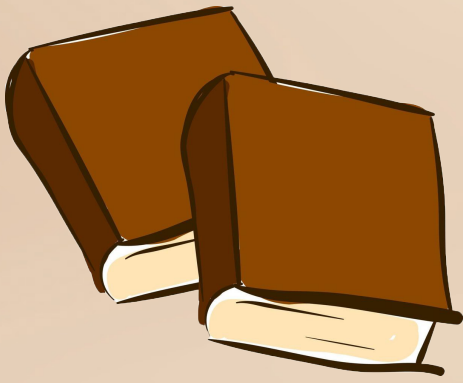




# **Designer's Notebook**

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**ADVG 1100 Spring 2025  
University of North Texas  
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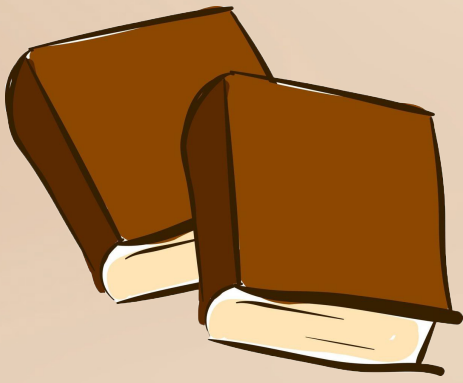


# Complementary Color



Color is very important when it comes to a seemingly perfect design. Understanding the color wheel makes a design invoke different emotions. Complementary colors are best used to help an audience feel certain ways

The design of this Starbucks advertisement has very calming elements with the brown coffee beans and the forest green logo on the cup.

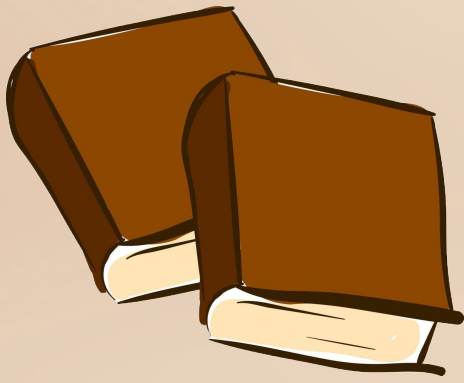


# Contrasting Colors



Using multiple elements of color, can provided variety in a design. This is called contrasting colors and should only be used with caution. Different colors can be fun to use, but comest a cost of confusion. This audience may not want to look at a design with too much color.

This farmer's market design has contrasting colors of green, red and yellow. It is successful by making sure to only keep the images in various colors and sticking to only a few colors for the text.

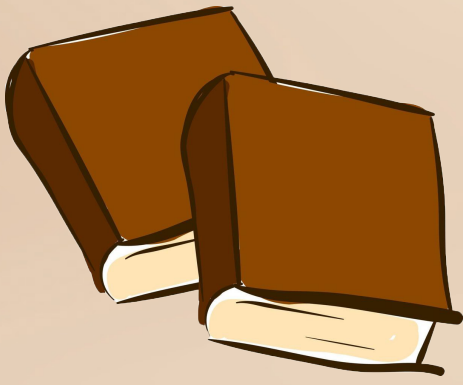


# Warm Colors

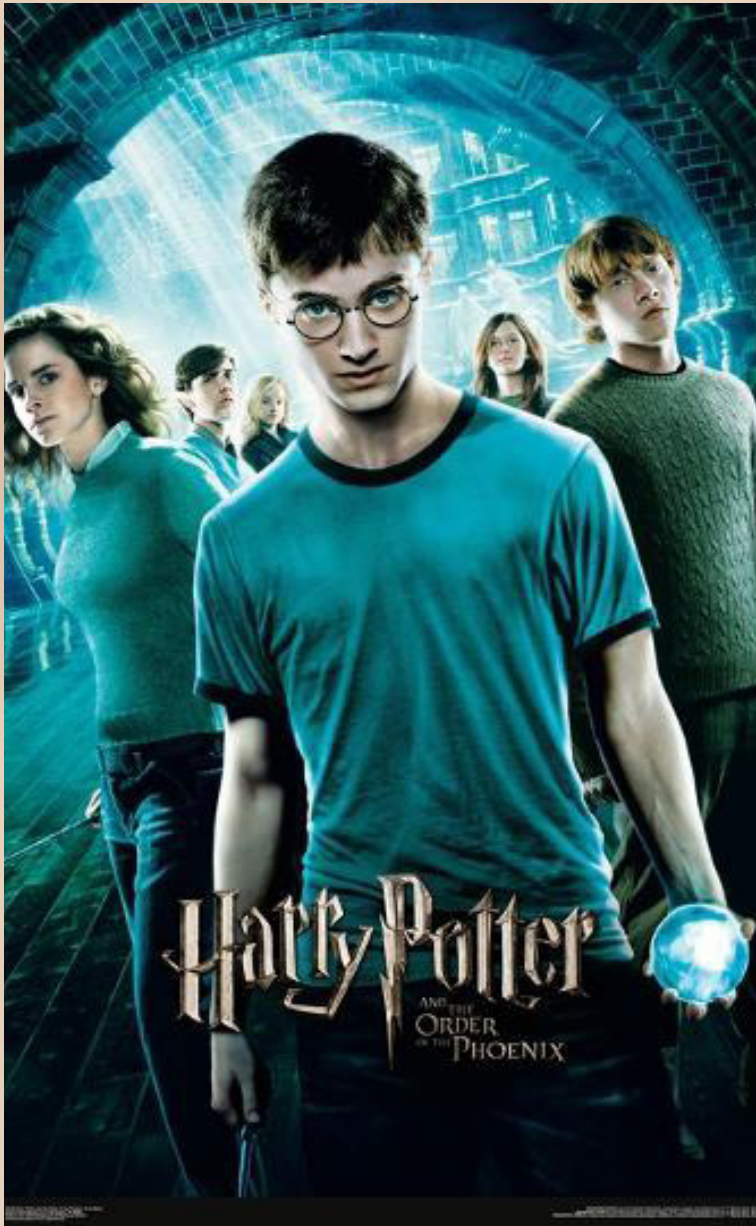


Warm colors are bold and bright. these colors consist of reds, yellows and oranges. They are often used to evoke playful happy emotions to the audience.

The brand McDonald's used the colors yellow and red. This is to show warmth and happiness, which is very fitting for the fast food chain.

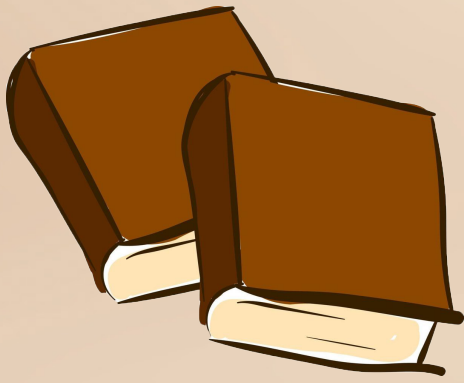


# Cool Colors



Cool colors are low and calm. They consist of blue, green and violet hues. They are often used to evoke tranquil and soft emotions to the audience.

This post of the popular movie Harry potter and the order of the phoenix have many cool colors of green and blue. This lets the audience know that the movie will be very serious in tone.

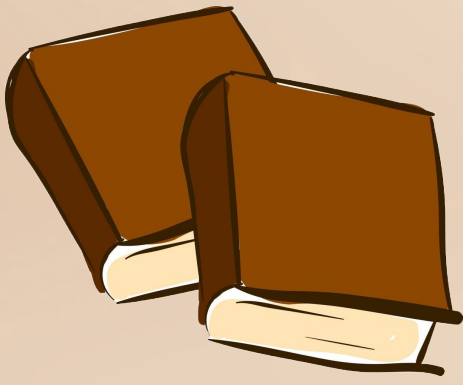


# Monochromatic Colors

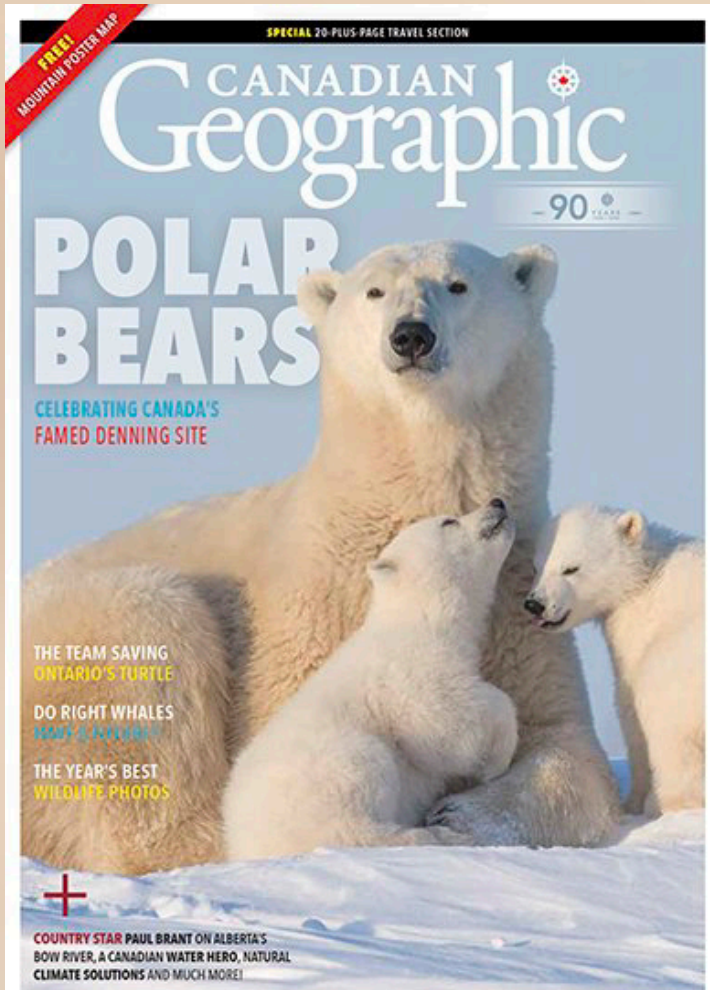


Monochromatic colors are the various shades, tints and tones of a singular color. In design, this can help provide a complex yet simple way of using one color.

In this scene from the movie The Matrix, we see that Trinity is in all black with elements of the color green all around her with lighting and background.

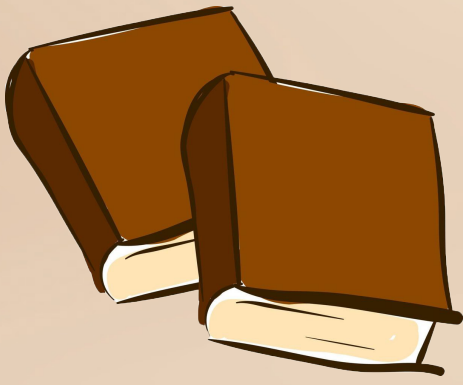


# Nature



With making design choices, the best choice is often the very natural colors used in nature. This gives the audience with a grounded feeling in the text that they are viewing.

This cover of the Canadian Geographic magazine used this image of polar bears and the color that they have. It is not just white but variations of it. They then colored the text around the images.

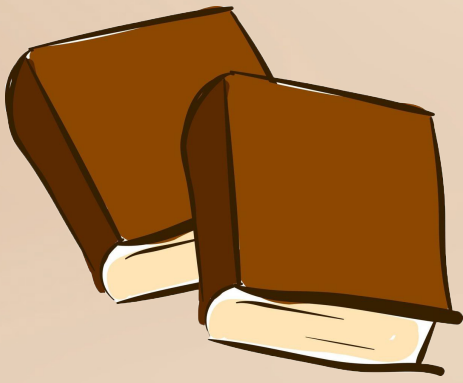


# Culture

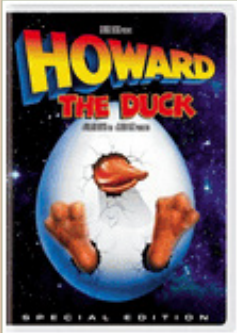


There are many different kinds of culture around the world. With this comes the different kinds of meaning of color. It is very important to look towards color when it comes to the celebration of holidays and festivals. There are often times color associated with different meanings.

During the celebration of Dia De los Muertos in Mexico, There are painted skulls in decoration of the line in which the dead can be with the living. the use of the Cempazuchitl flower and its often bright hues of orange and violet is very important in this holiday.



# History



As time goes, on the use of color changes. This is due to the different kinds of popular trends in fashion, beauty and architecture. History is very important to the evolution of color and how it shows each generation of style.

In the 1980s, there is a huge influence of big color in media and fashion. The various movie poster to the right shows just that. With big bold titles and exciting warm colors, it is often contributed to the vibrant times of the decade.