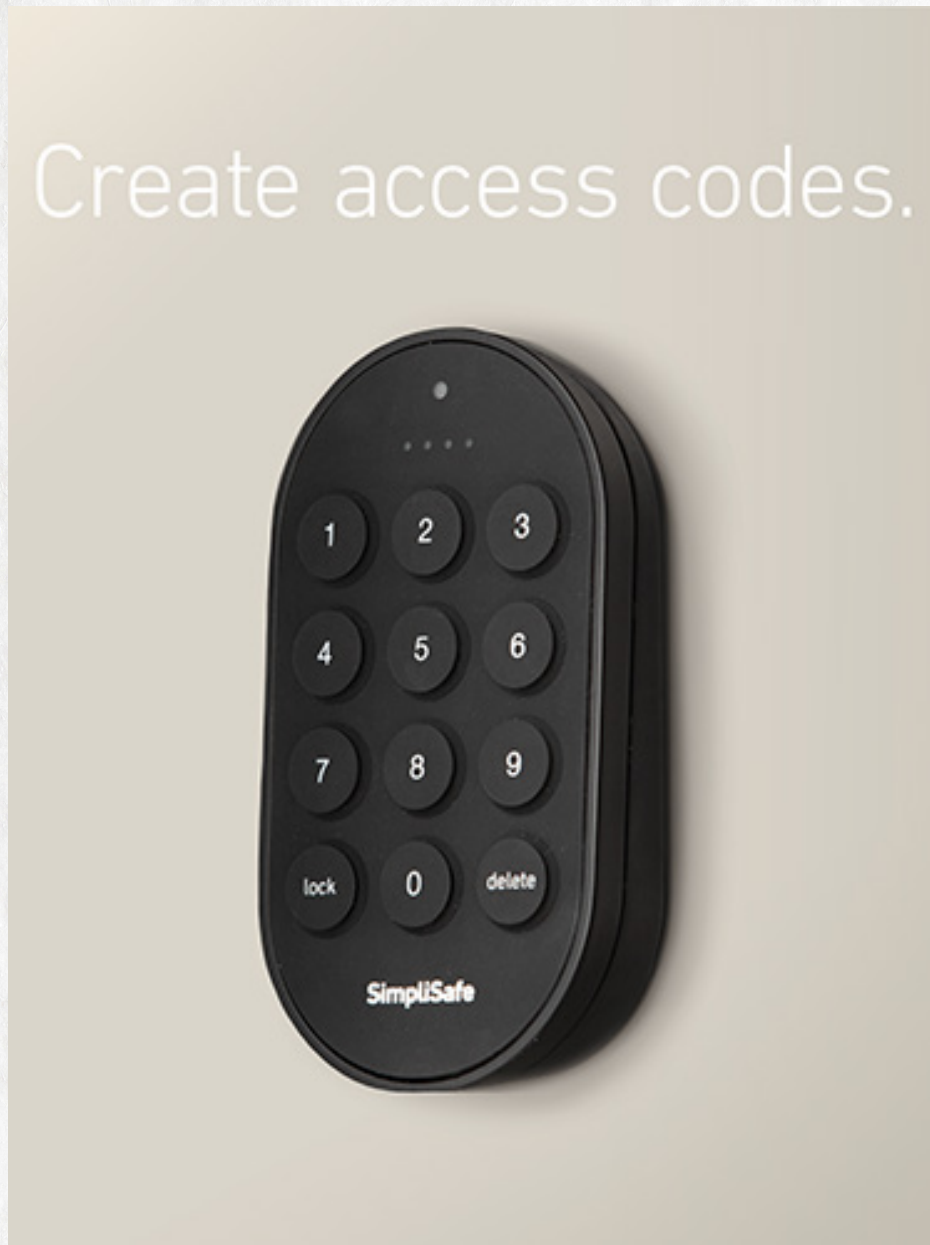
Johana Rodriguez
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University of North Texas

Complimentary Colors-



Complementary colors are positioned opposite each other on the color wheel. This image illustrates that effectively, as the orange stands out against the blue background due to their contrasting relationship.

Contrasting Colors-



Contrasting colors enhance visual impact by making one color stand out against another. This ad is a strong example, featuring a beige background that creates a stark contrast with the black object, drawing immediate attention to the black object.

Warm Colors-



I think you're #Fantastic.

Warm colors typically include red, yellow, and orange. This ad is a great example of warm color usage, as the Fanta is presented in a bright orange can that is associated with warm colors.

Cool Colors-



Cool colors are found on the cooler side of the color wheel and typically include blue, green, and purple. I chose this ad because it represents cool colors perfectly, not only does it mention 'cold-season cough,' but it also uses blue to visually reinforce the theme.

Monochromatic Colors-

Monochromatic colors consist of different variations of a single color, including its tints, shades, and tones. I chose this ad because it uses only red, but in different ways, some areas are brighter while others are darker, showcasing different shades of red to create depth and visual interest.

M O R P H E

LOVE.
LUST.
LIPS.

THIS WEEK ONLY*

Don't miss this hot buy on Morphe Liquid Lip that'll hold up through your next steamy makeout sesh. *Mwah.*

Now
£8/ £12 value

SHOP YOUR HEART OUT

Nature-



I chose this ad to represent nature because the vodka is named 'Natural Mark' and the imagery features elements like trees and a lake, both of which are commonly associated with the natural environment

Culture-

MEXICAN HERITAGE NIGHT

SEPTEMBER 23
7:05 PM

C vs. **T**



JERSEY
First 15,000 fans



HAT
*Special
Community Night
ticket required*



[TEXASRANGERS.COM/
MEXICANHERITAGENIGHT](https://www.texasrangers.com/mexicanheritagenight)

I chose this poster because it represents culture. The game takes place in September, which is National Hispanic Heritage Month, and the jersey features the word 'Tejas' instead of 'Texas' a nod to Hispanic roots. Additionally, the vibrant colors used in the design reflect the rich, colorful traditions commonly associated with Mexican culture.

History-



I chose this ad to represent history because it showcases Coca-Cola from an earlier time period. You can tell it's from the past by the classic glass bottle and the way the people are dressed, which reflects the fashion of that era.