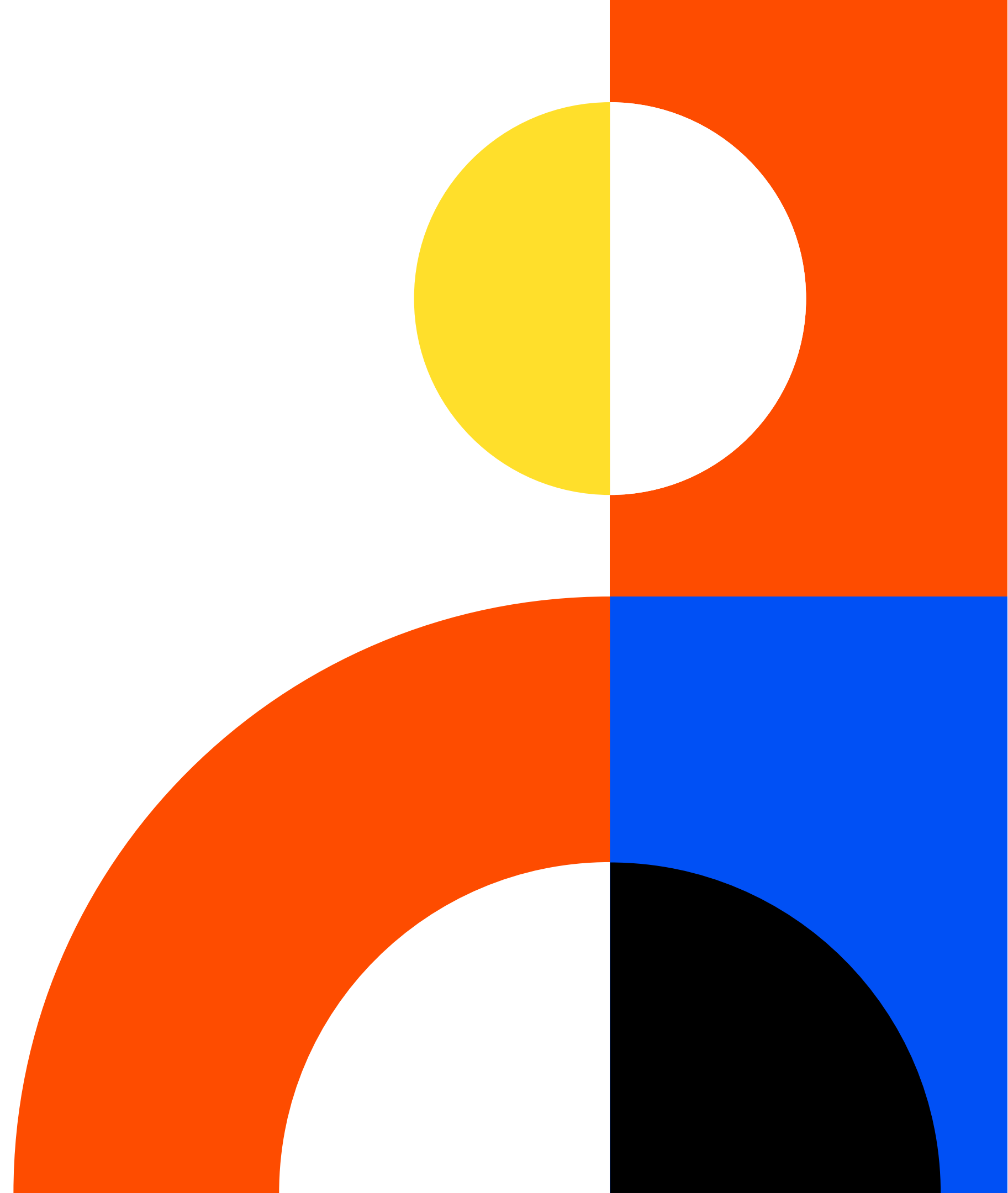
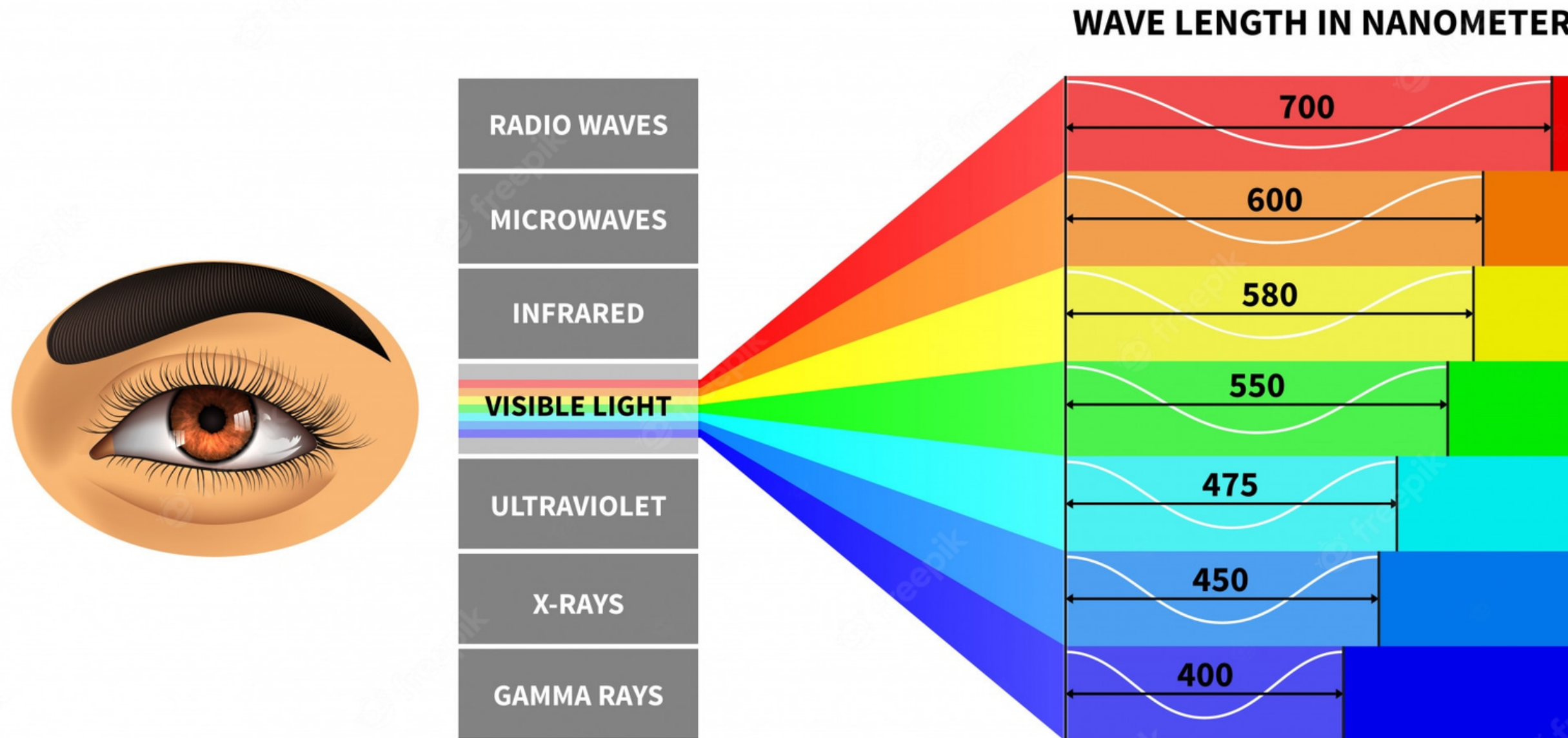


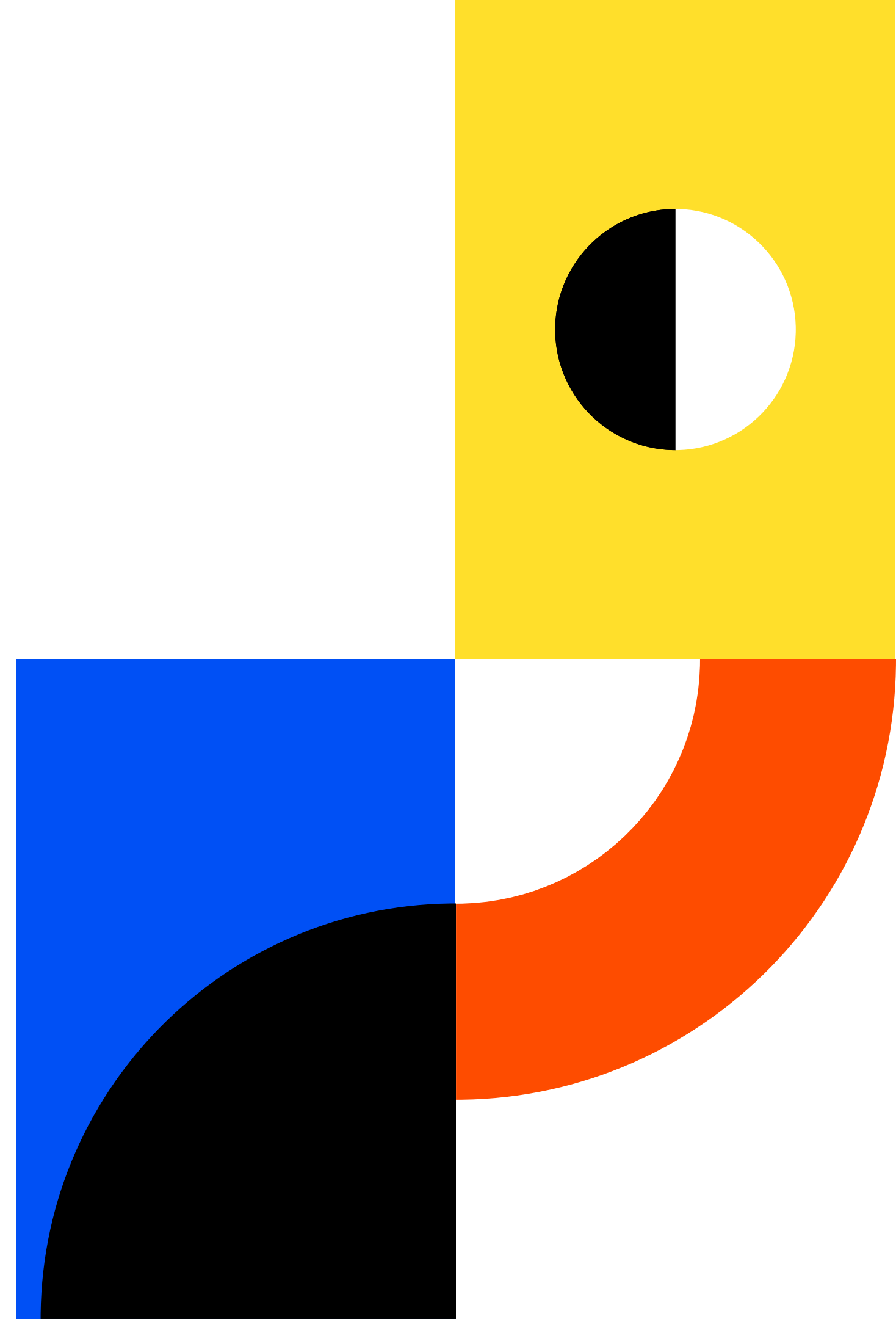
Teoría del color



ESPECTRO VISIBLE



Características del color



- **Tono**

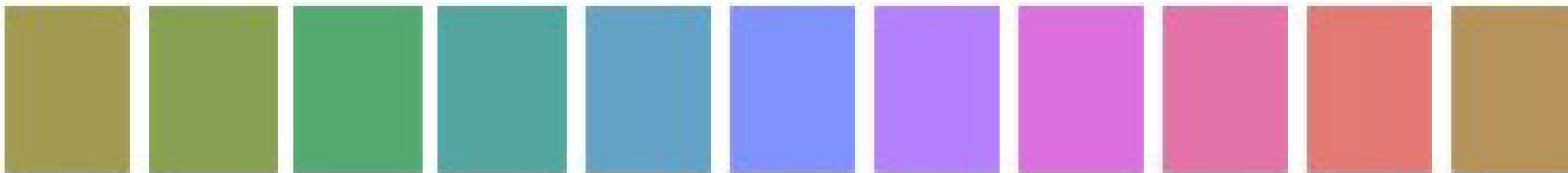
ES LA PROPIEDAD DEL COLOR QUE SE REFIERE AL ESTADO PURO DEL COLOR, EL COLOR PURO AL CUAL MÁS SE LE ACERCA. ES LA CUALIDAD POR LA CUAL DIFERENCIAMOS Y DAMOS SU NOMBRE AL COLOR. ES EL ESTADO PURO, SIN EL BLANCO O EL NEGRO AGREGADOS

- **Luminosidad**

ES UN TÉRMINO QUE SE USA PARA DESCRIBIR CUAN CLARO O CUAN OSCURO PARECE UN COLOR Y SE REFIERE A LA CANTIDAD DE LUZ PERCIBIDA.

- **Saturación**

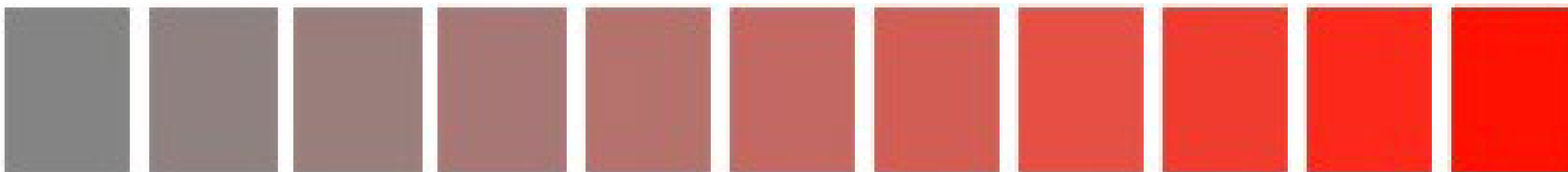
LA INTENSIDAD DE COLOR. CUÁNTO UN COLOR SE ALEJA O SE ACERCA AL GRIS



Tono o Matiz

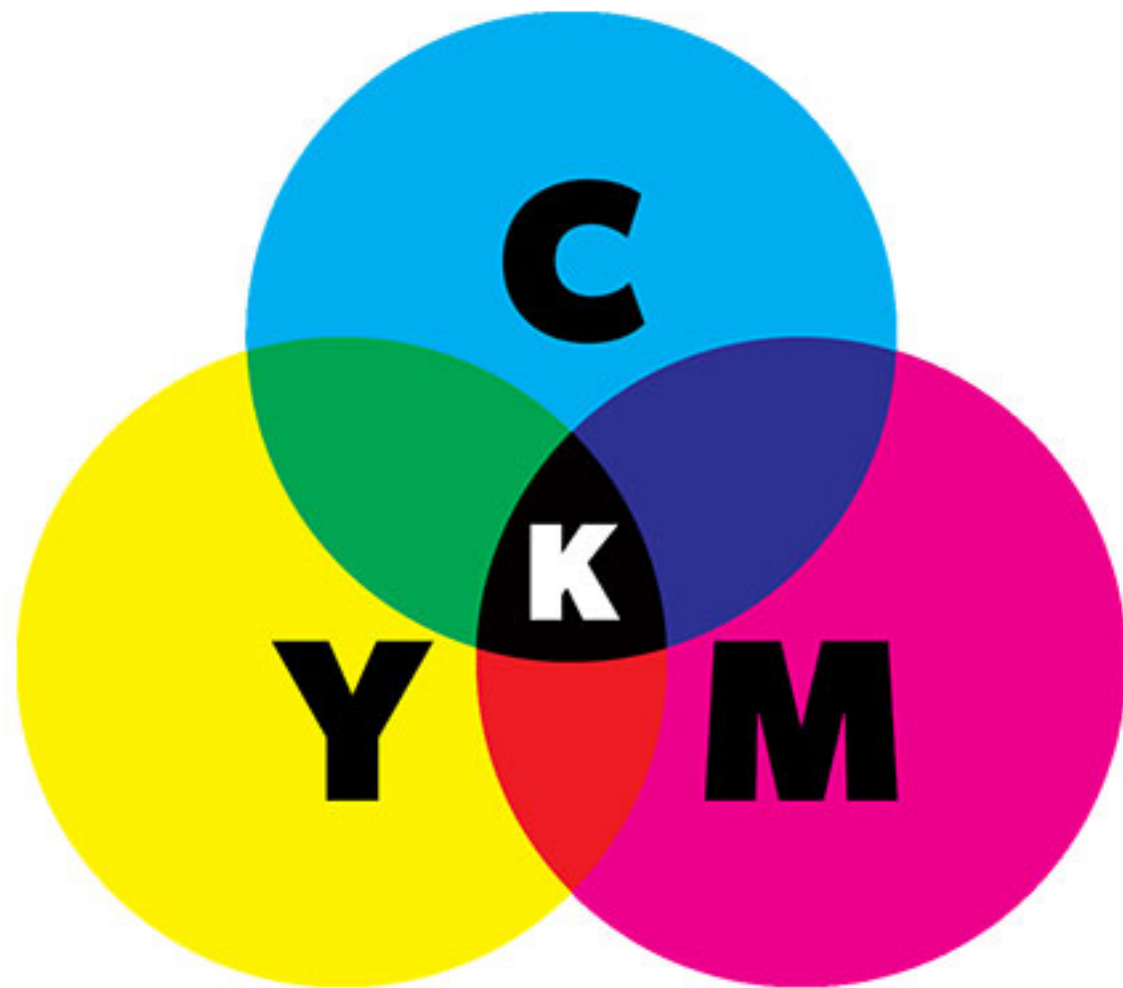


Brillo, Luminosidad o Valor



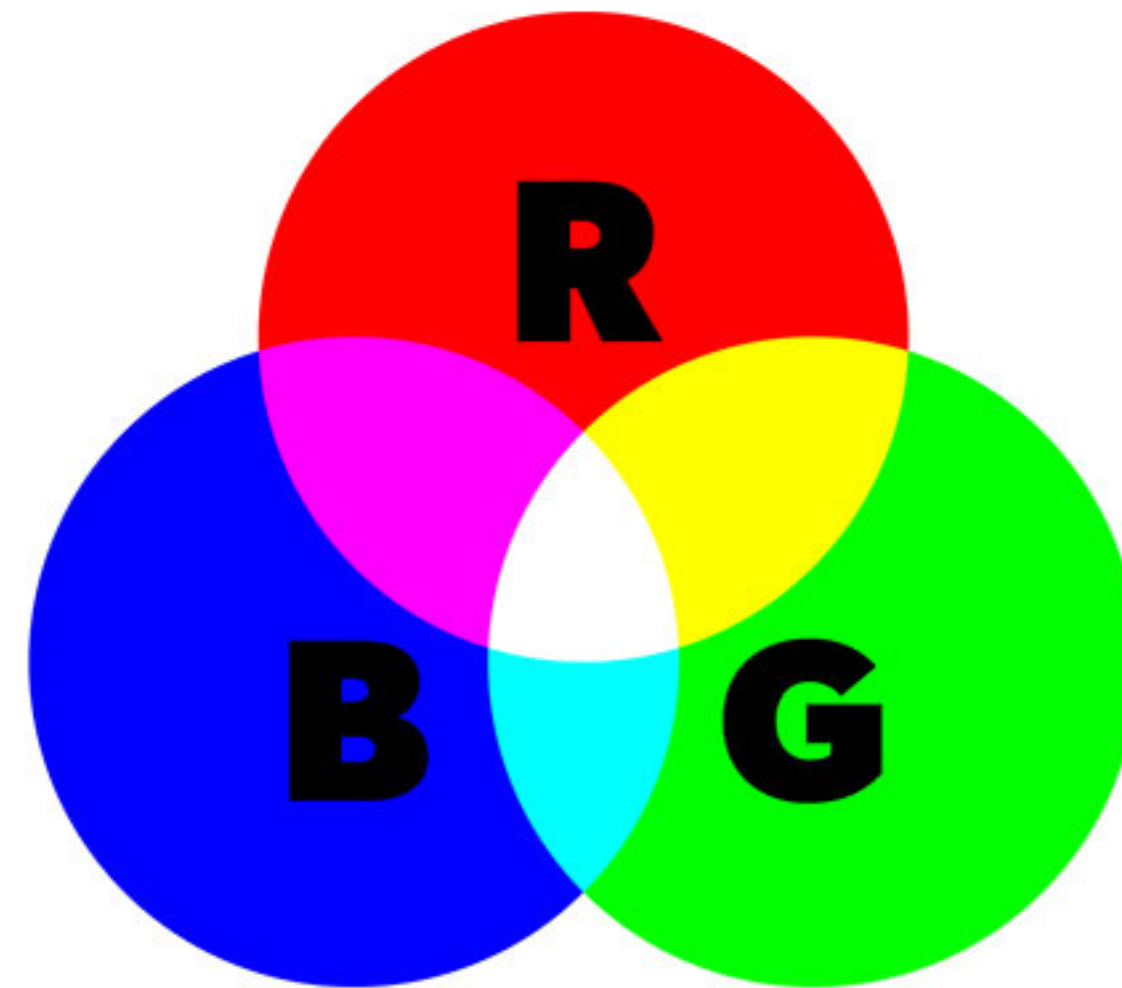
Saturación

Dos tipos de color



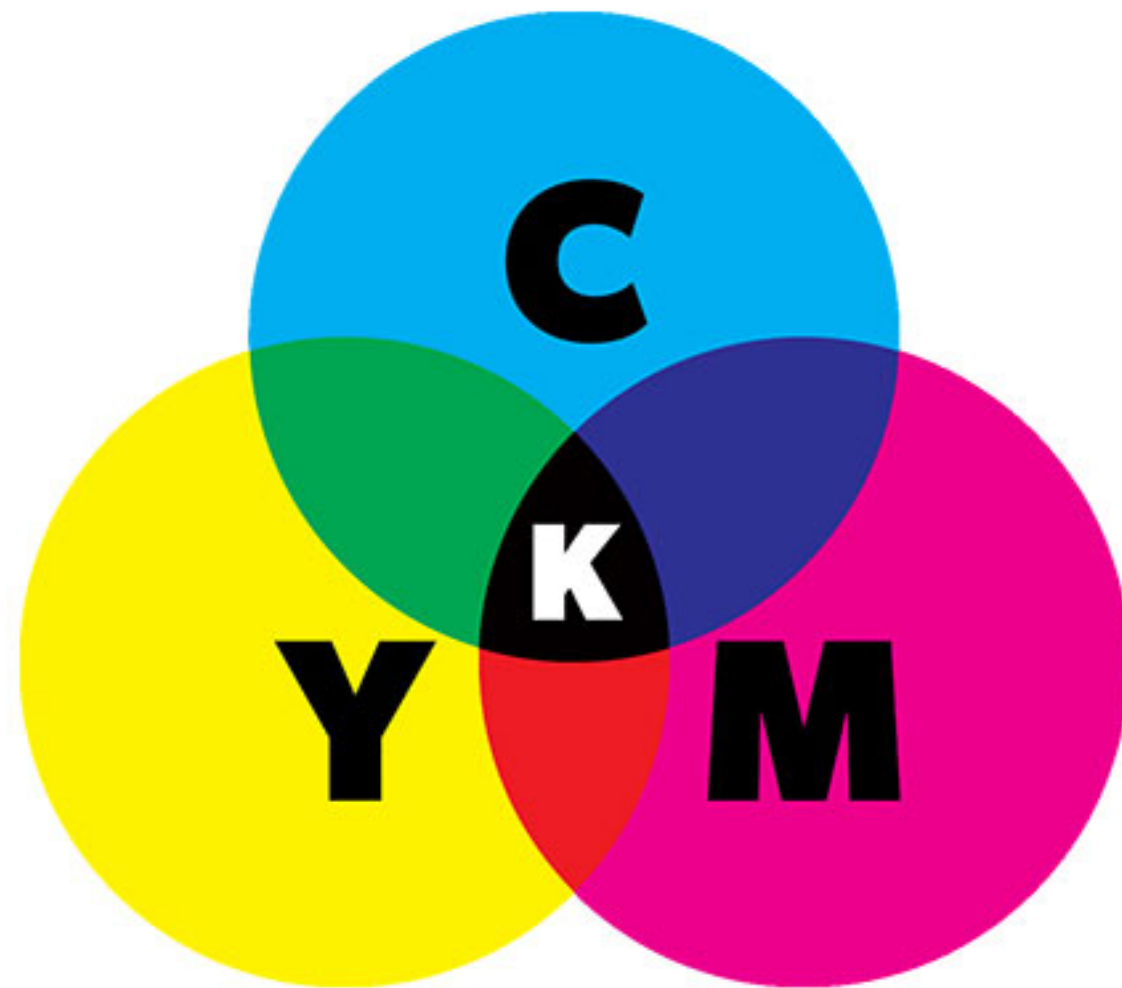
Color pigmento

vs



Color luz

Color pigmento



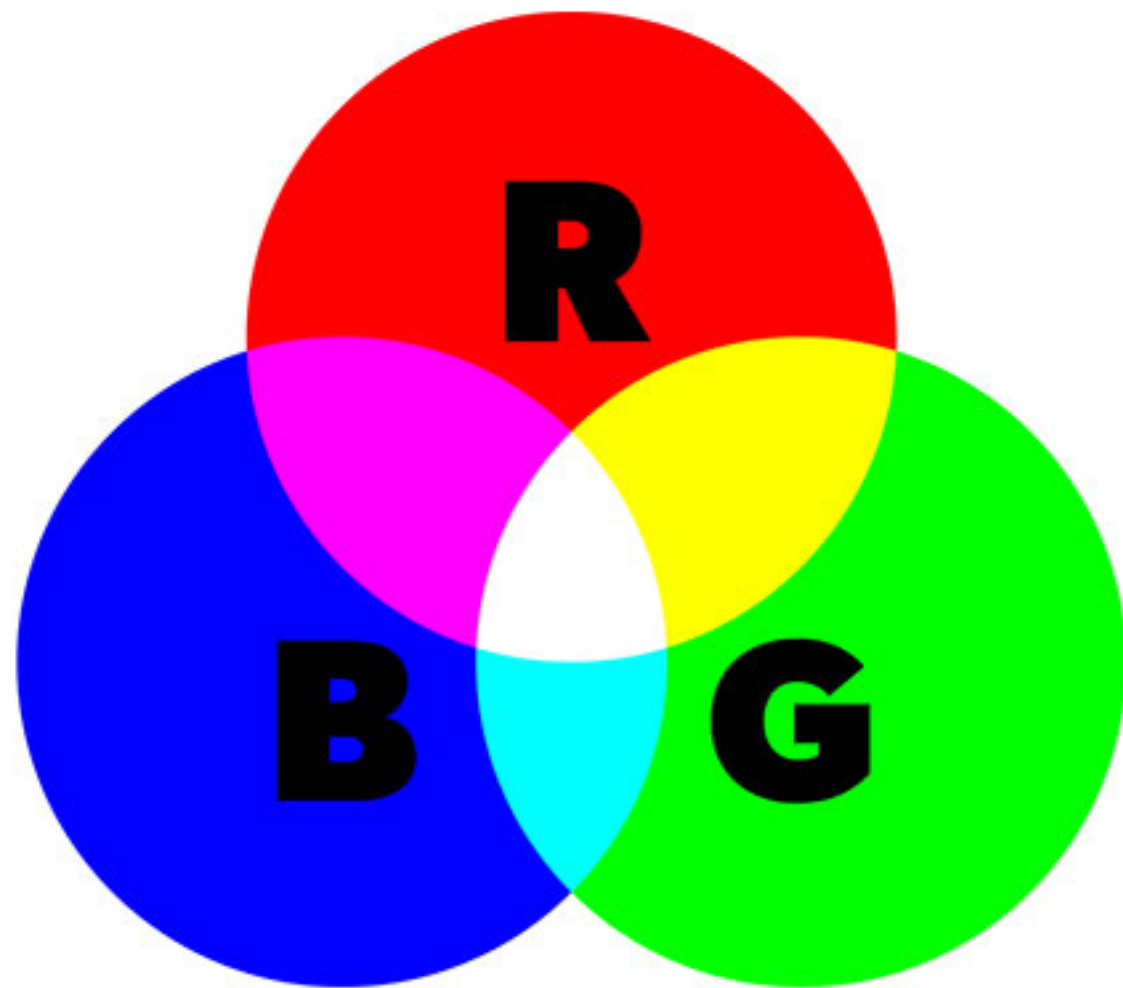
MEZCLA SUSTRATIVA



VAMOS QUITÁNDOLE MÁS LUZ CADA VEZ, HASTA LLEGAR AL NEGRO



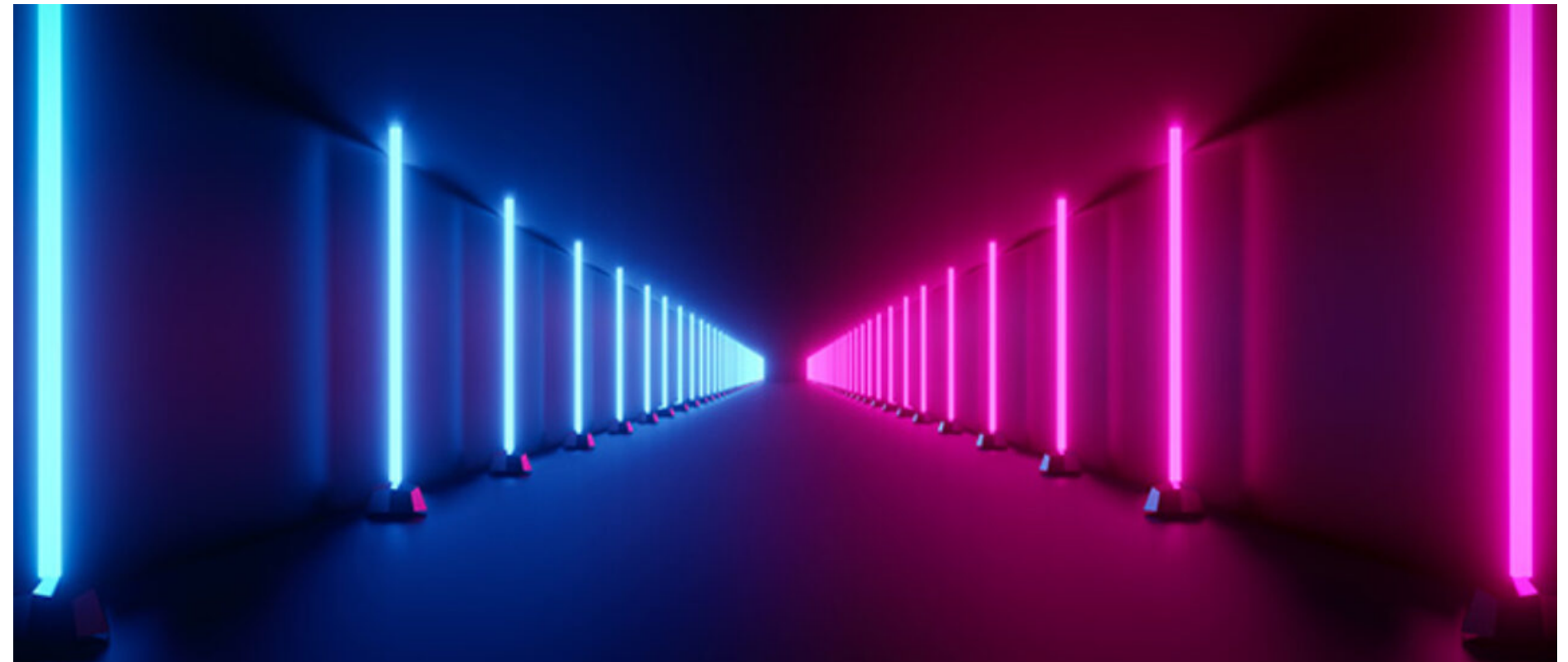
Color luz

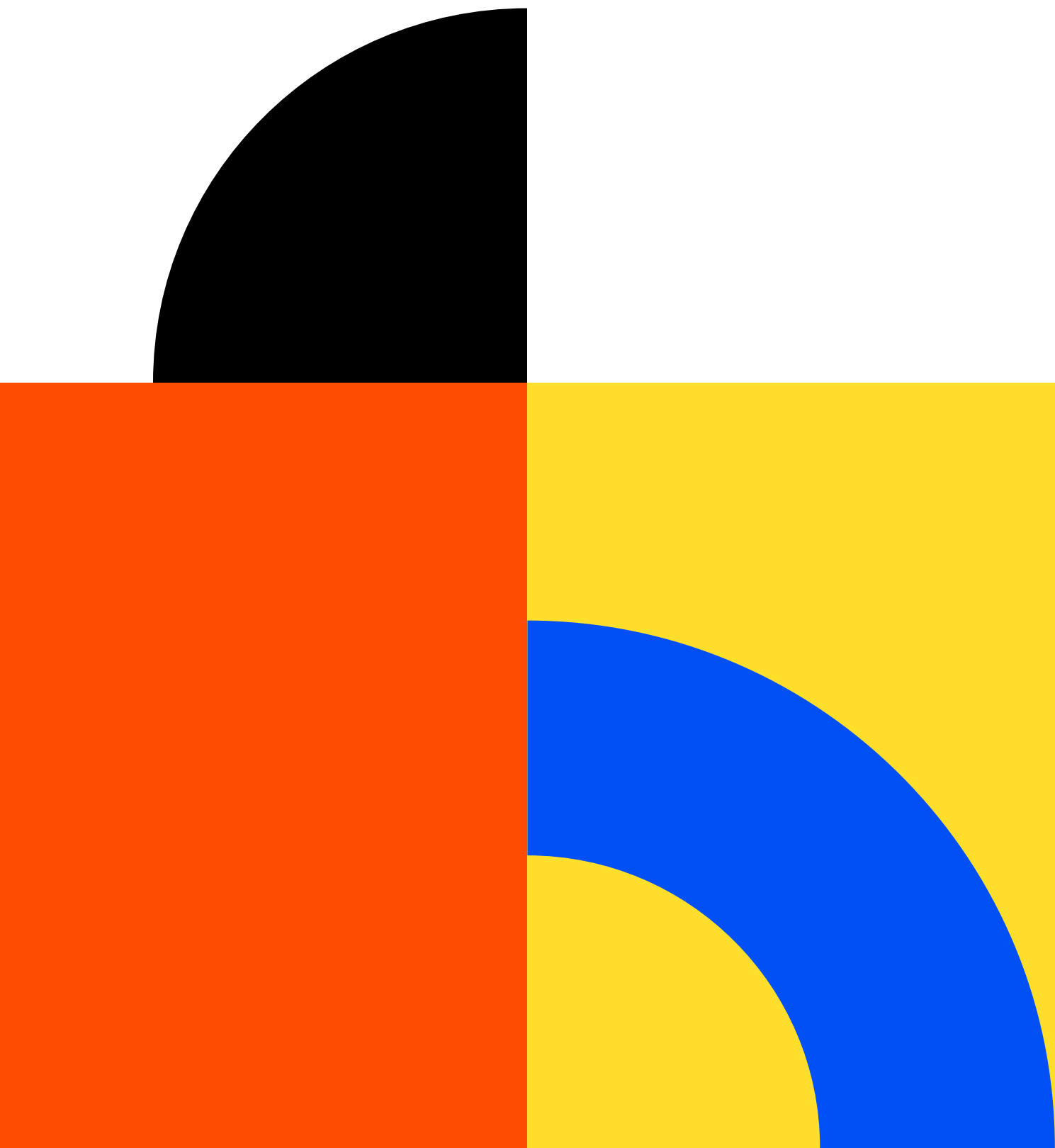


MEZCLA ADITIVA



VAMOS AÑADIENDO MÁS LUZ CADA VEZ, HASTA LLEGAR AL BLANCO



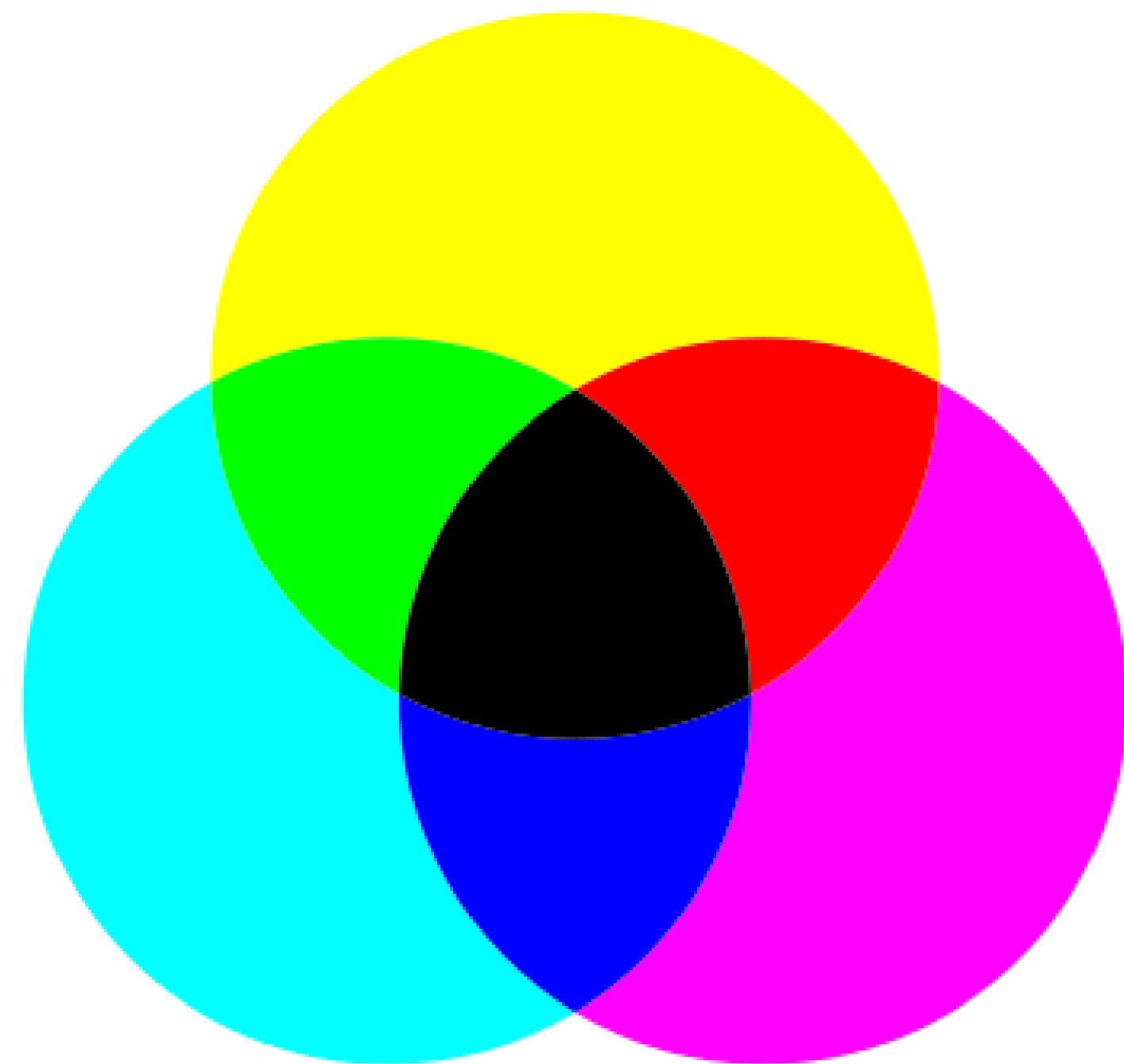
An abstract graphic on the left side of the slide. It features a black quarter-circle in the top-left corner. Below it, a large orange rectangle occupies the bottom-left. To the right of the orange rectangle is a yellow rectangle. A blue quarter-circle is positioned at the bottom-right corner of the yellow rectangle, overlapping the orange rectangle.

Colores primarios

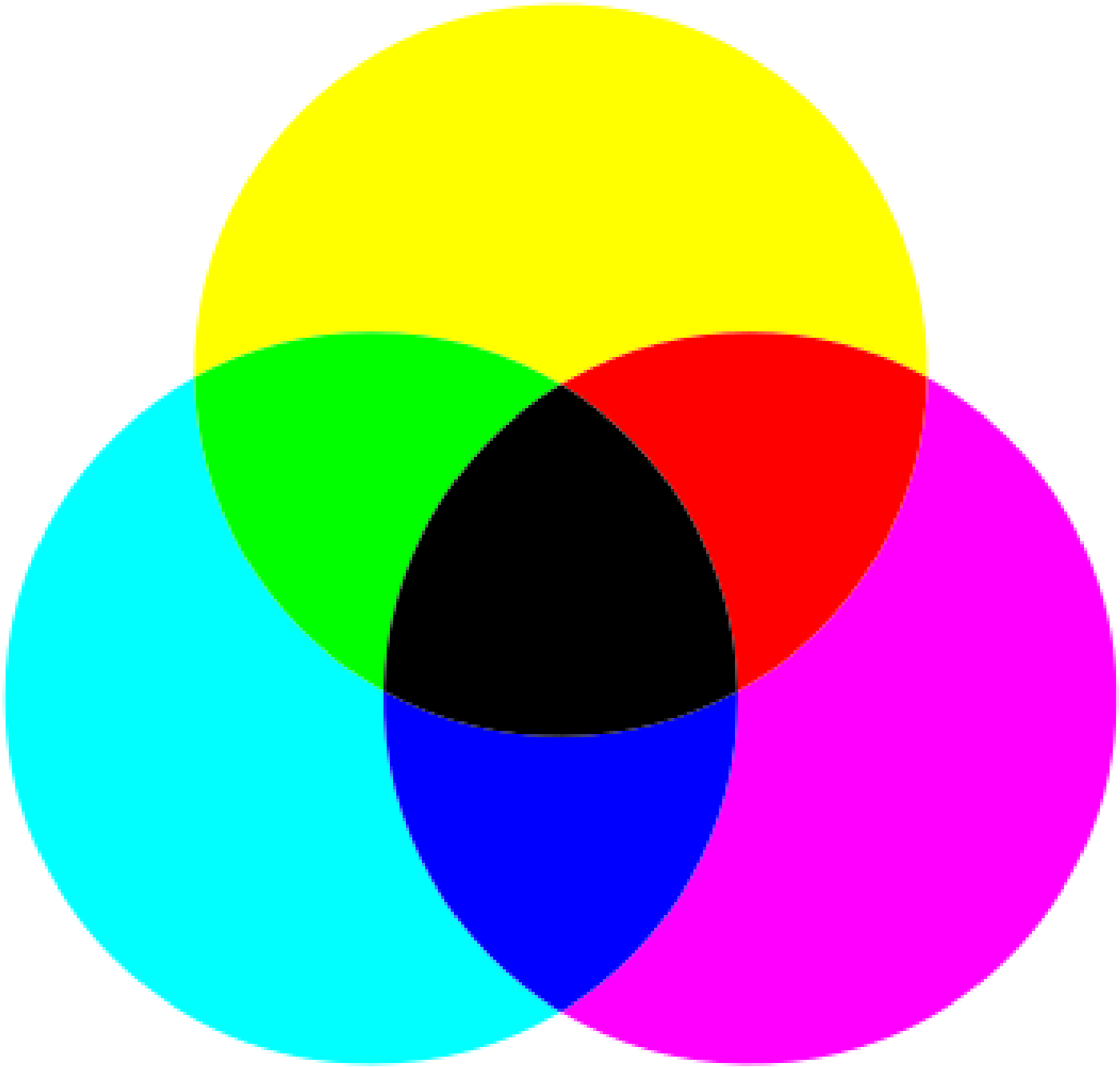
A thick, orange, curved arrow pointing downwards from the right side of the main title towards the subtitle.

LOS 3 COLORES BÁSICOS

No se pueden crear a partir de la combinación de ningún otro color y son, además, el ingrediente principal de todos los demás colores que existen.

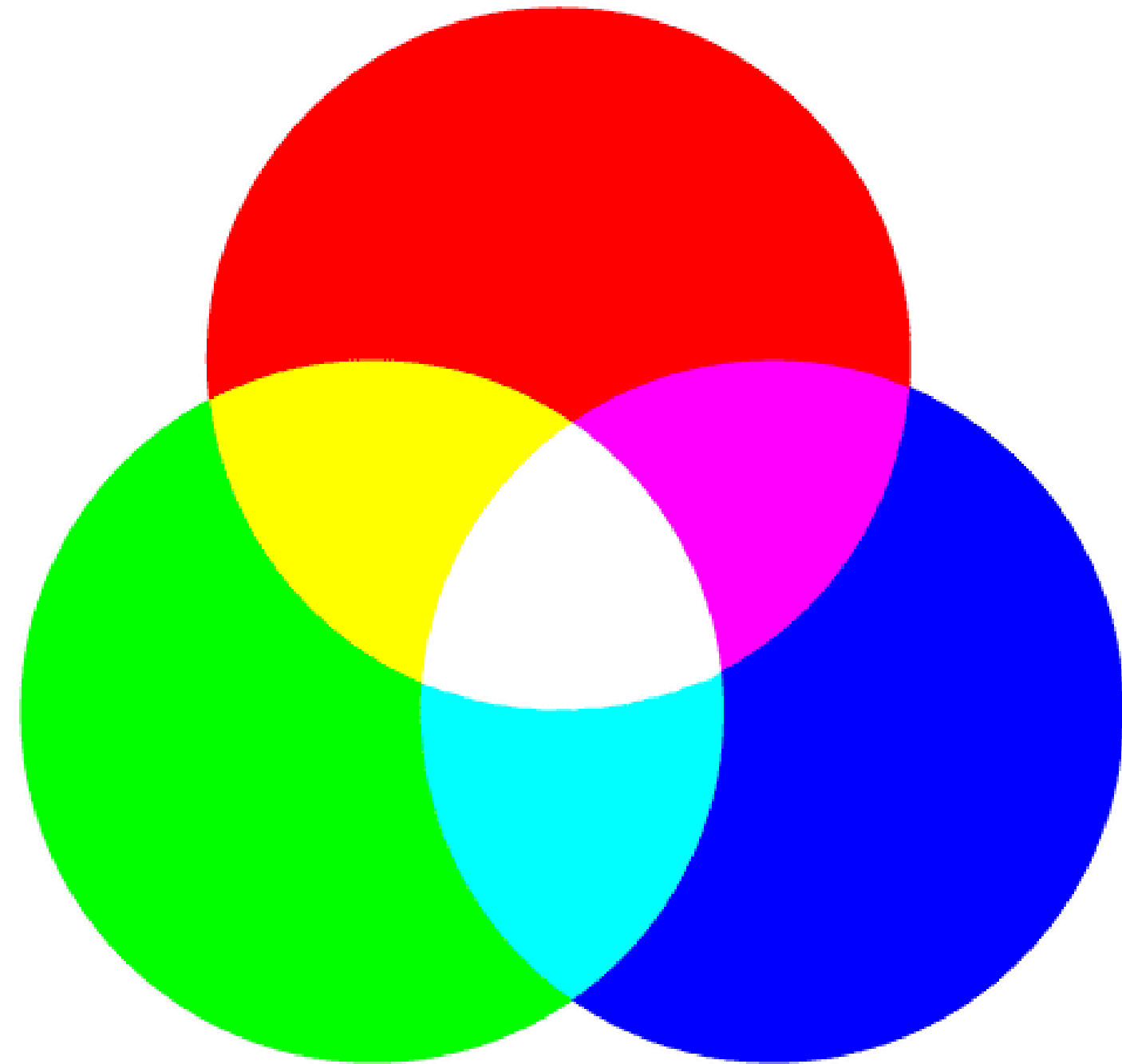


AMARILLO

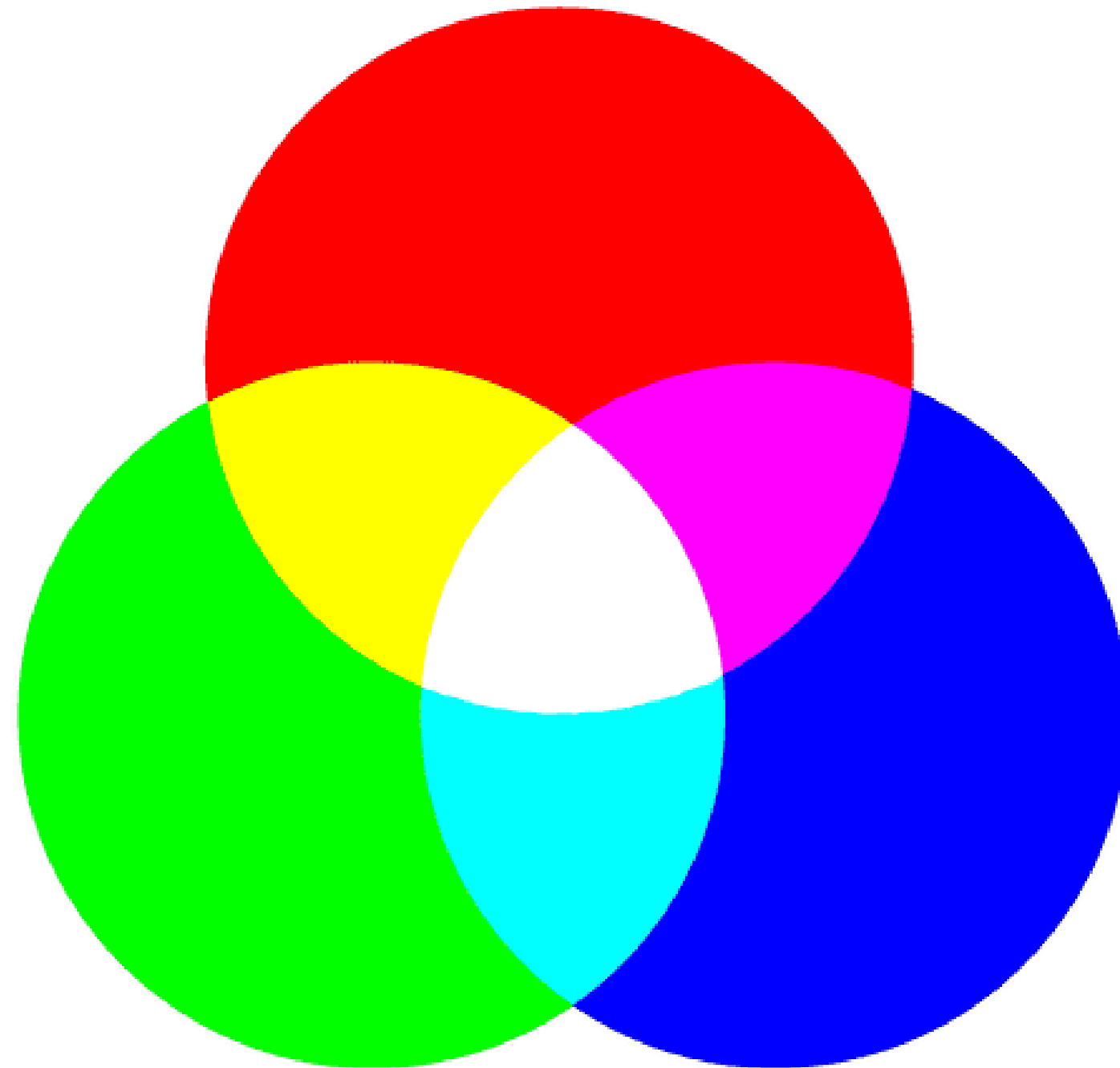


CYAN

MAGENTA



ROJO



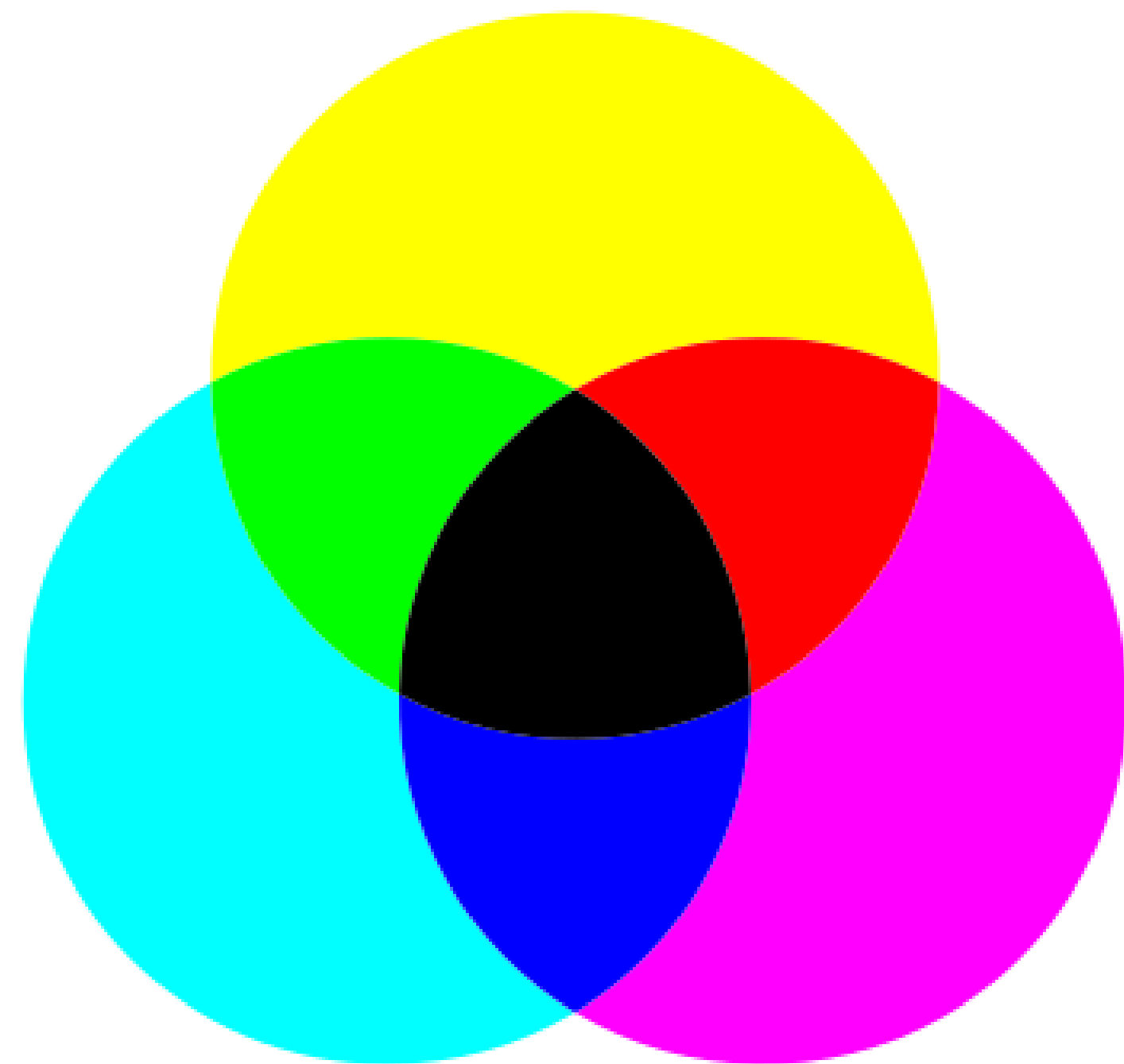
VERDE

AZUL

Colores secundarios

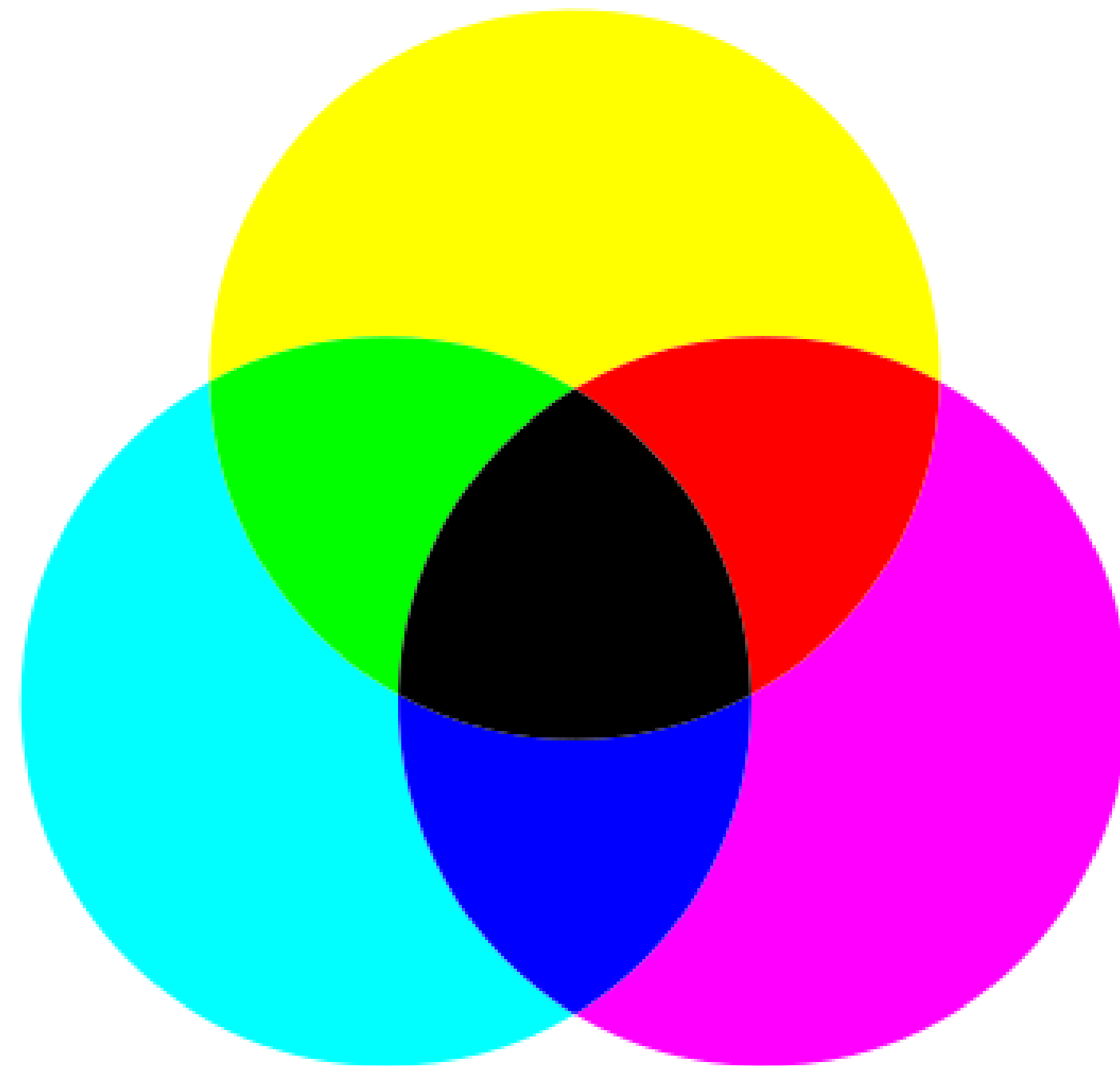
MEZCLA DE 2 COLORES
PRIMARIOS



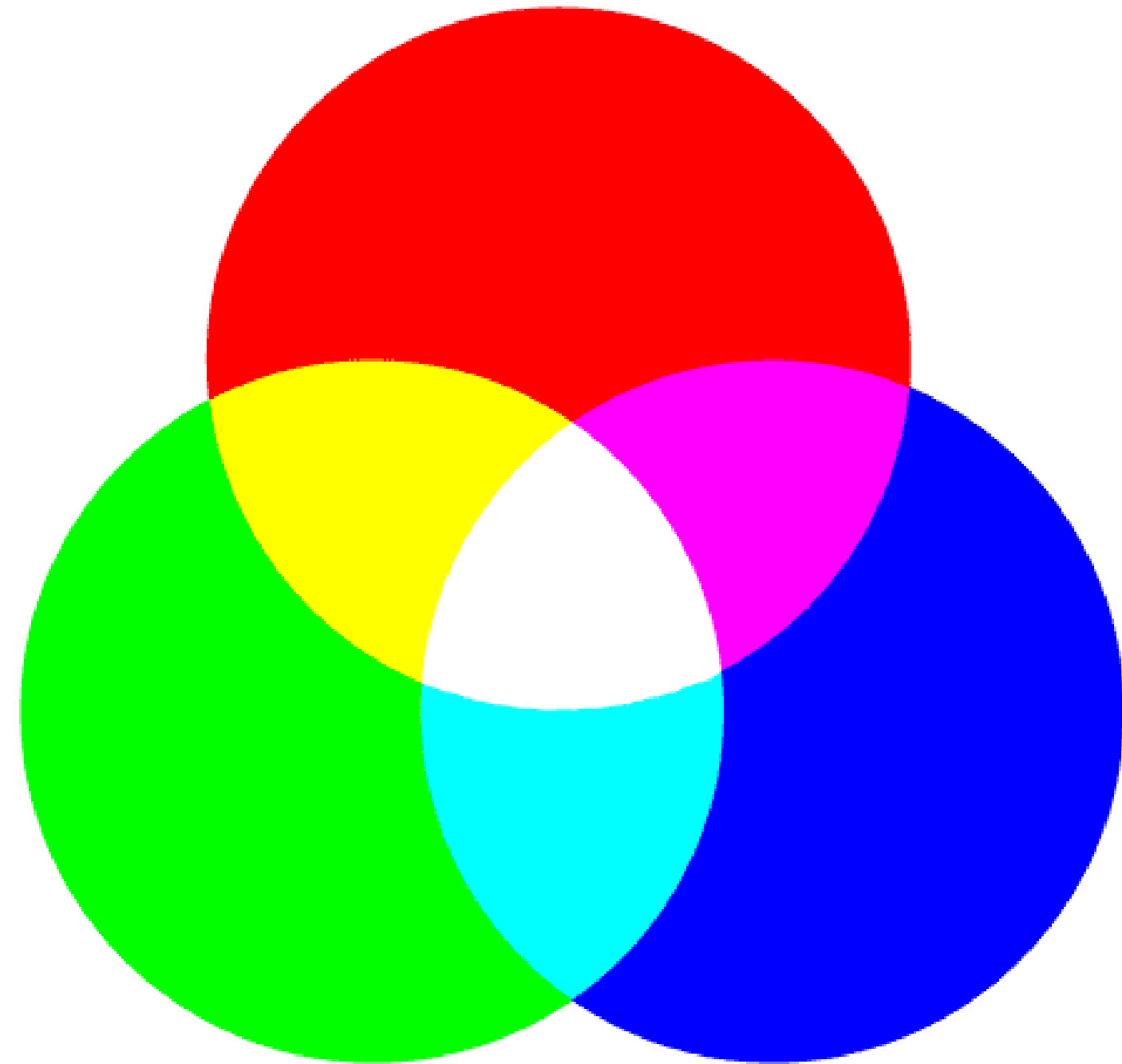


VERDE

ROJO

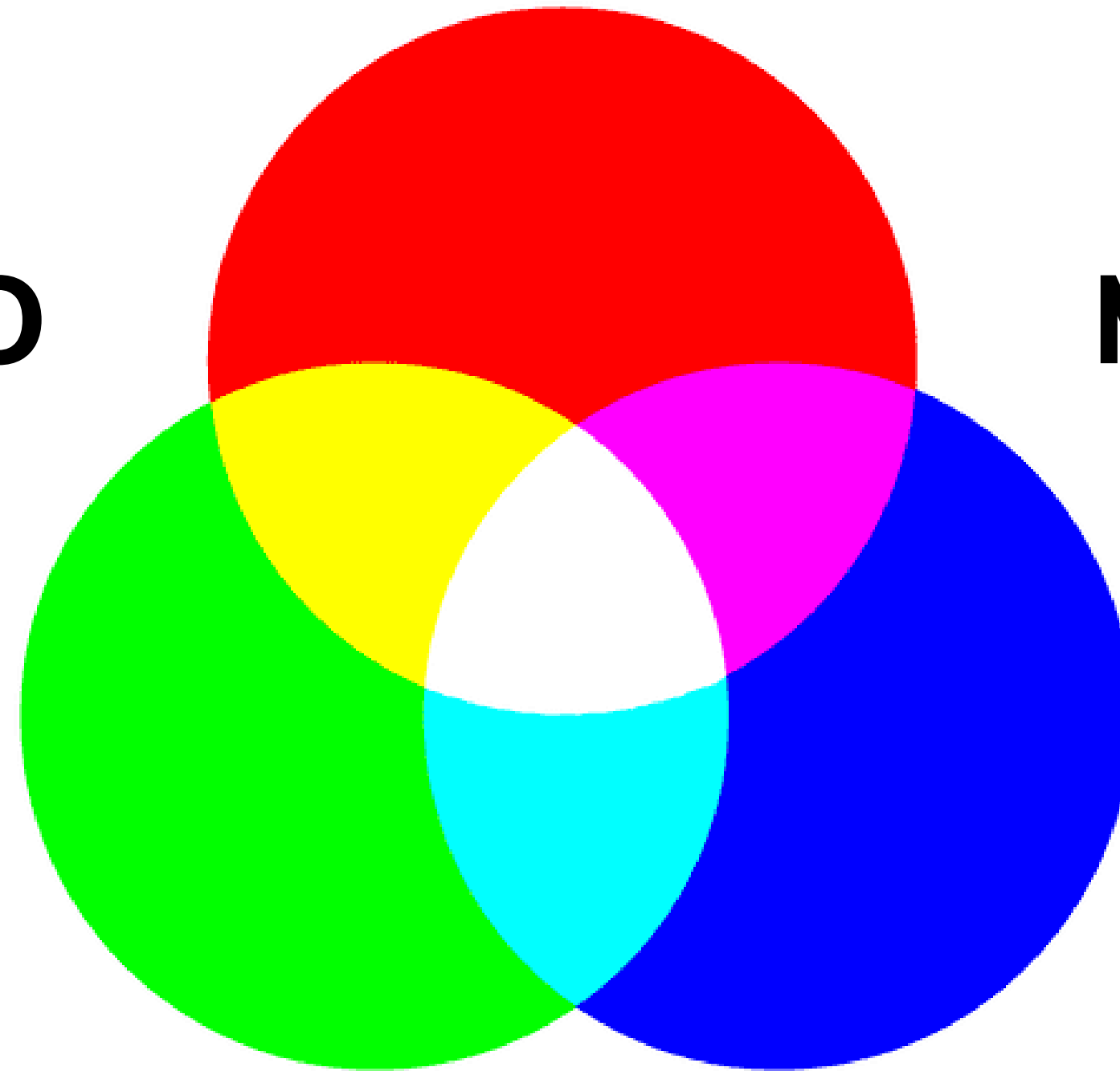


AZUL



AMARILLO

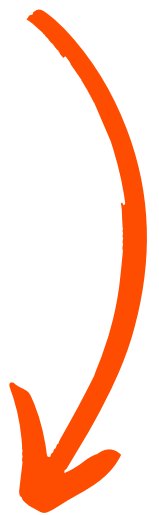
MAGENTA

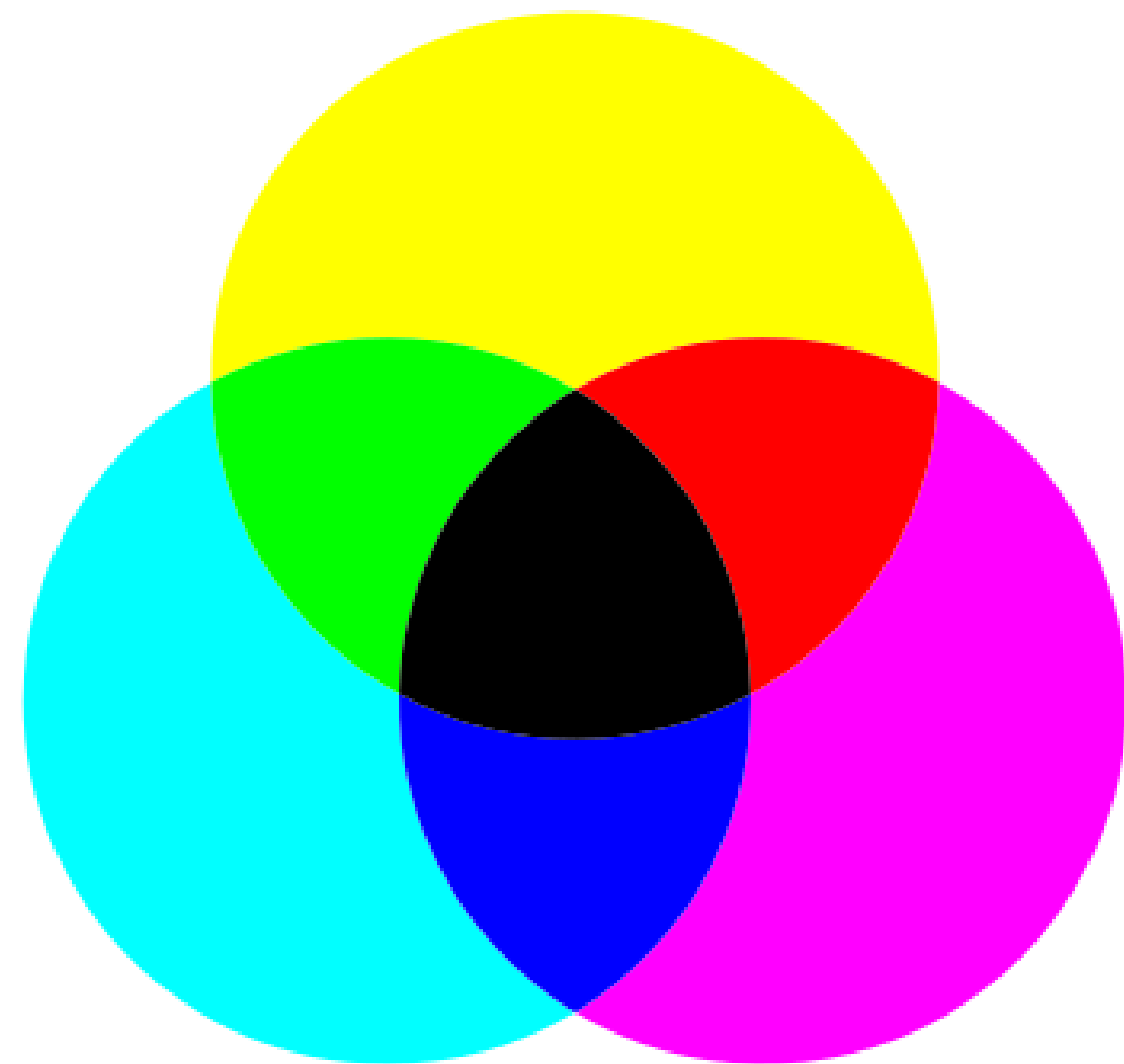


CYAN

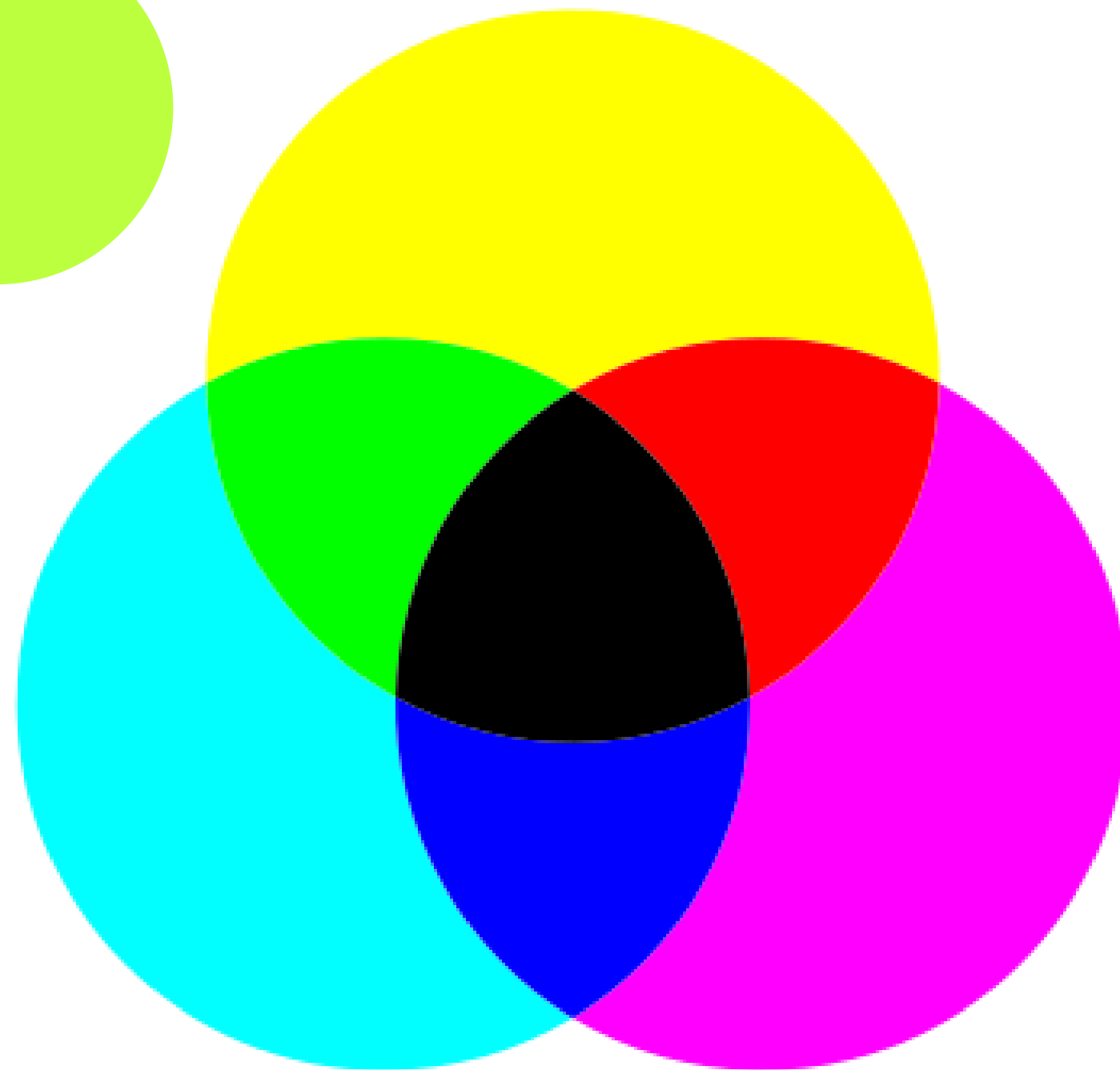
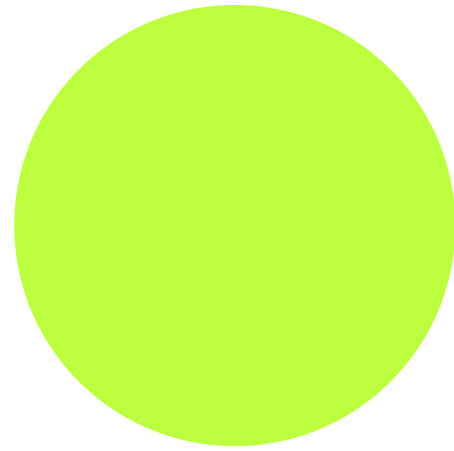
Colores terciarios

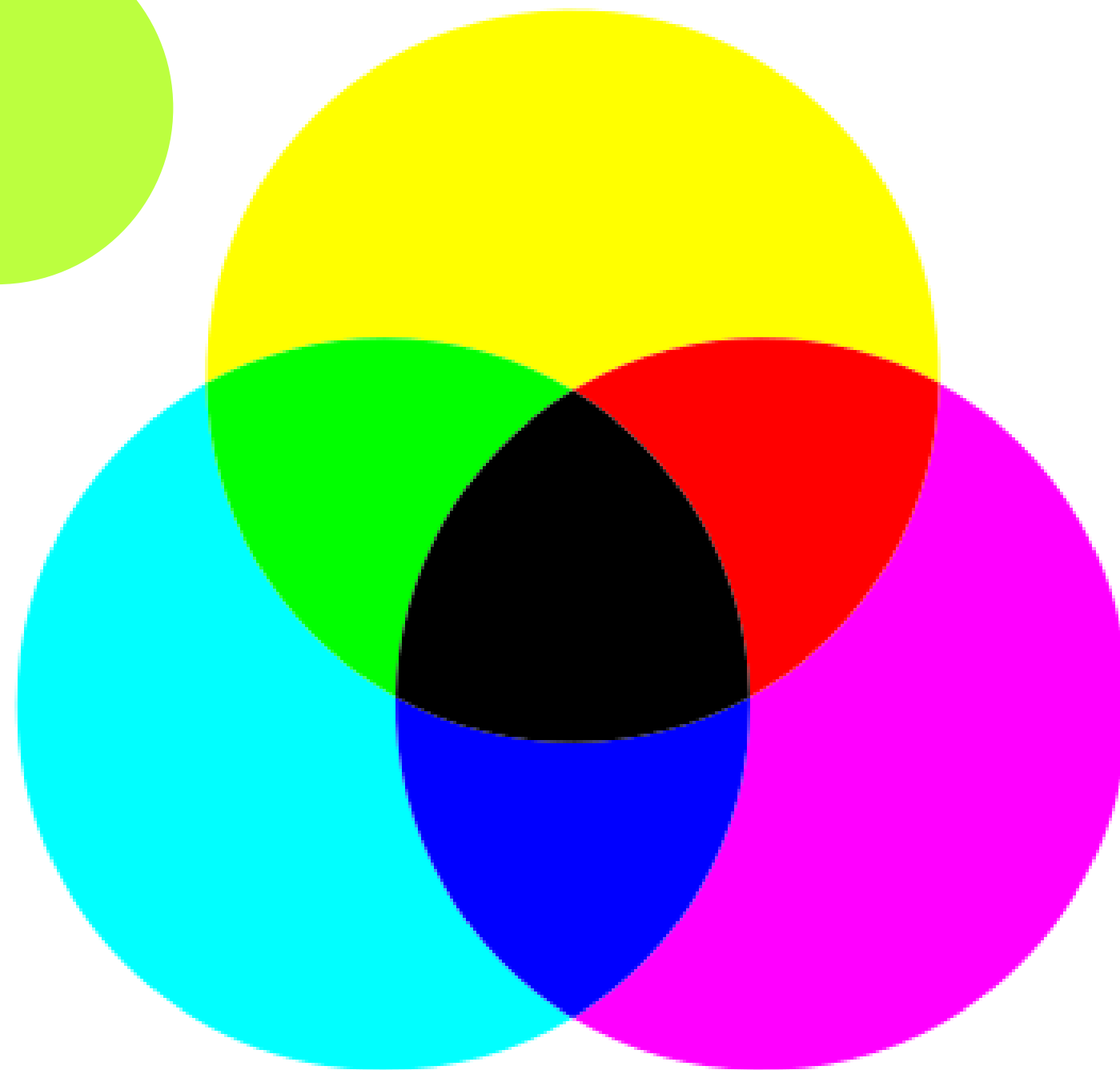
MEZCLA DE 1 COLOR PRIMARIO
Y UN COLOR SECUNDARIO



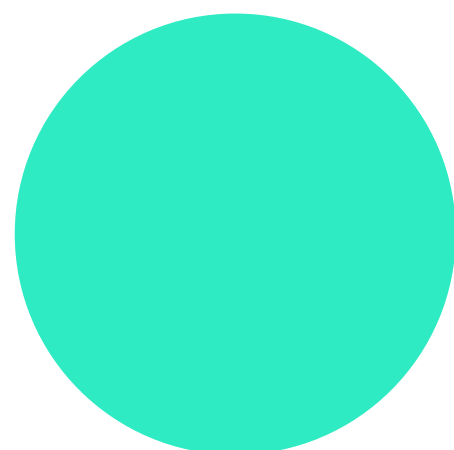
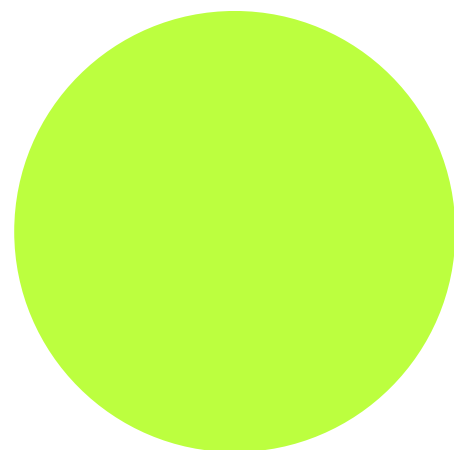


VERDE LIMA



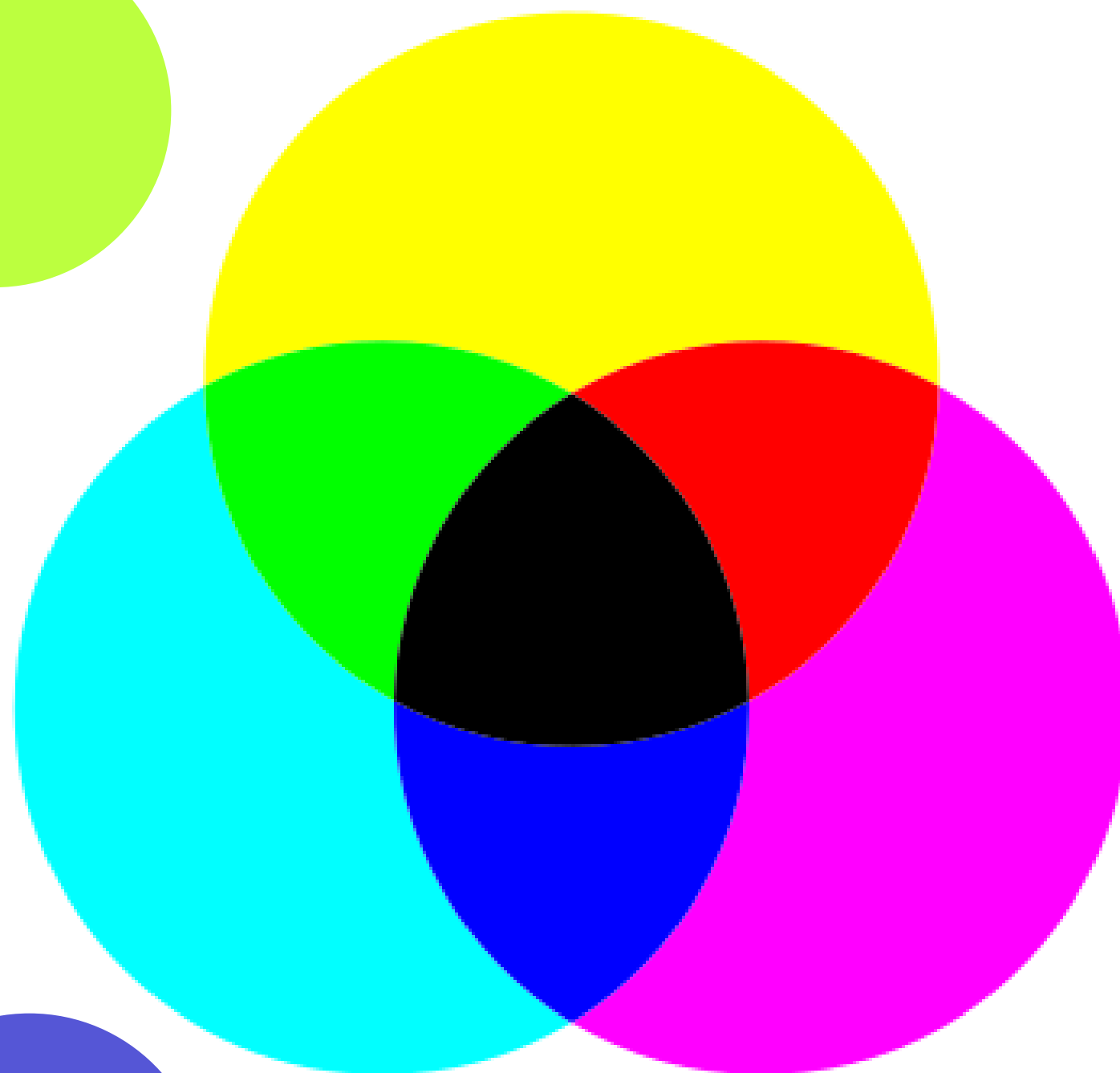
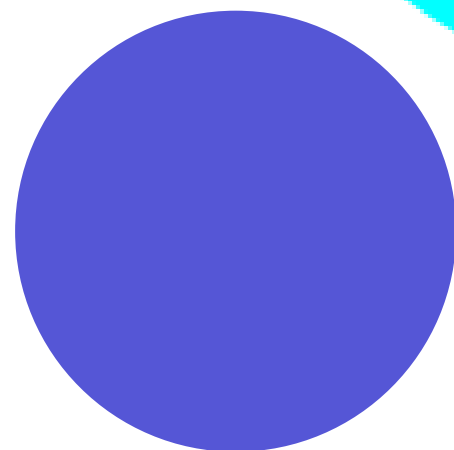


VERDE LIMA

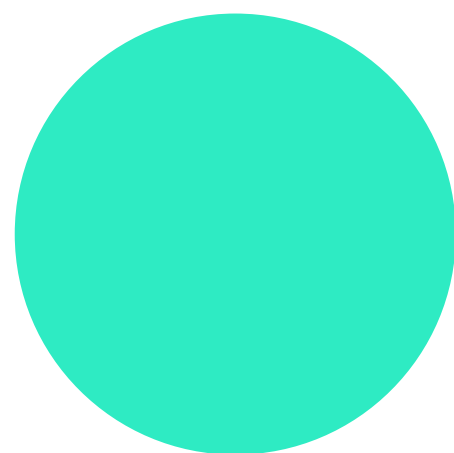
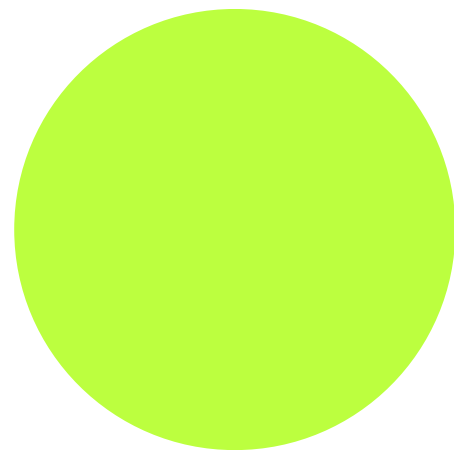


**VERDE
AZULADO**

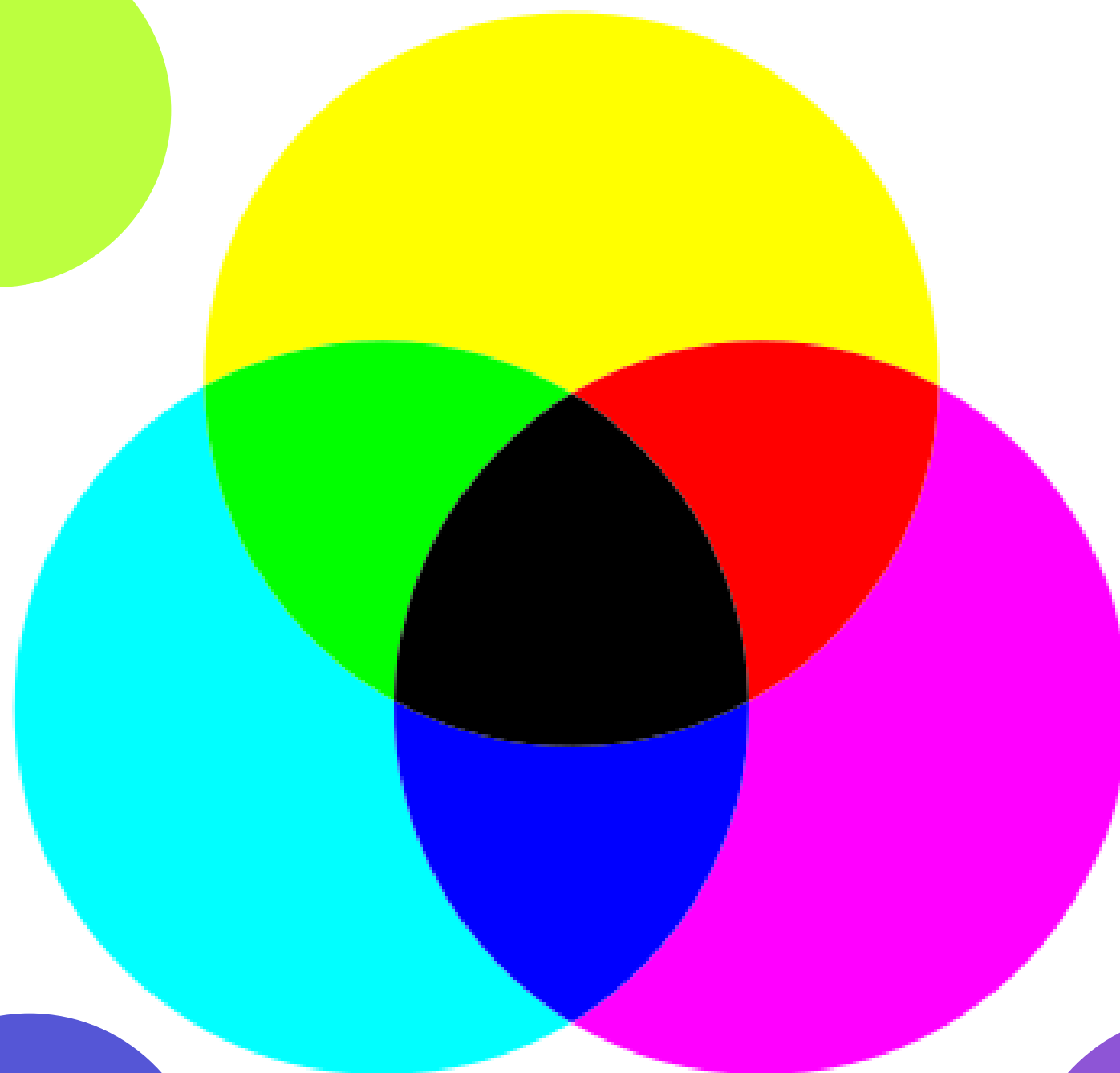
**AZUL
MORADO**



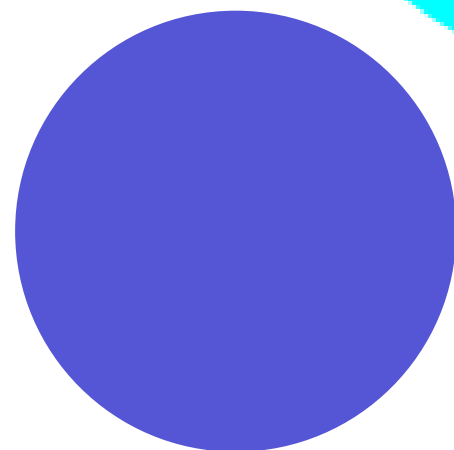
VERDE LIMA



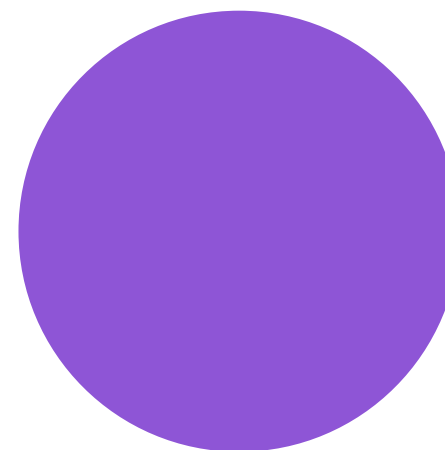
**VERDE
AZULADO**



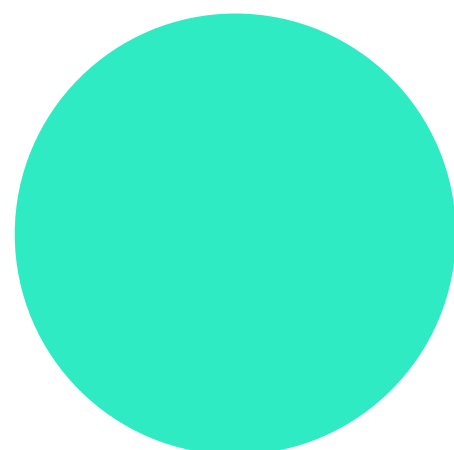
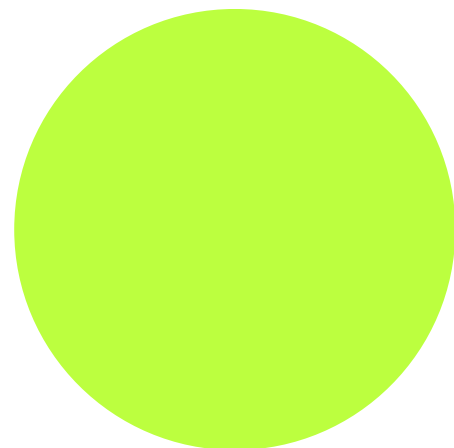
**AZUL
MORADO**



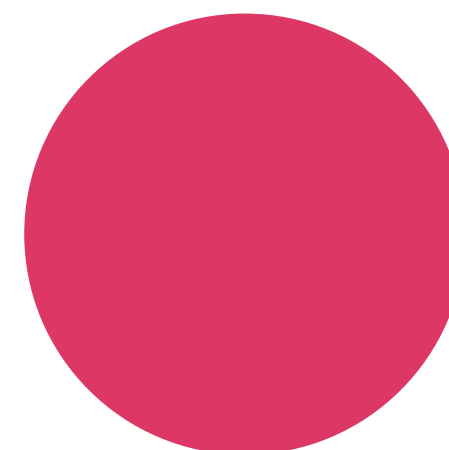
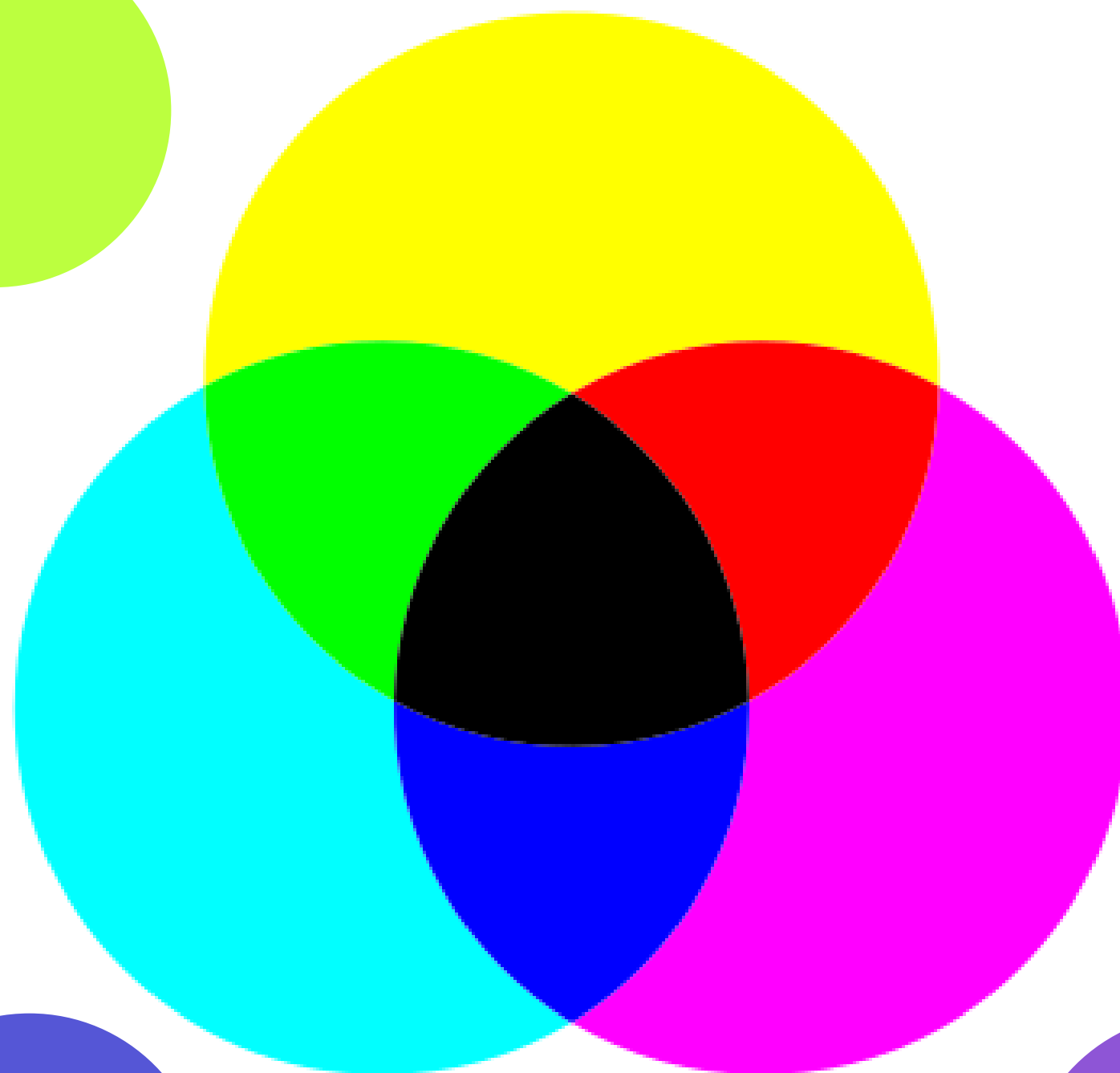
MORADO



VERDE LIMA

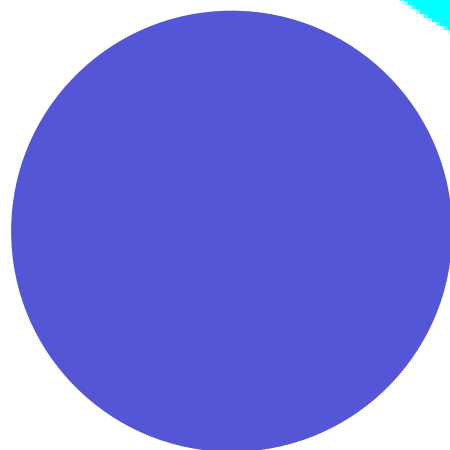


**VERDE
AZULADO**

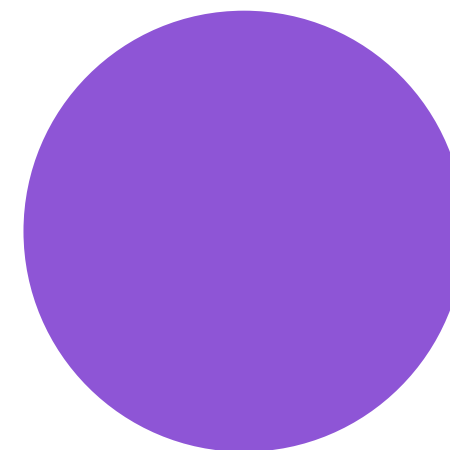


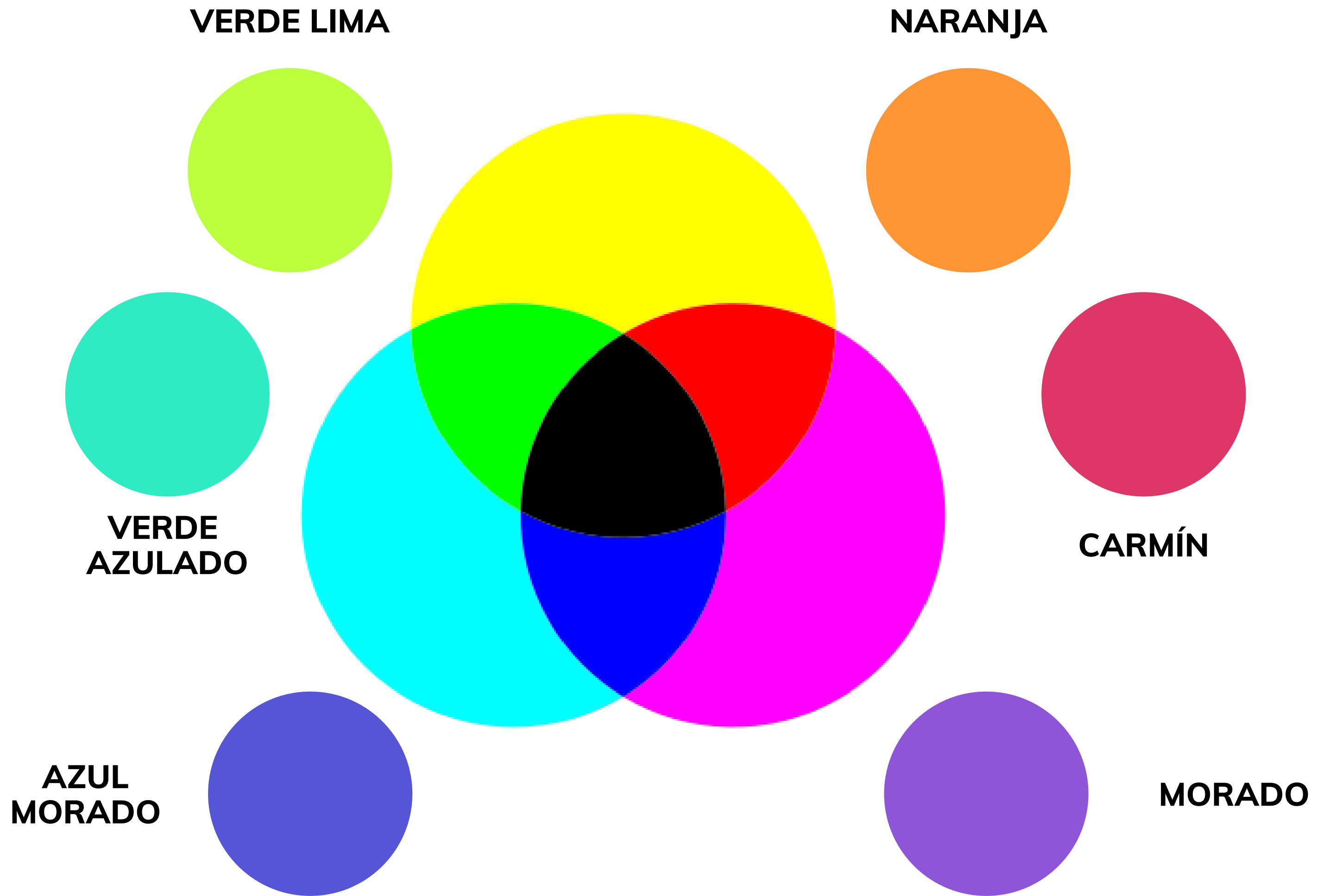
CARMÍN

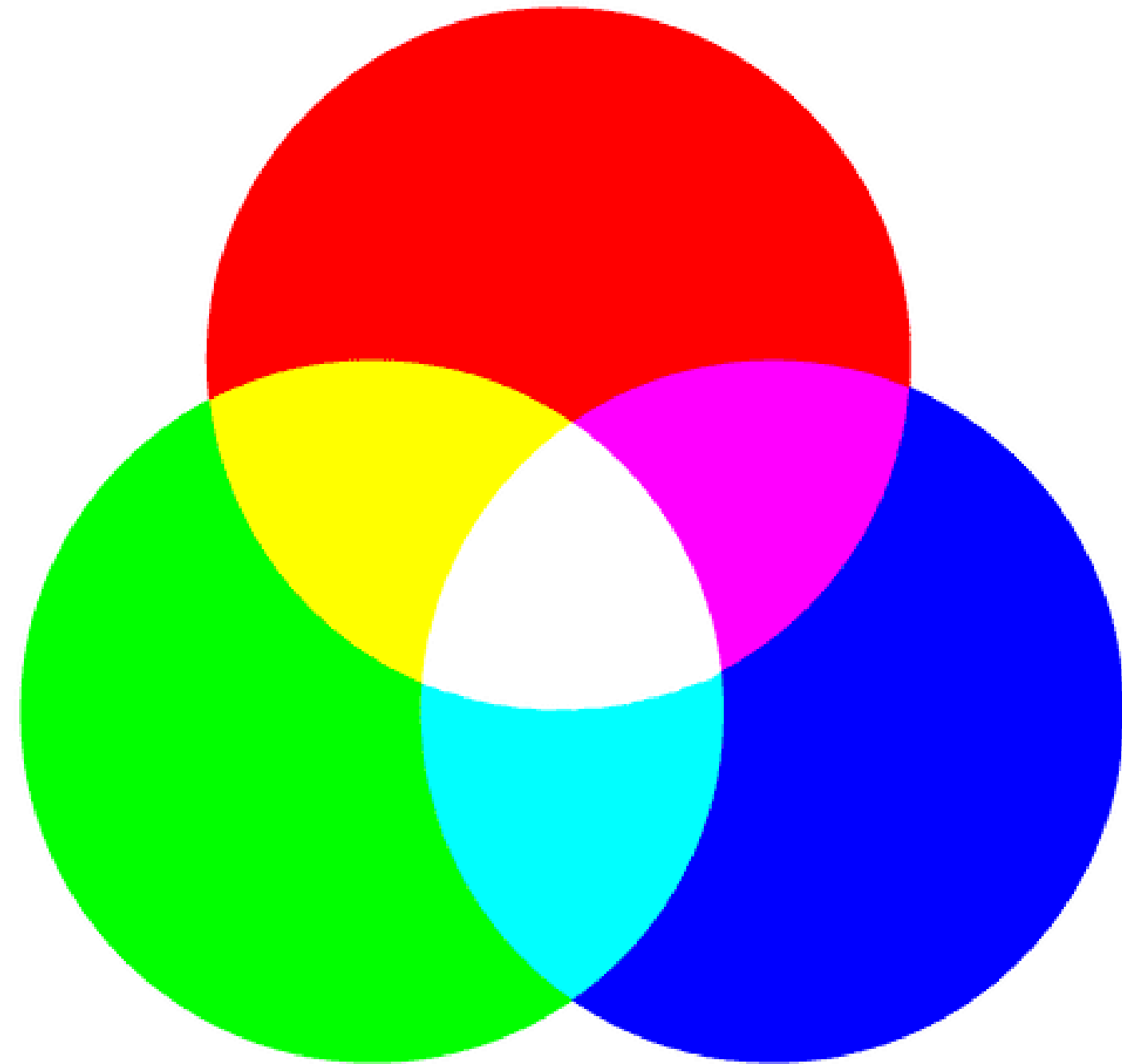
**AZUL
MORADO**



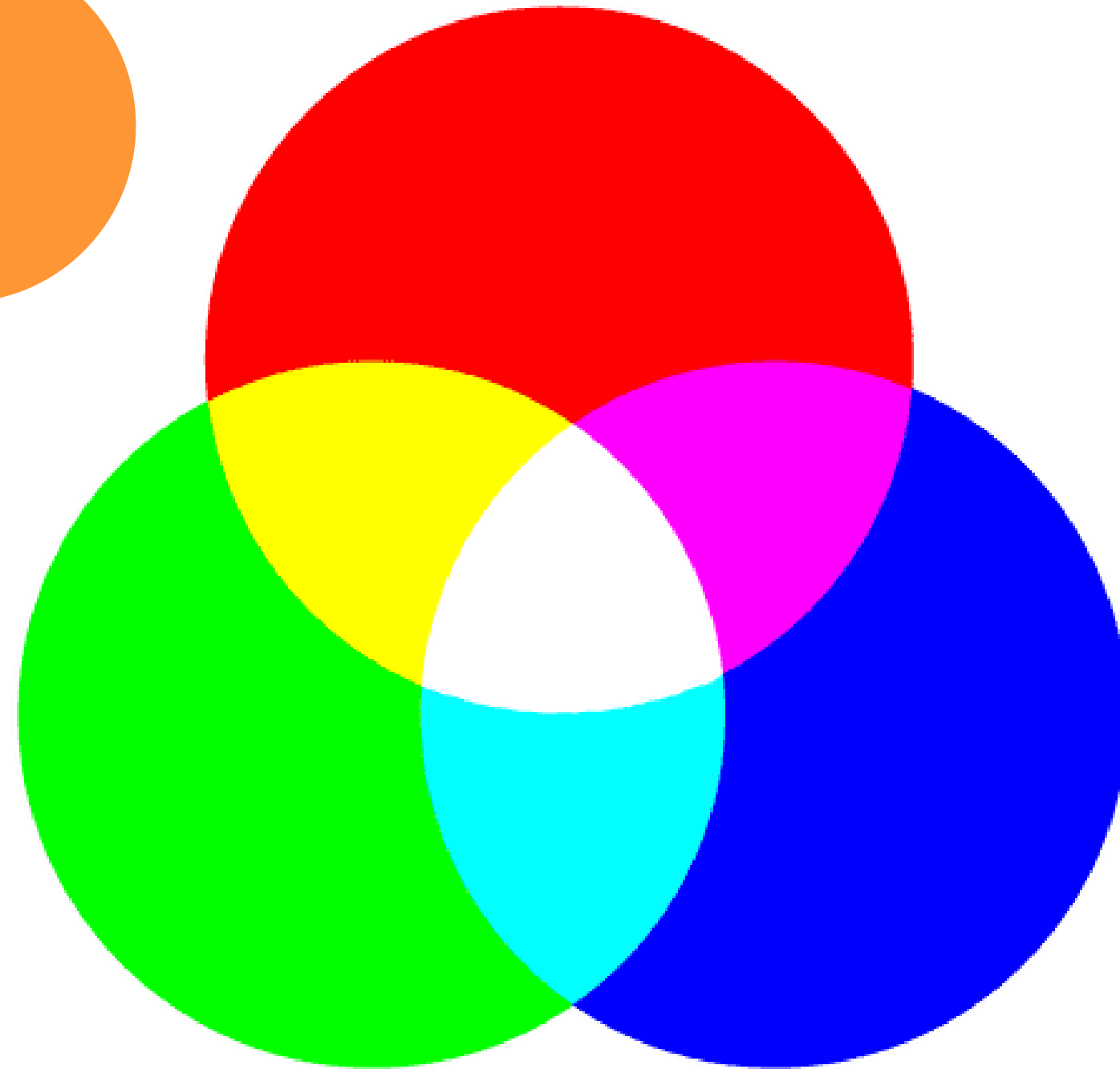
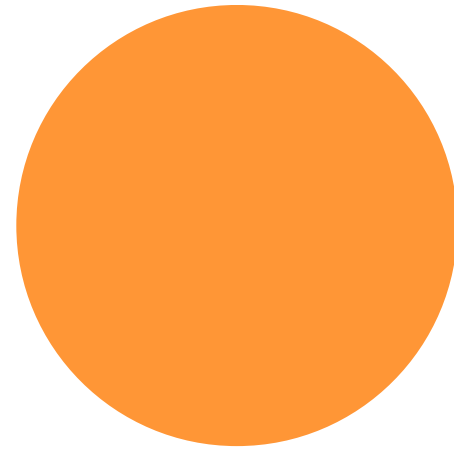
MORADO



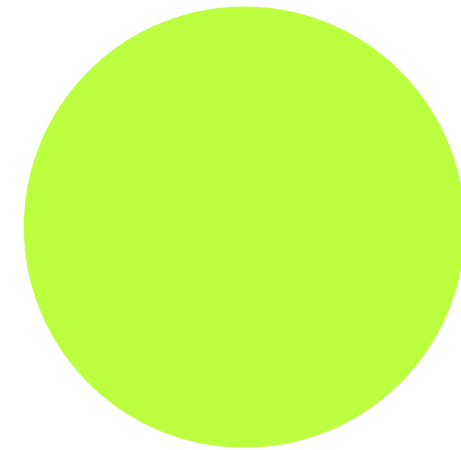
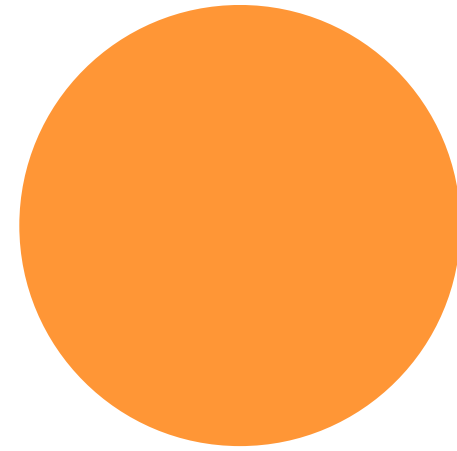




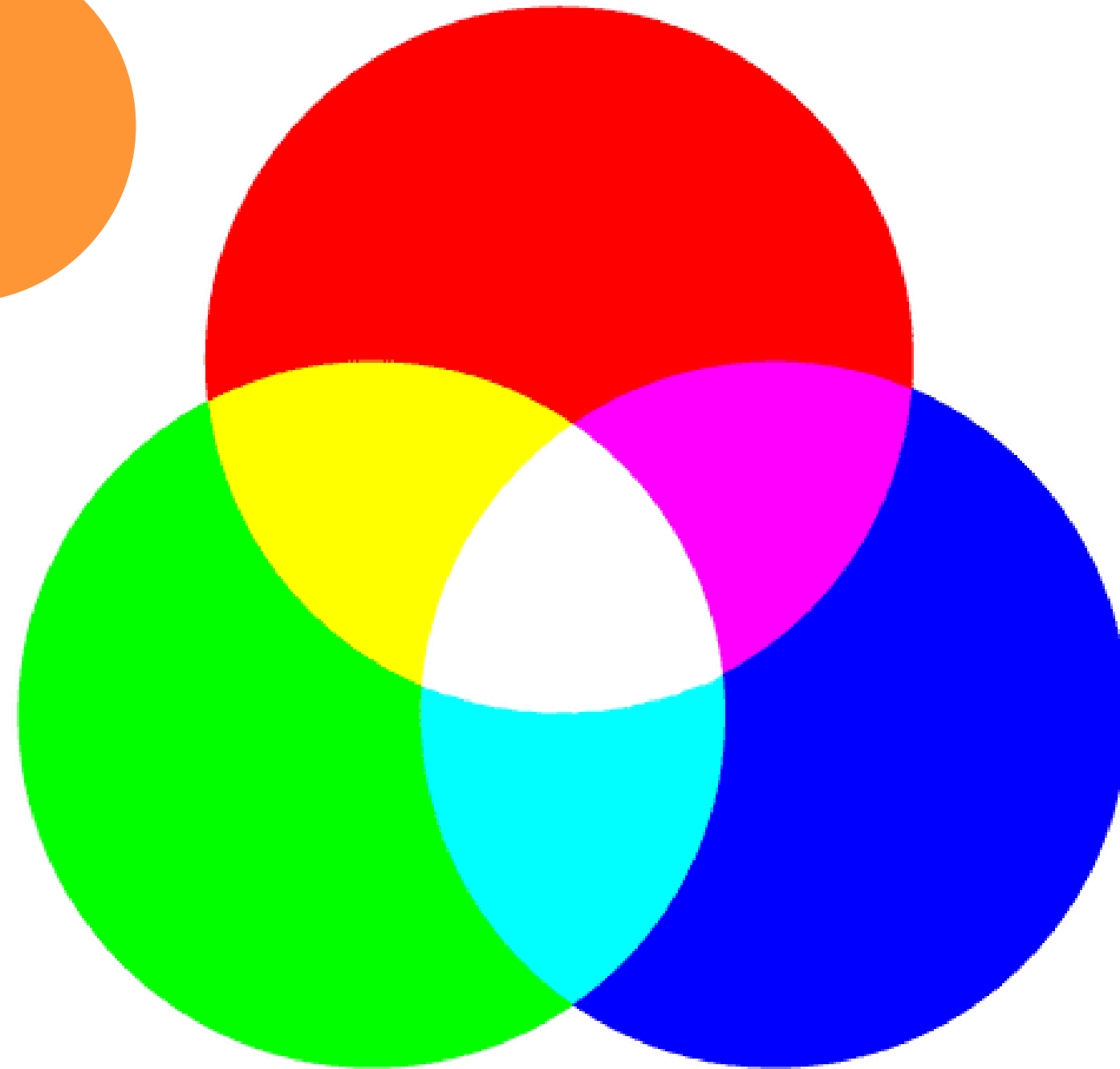
NARANJA



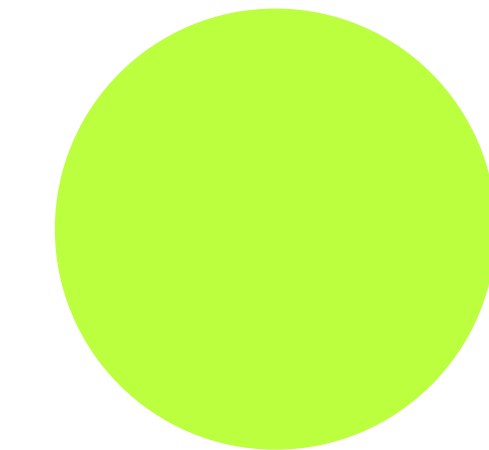
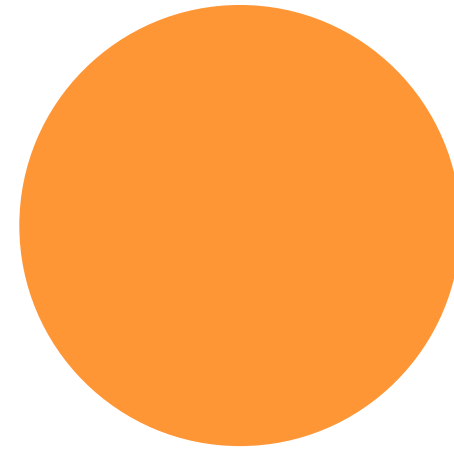
NARANJA



VERDE LIMA

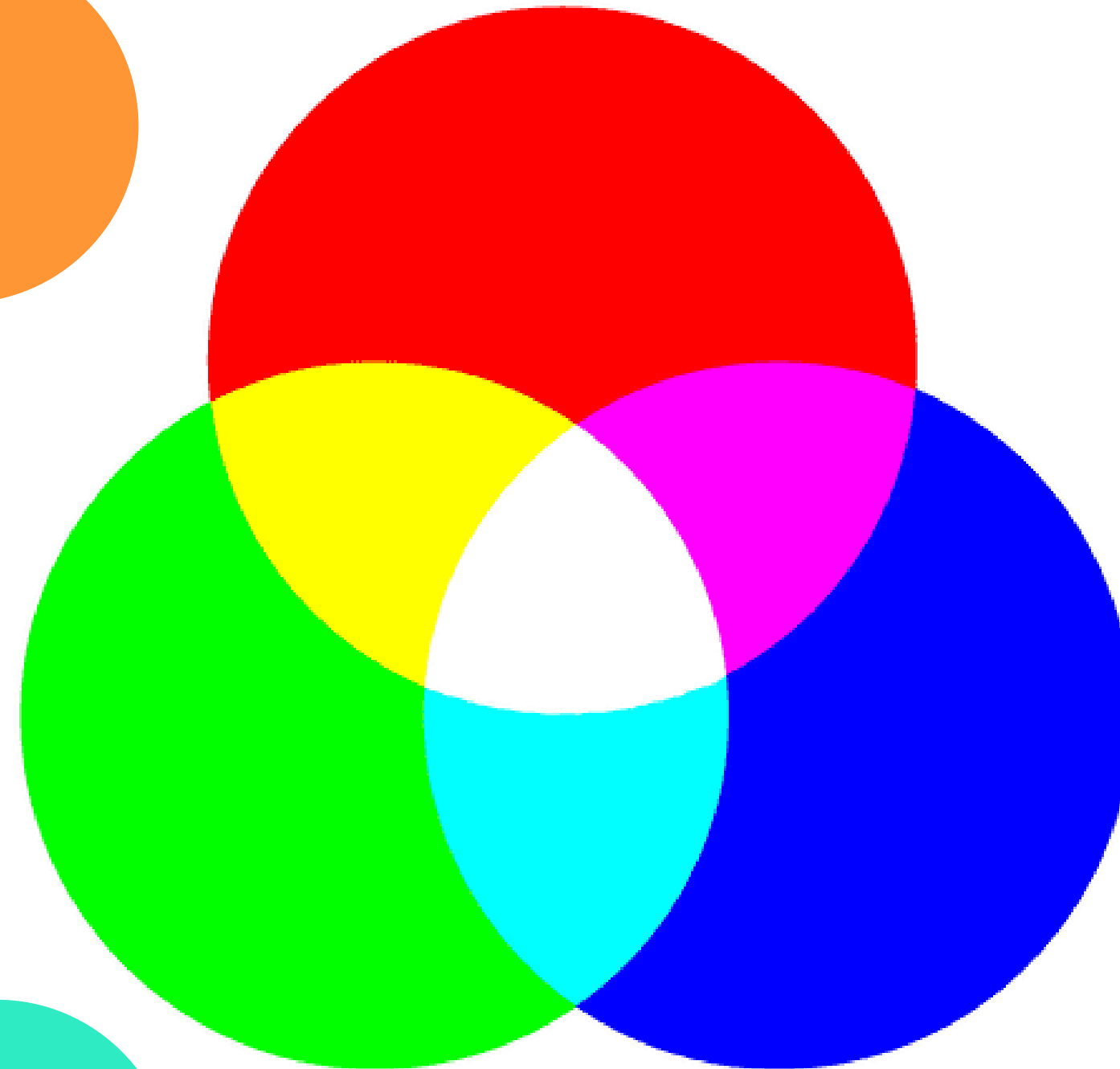
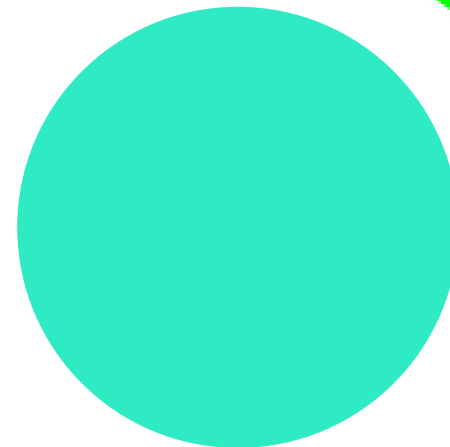


NARANJA

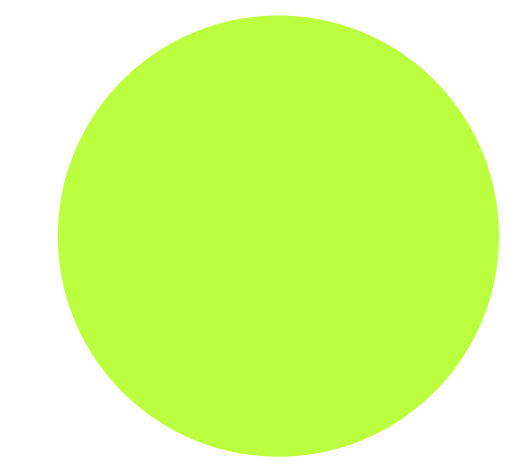
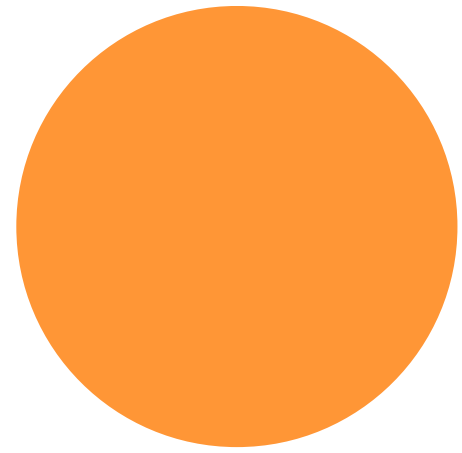


VERDE LIMA

**VERDE
AZULADO**

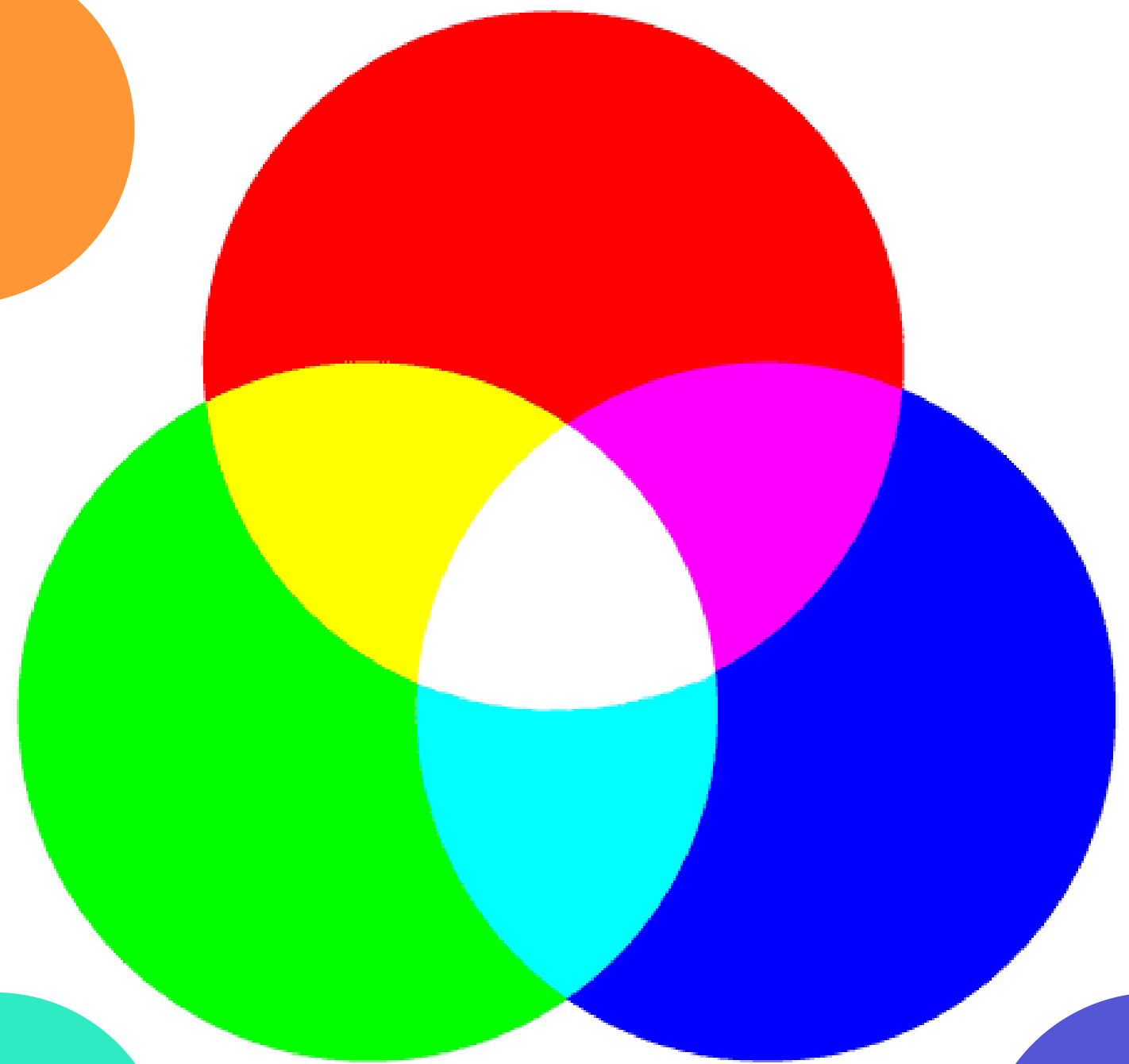
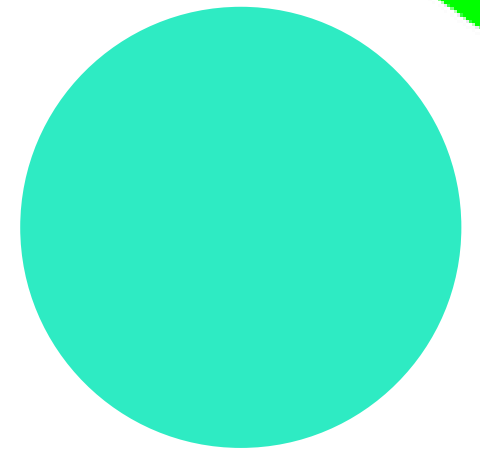


NARANJA

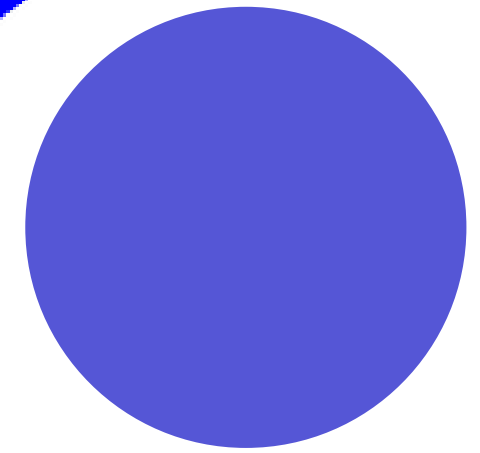


VERDE LIMA

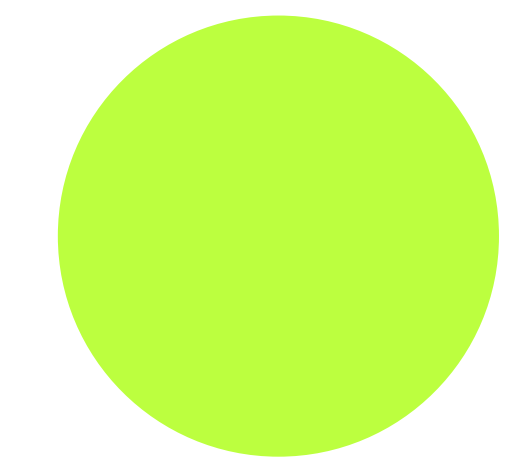
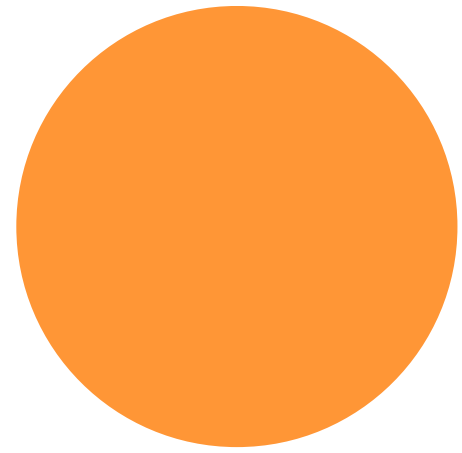
**VERDE
AZULADO**



**AZUL
MORADO**

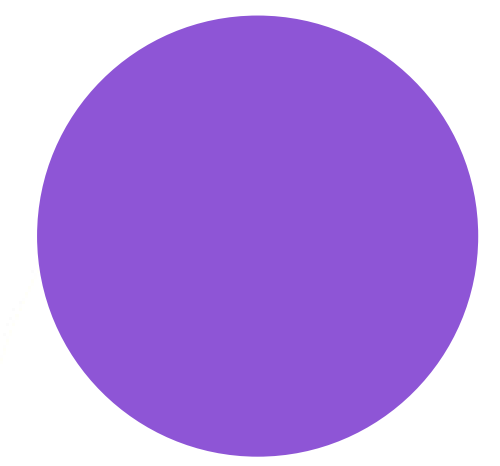
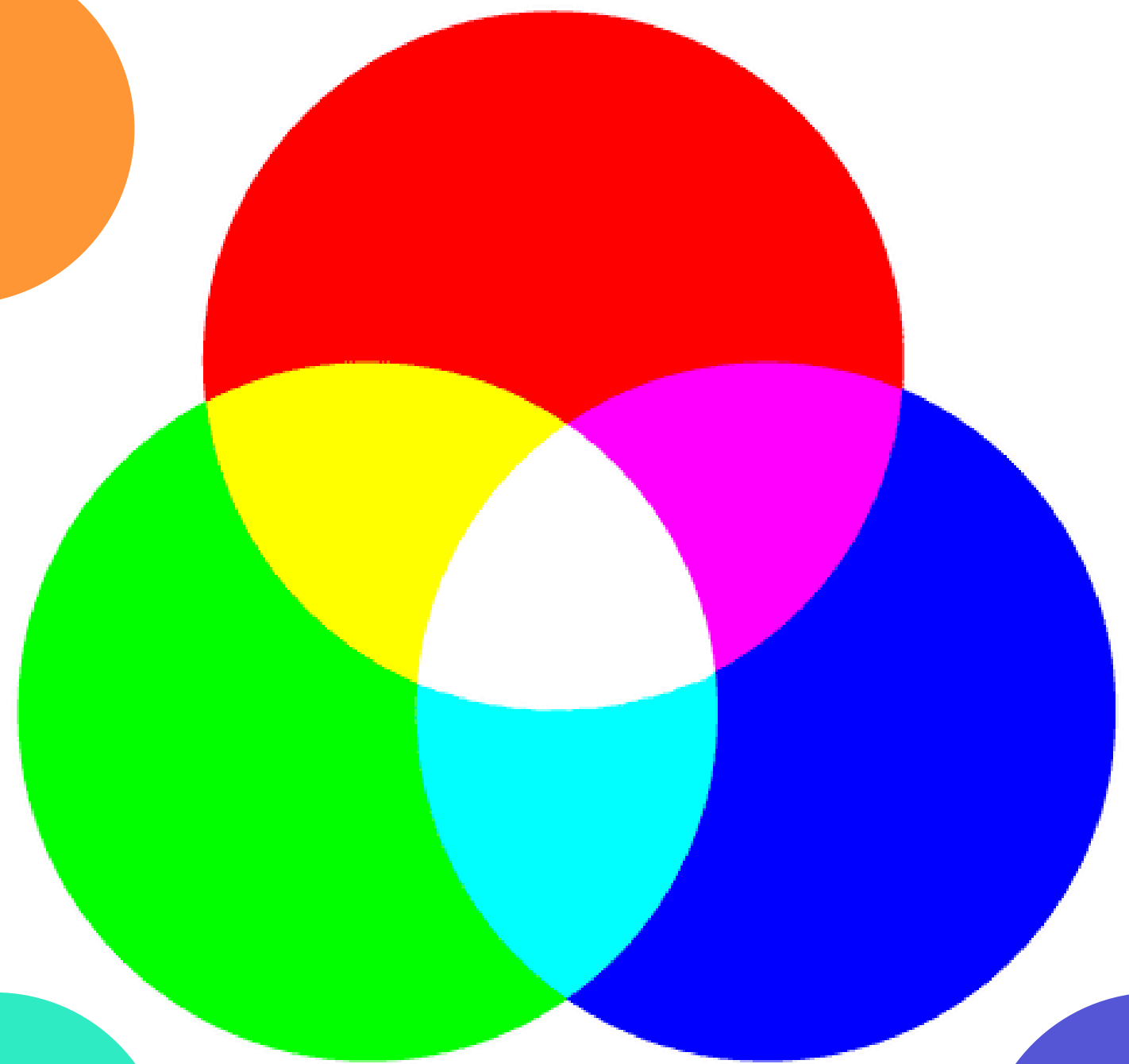
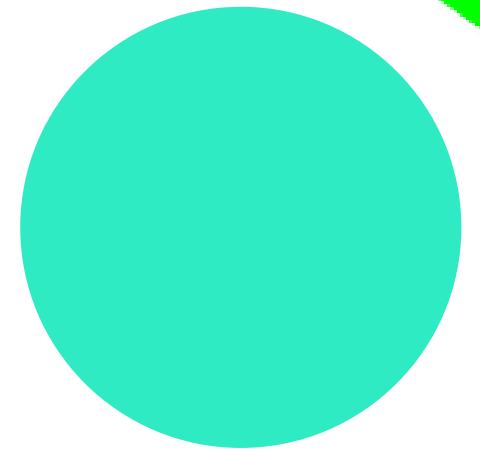


NARANJA

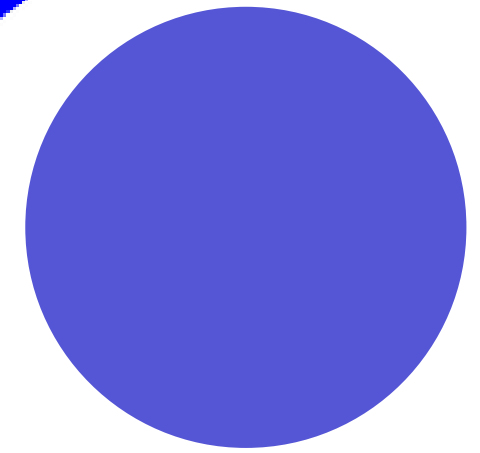


VERDE LIMA

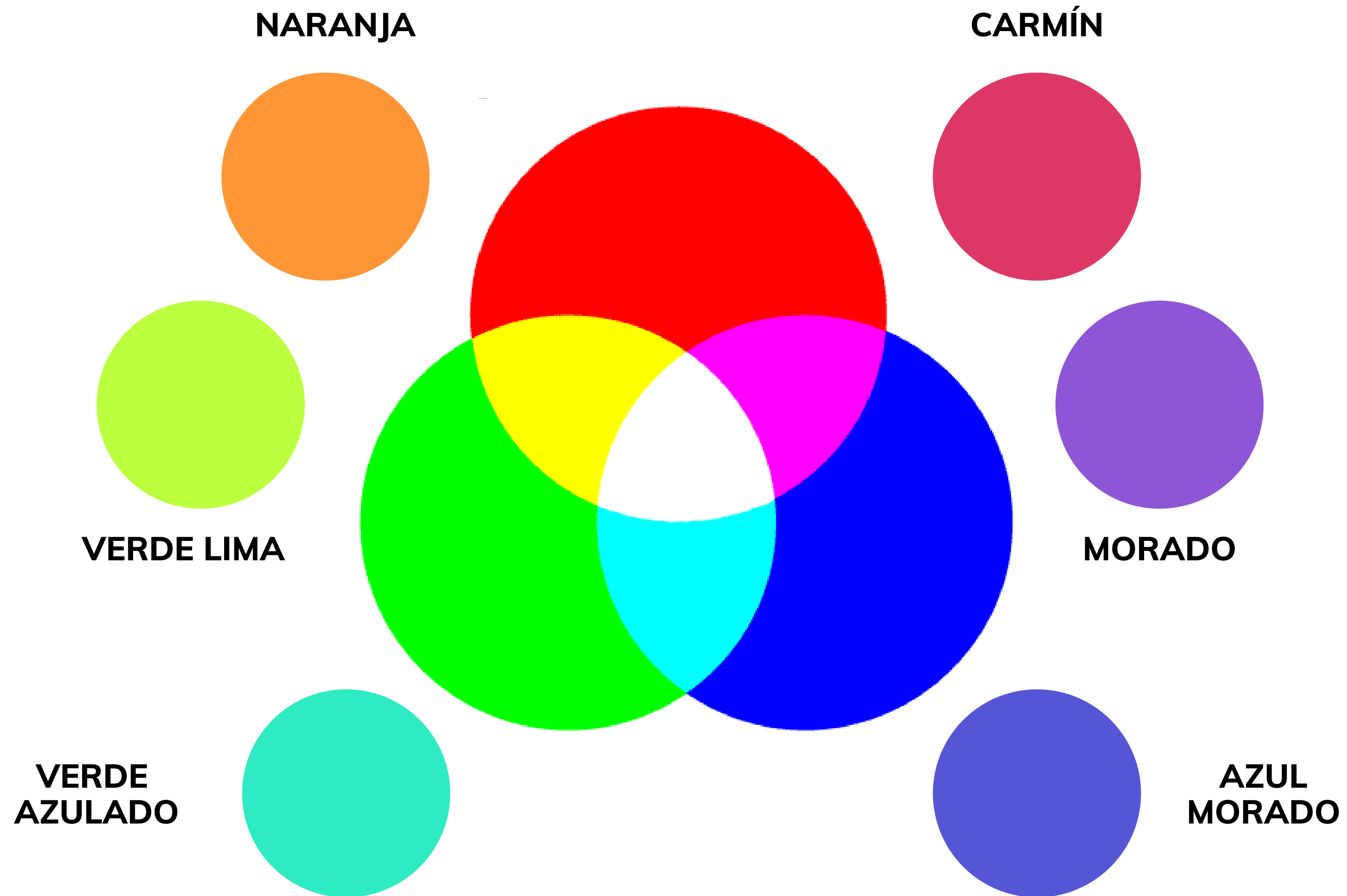
**VERDE
AZULADO**



MORADO

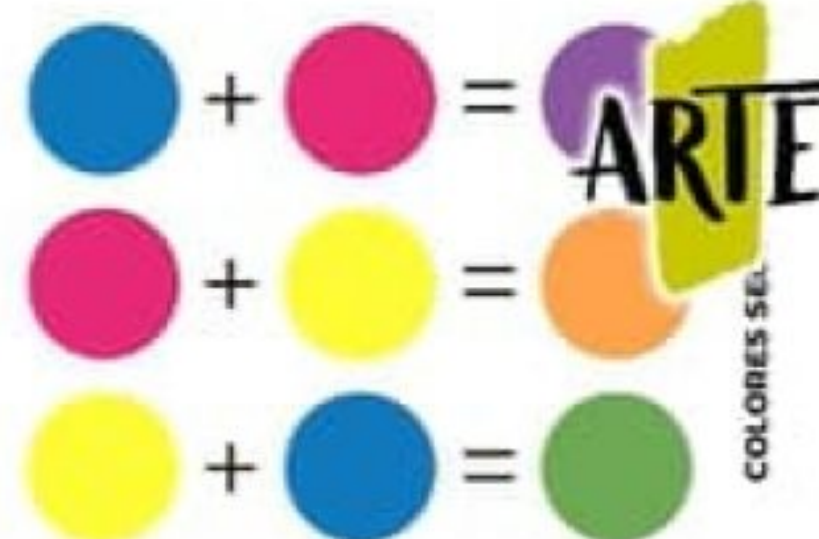


**AZUL
MORADO**

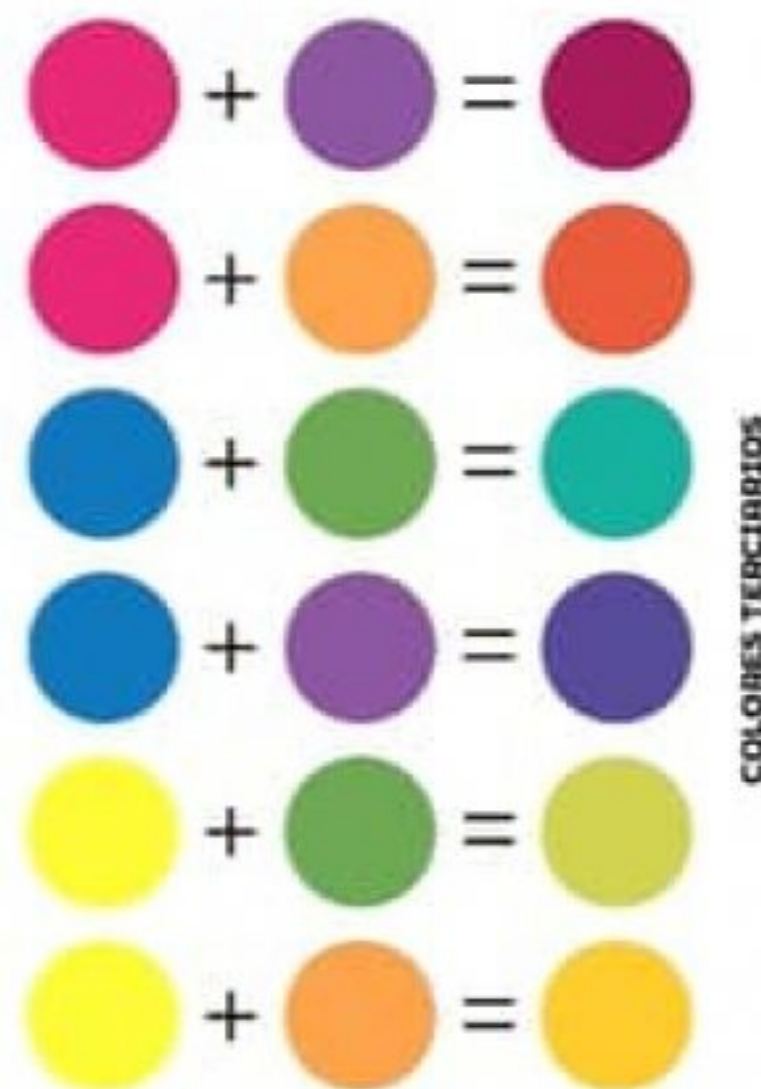


CÍRCULO CROMÁTICO

COLORES PRIMARIOS



COLORES SECUNDARIOS

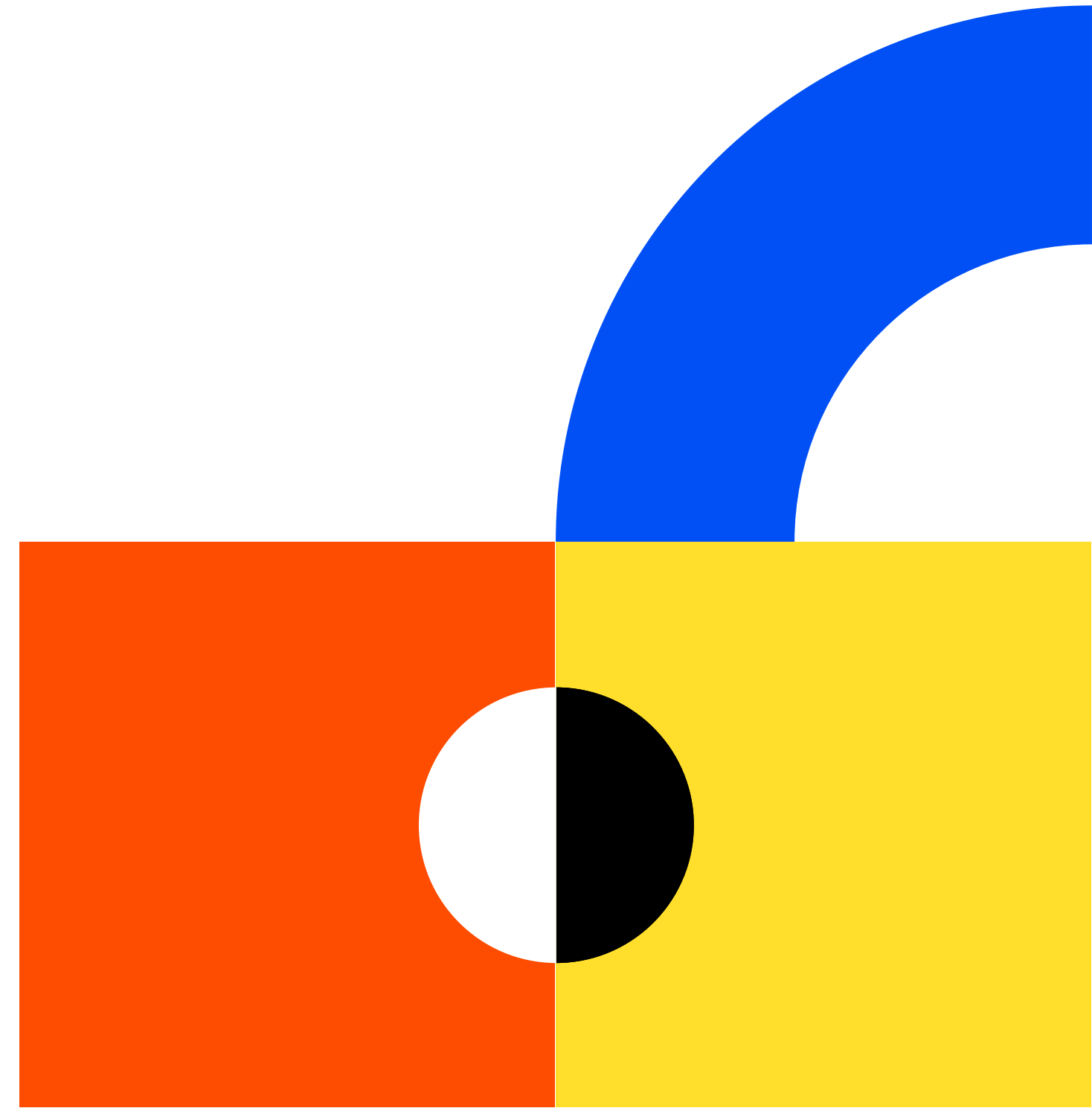


COLORES TERCARIOS



Relación entre los colores

¿CÓMO RELACIONAMOS UN COLOR CON OTRO?





RELACIÓN ANÁLOGA

COLORES VECINOS:
Los tres colores que se encuentran
contiguos al color principal.



**Combinaciones armoniosas y
agradables.**



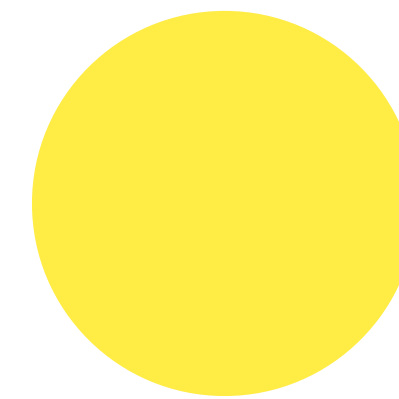
RELACIÓN MONOCROMÁTICA



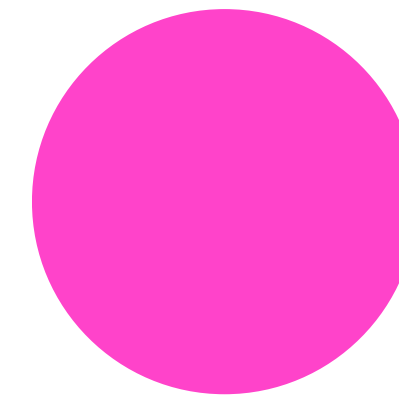
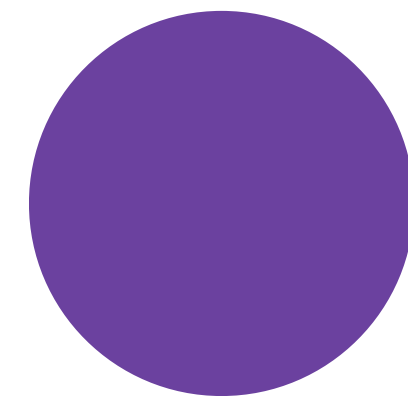
La composición utiliza las posibilidades que ofrece la gama tonal del color elegido, es decir, más claro o más oscuro.

**MONOCROMÁTICO
VS
POLICROMÁTICO**

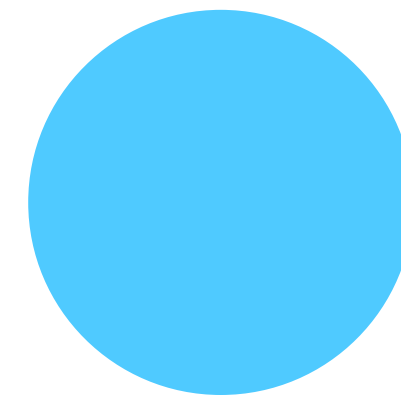
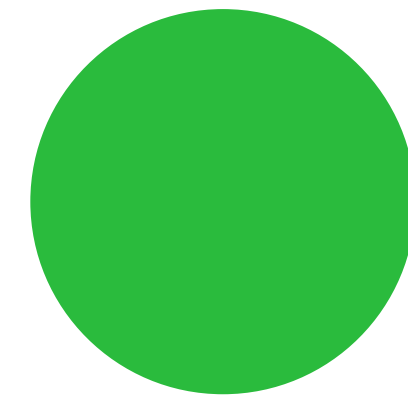
COLORES COMPLEMENTARIOS



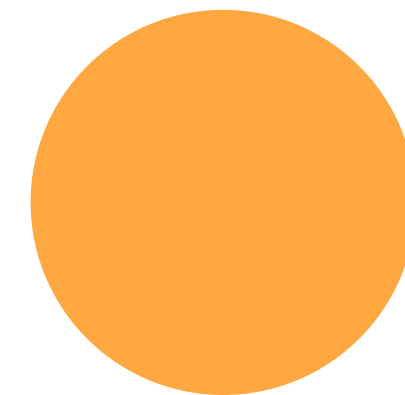
VS



VS



VS

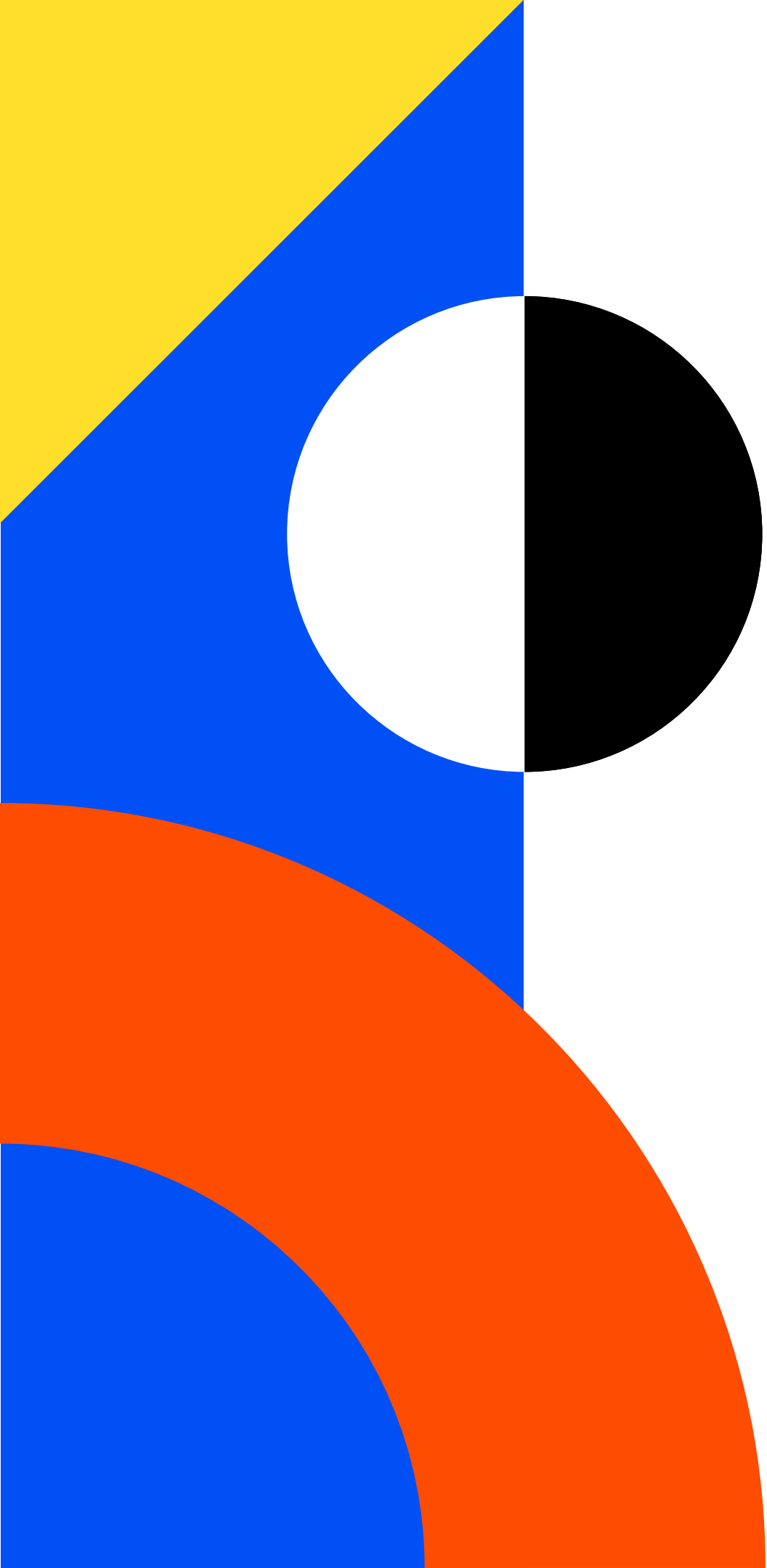




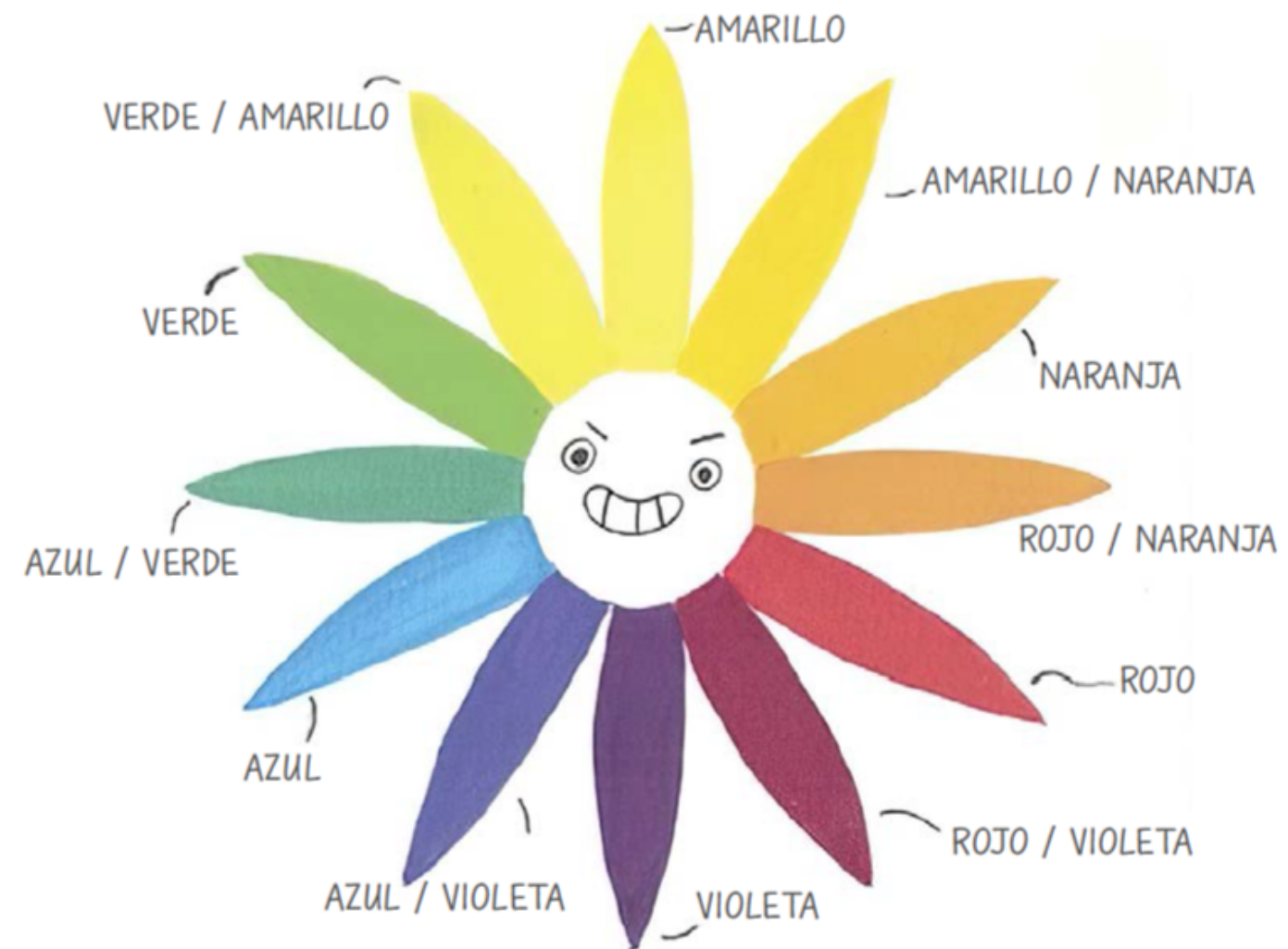
TRÍADA



Los tres colores equidistantes en el círculo cromático.



Las gamas de color

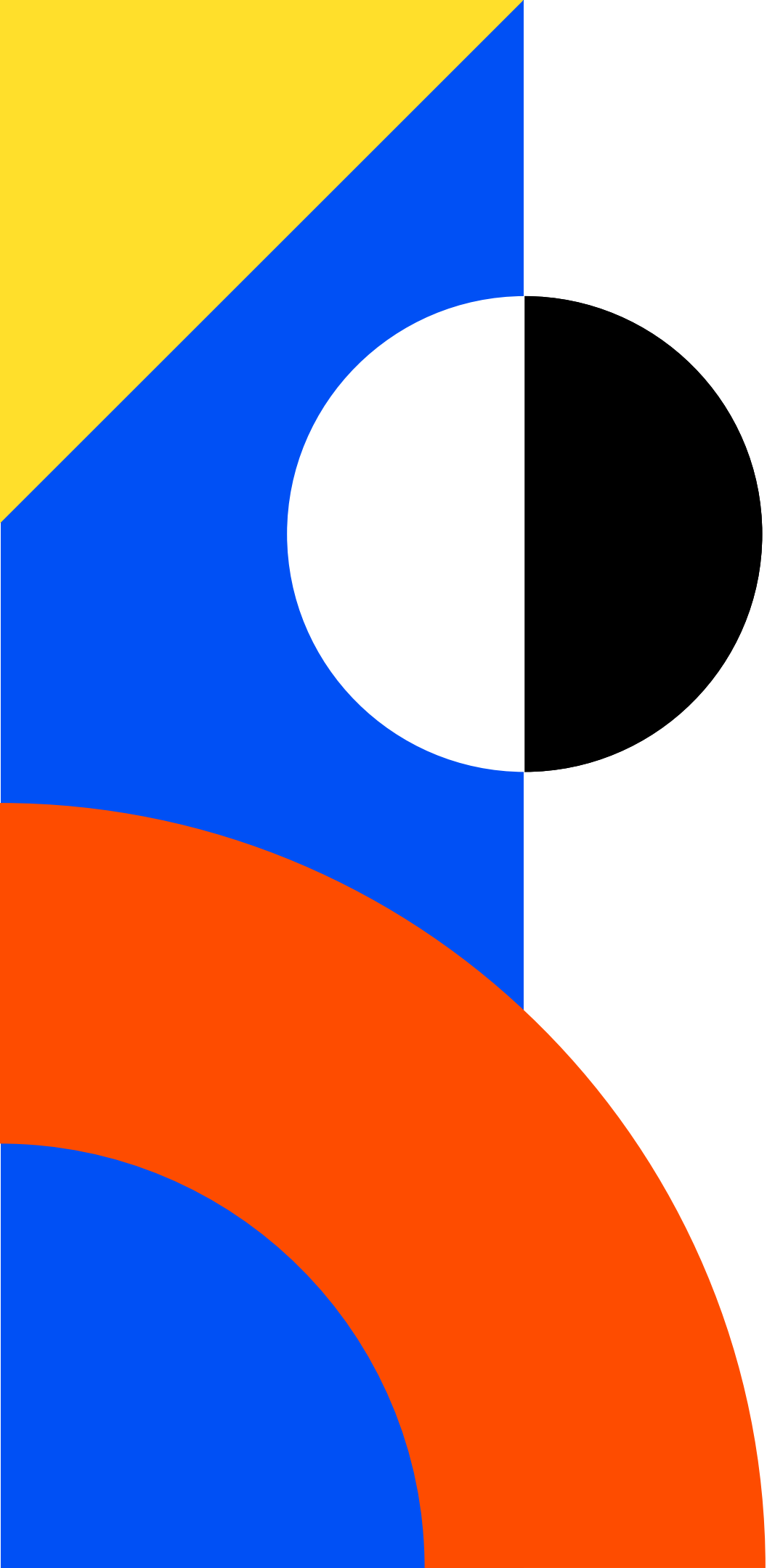


COLORES CÁLIDOS

COLORES FRÍOS

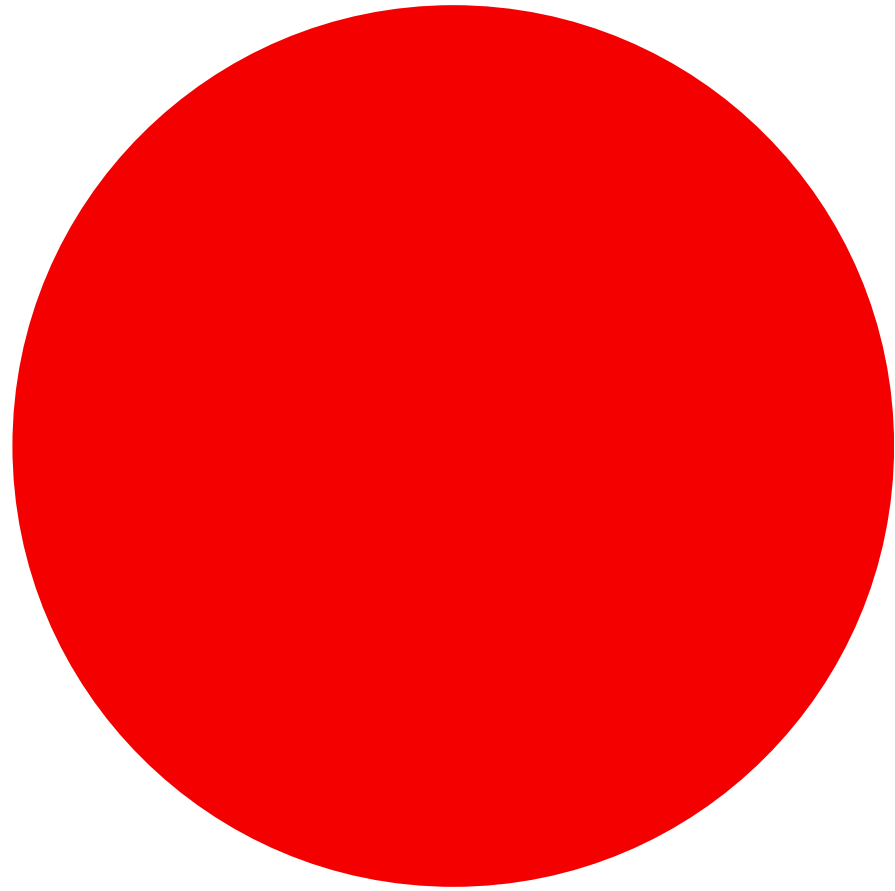
ARMONÍAS

- De colores cálidos
- De colores fríos
- De colores complementarios
- De tríada
- De colores análogos
- ...

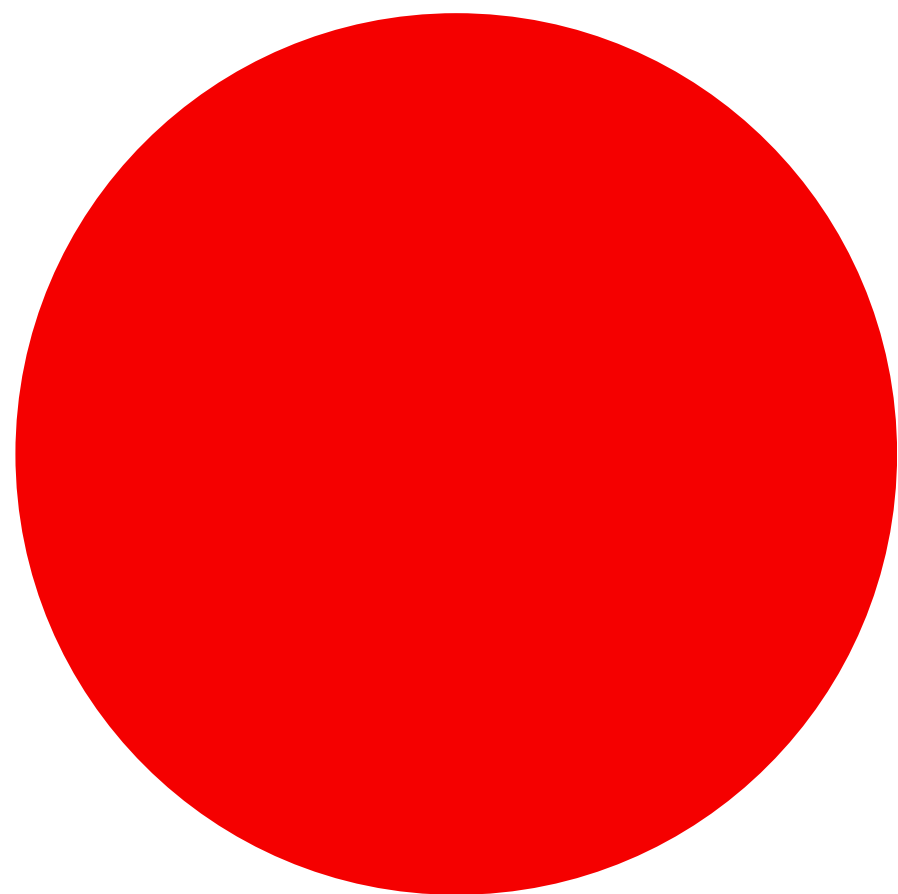


Psicología del color

**Los colores se asocian a sentimientos,
emociones....**

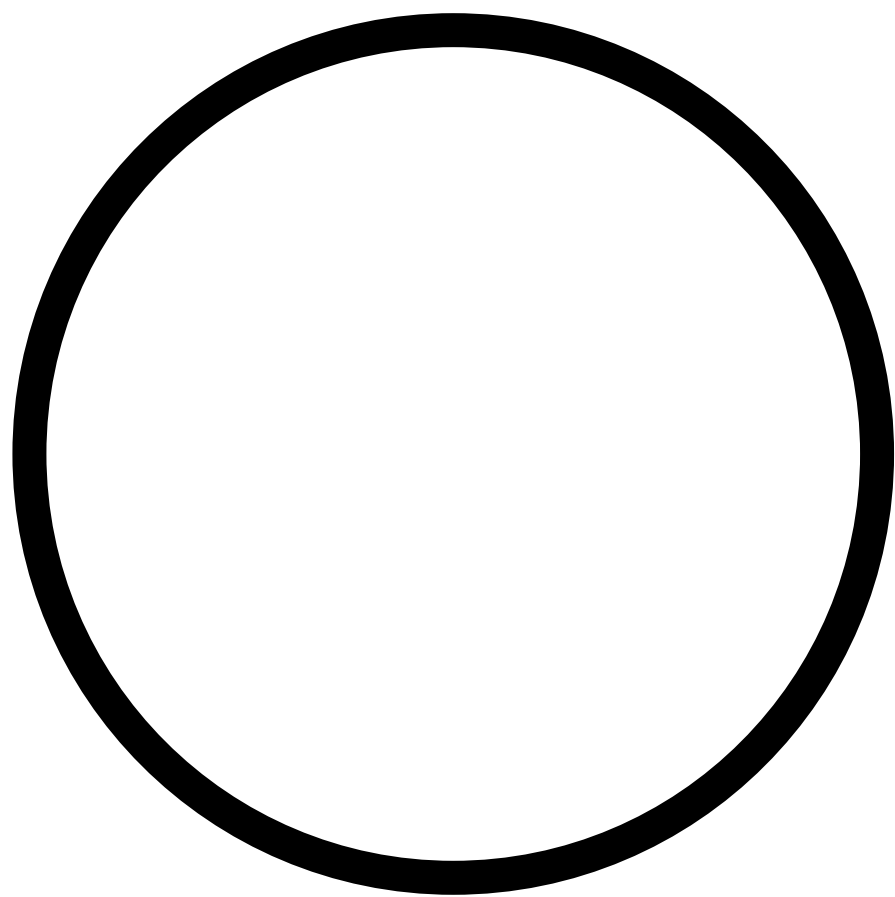


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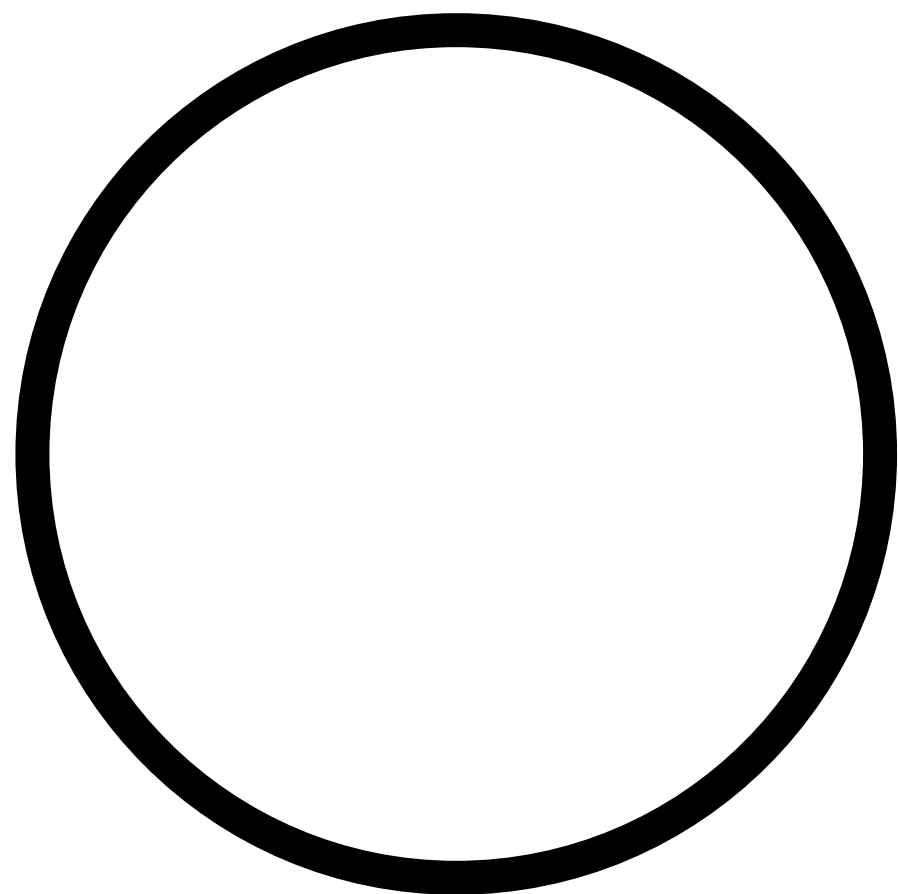


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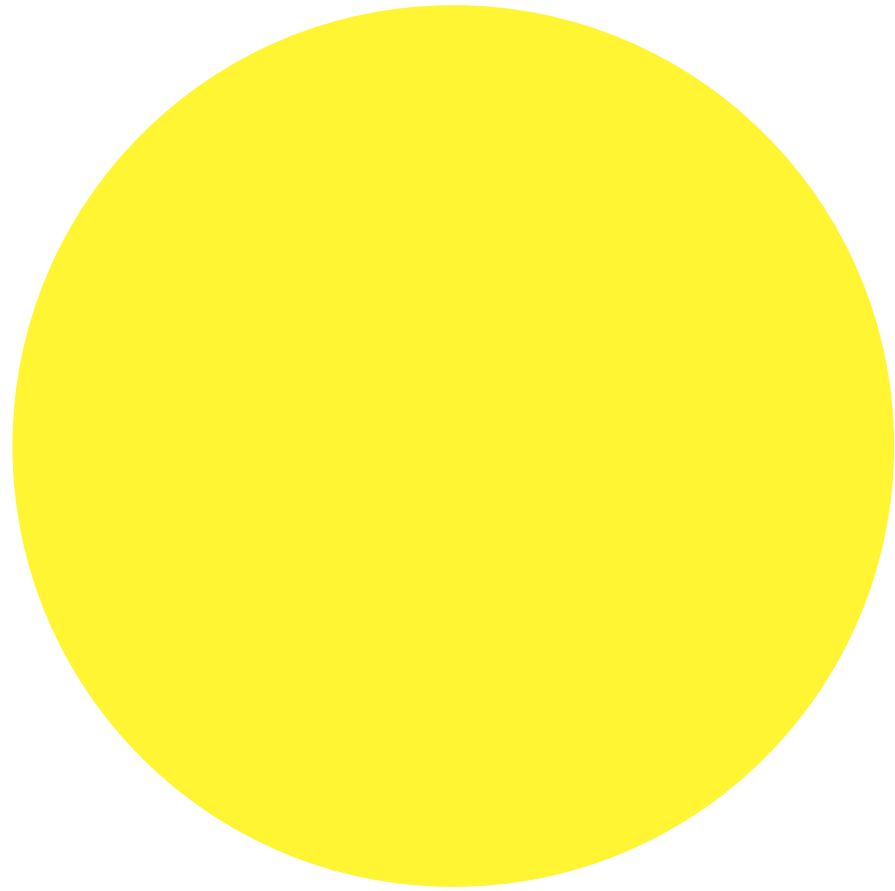


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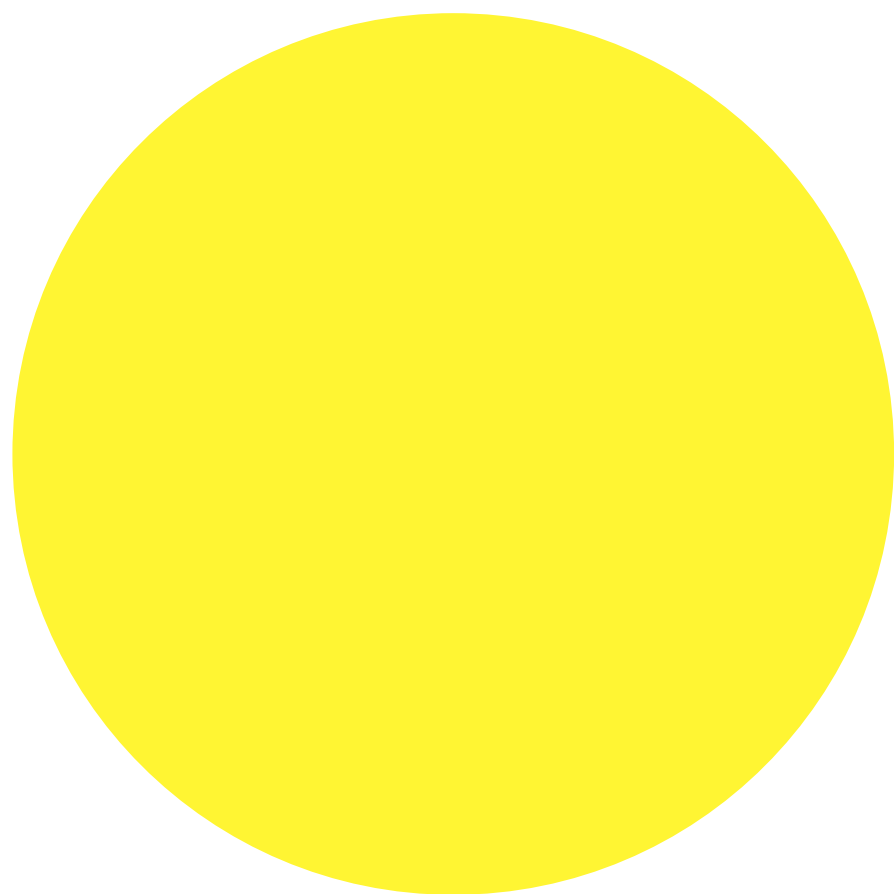


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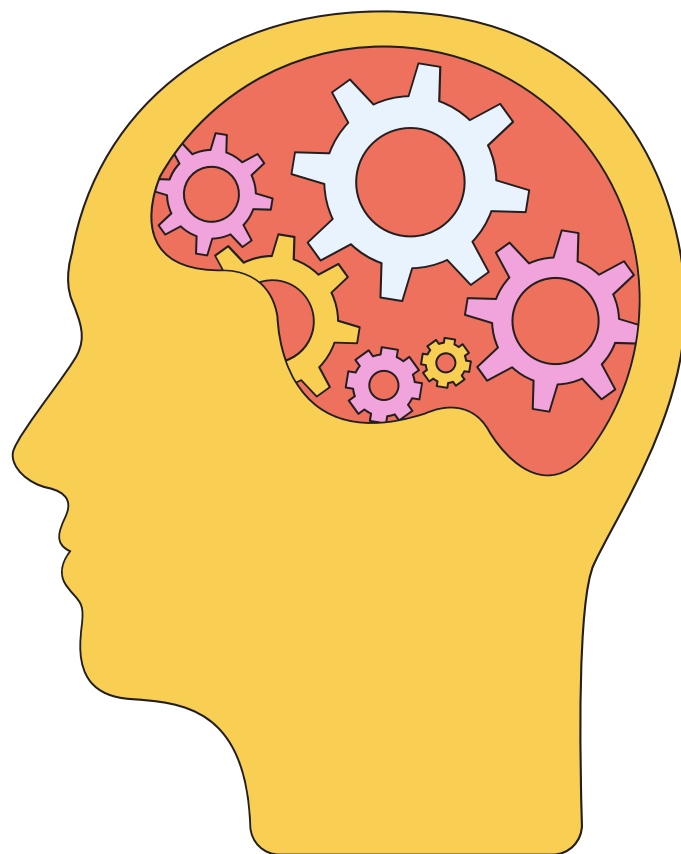


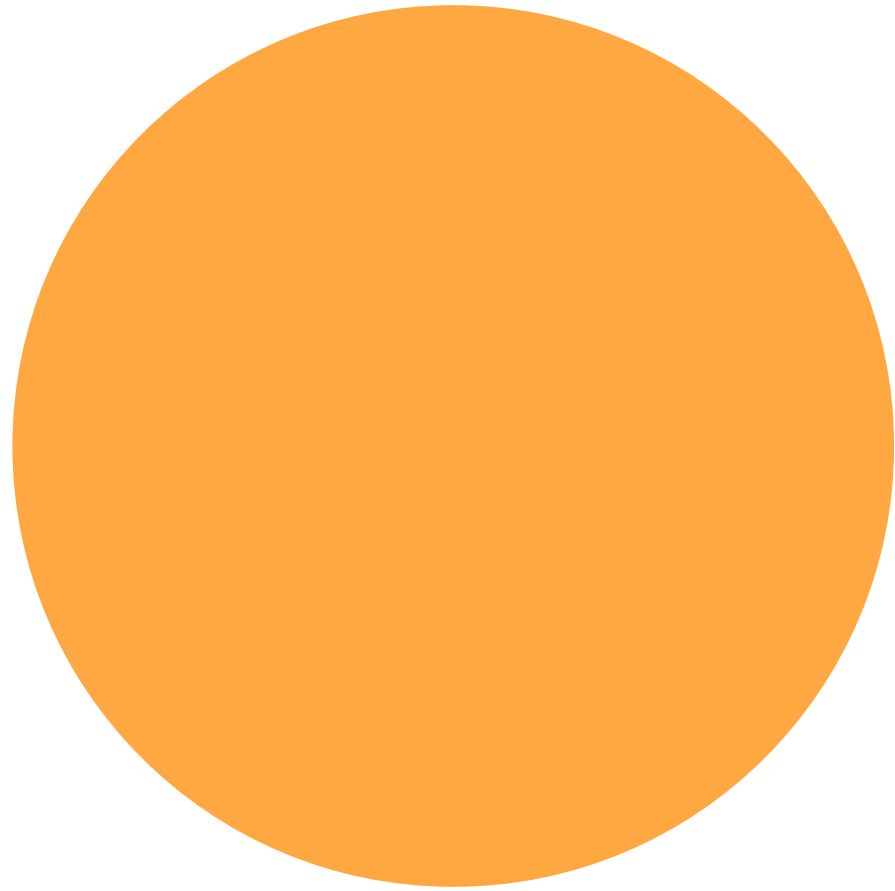


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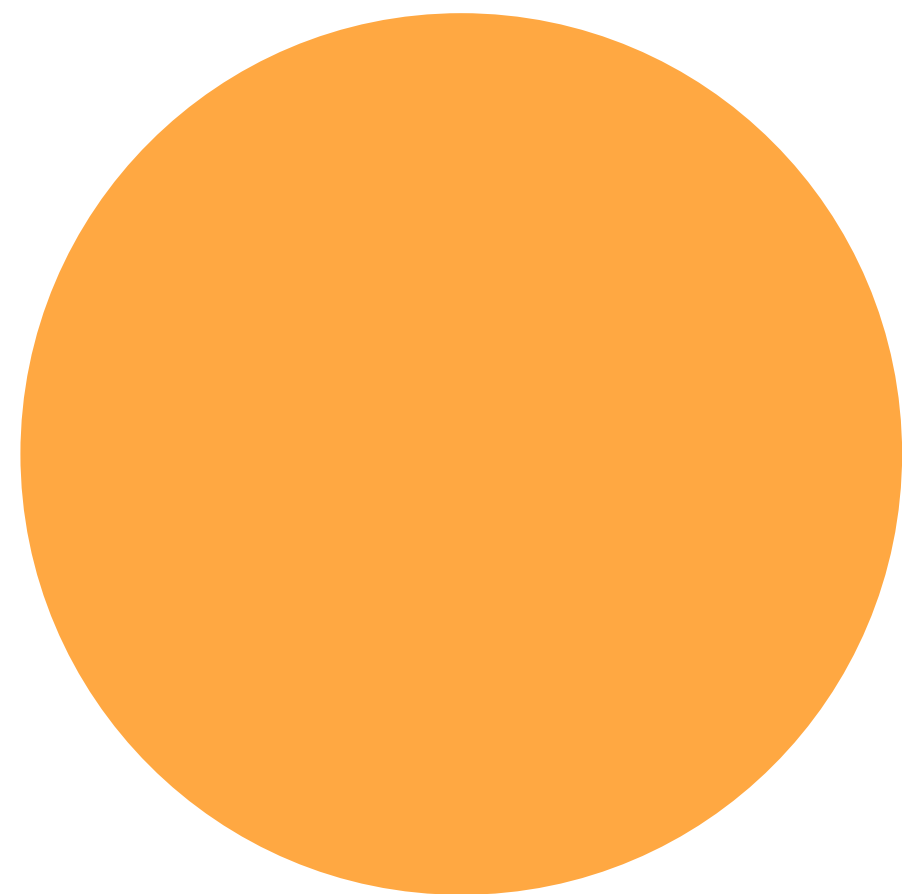


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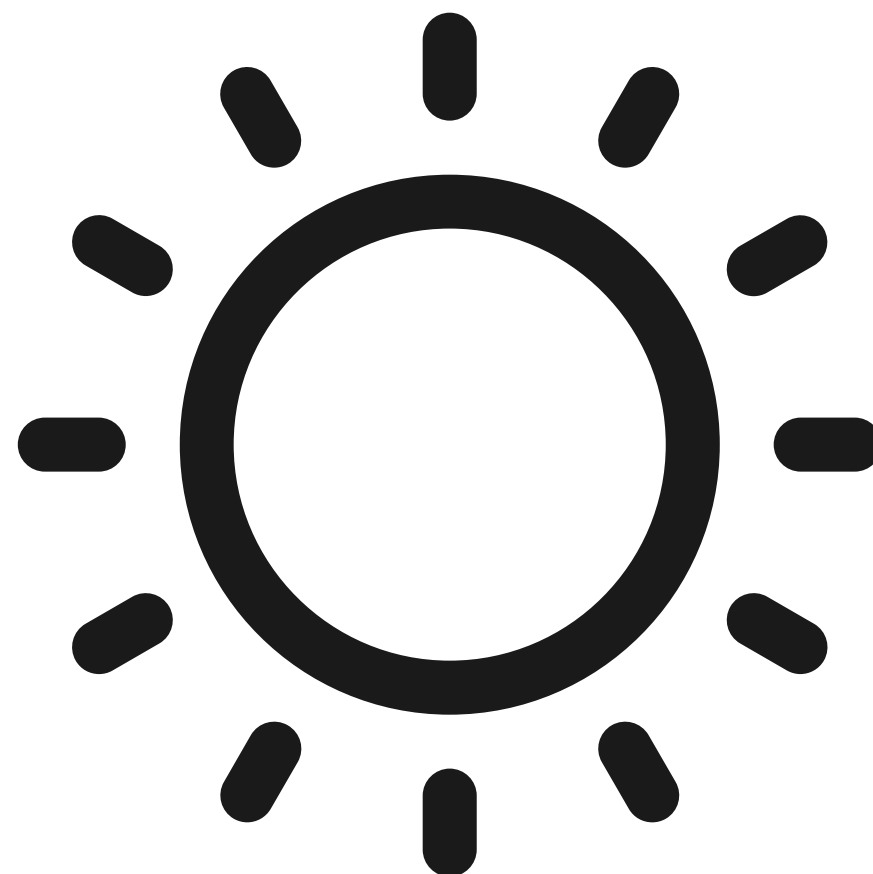
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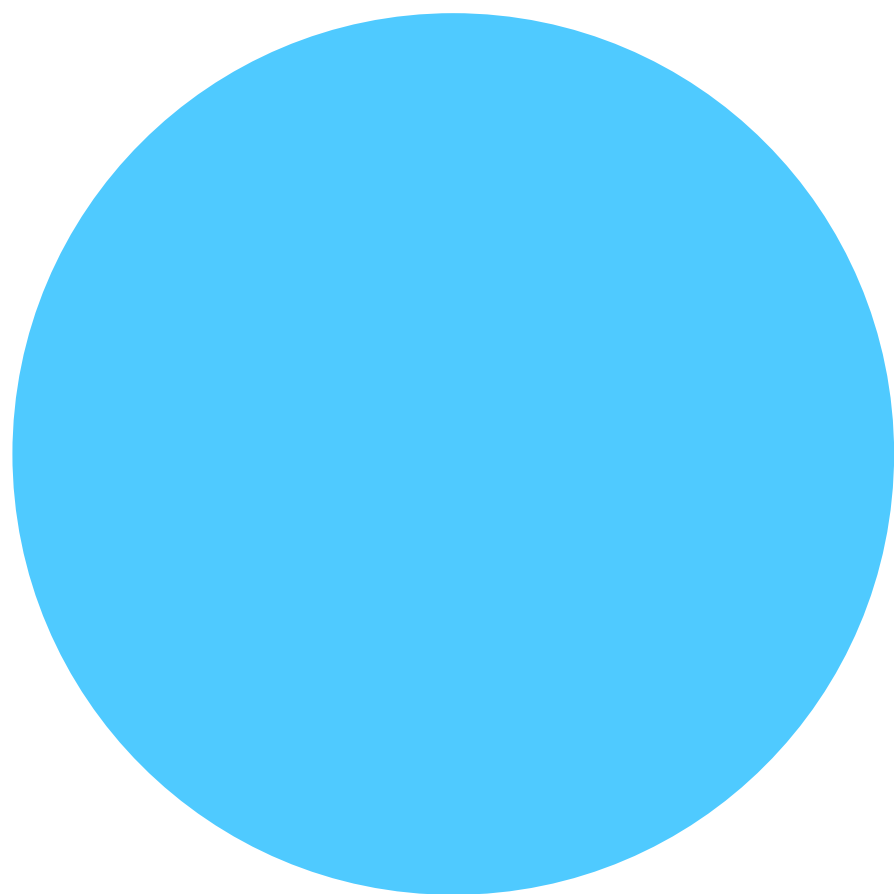


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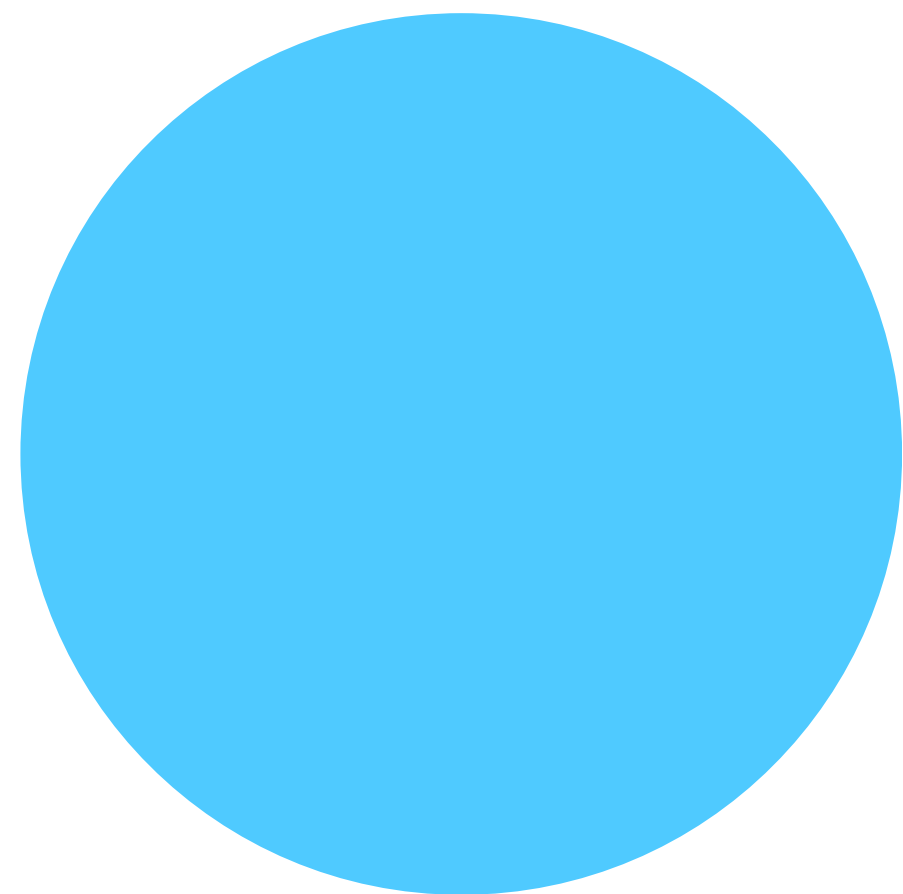


**TAKE
ACTION**

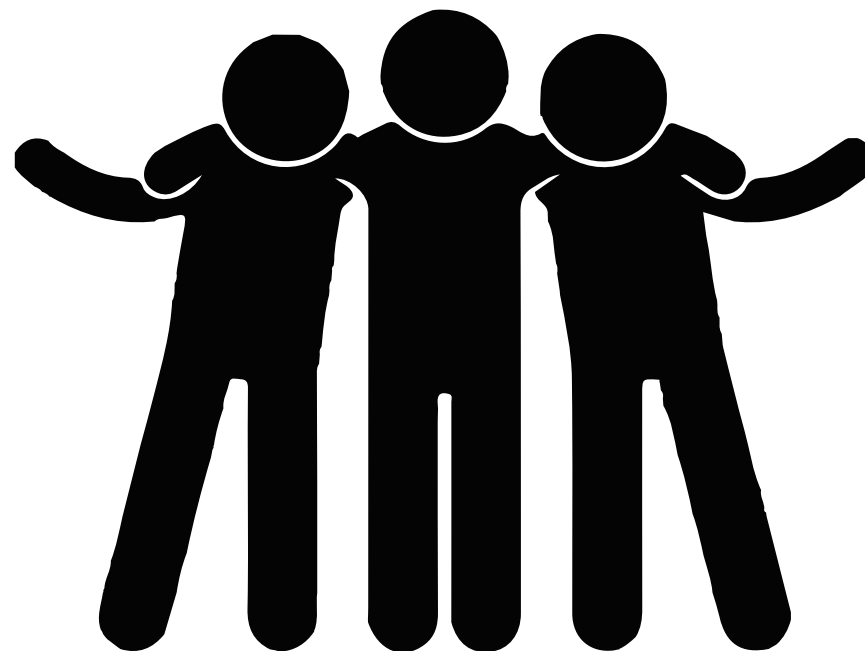
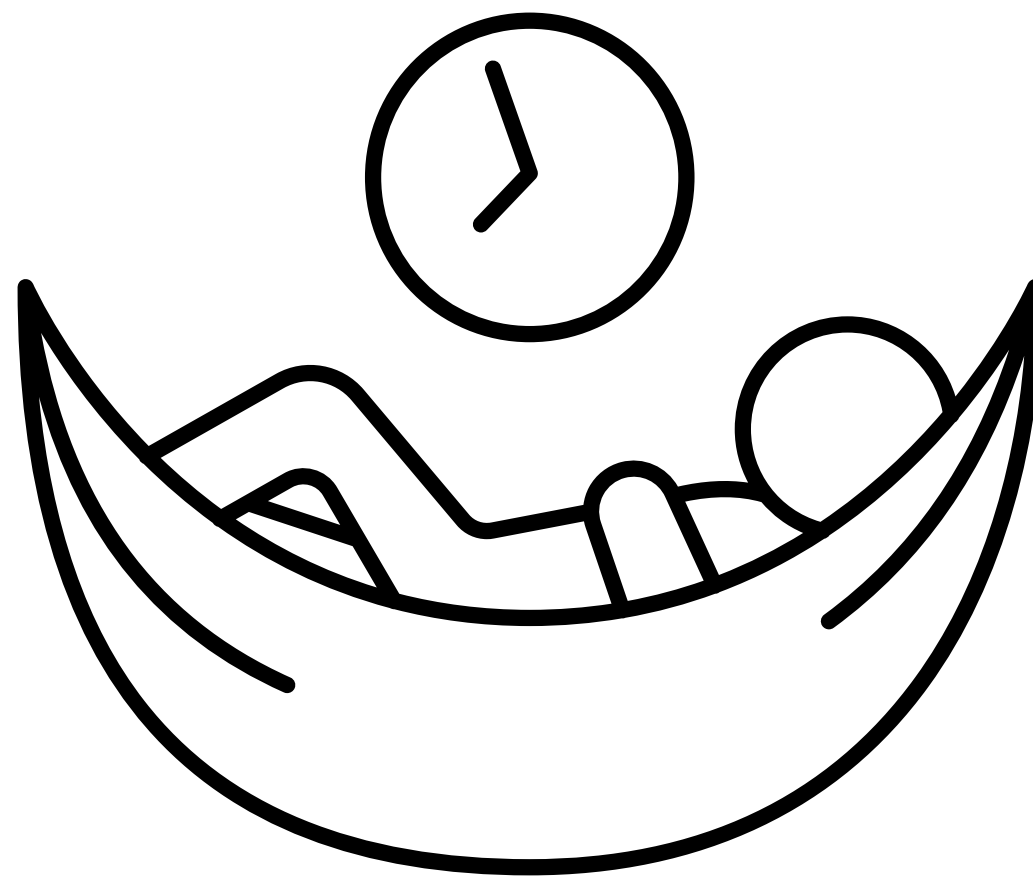


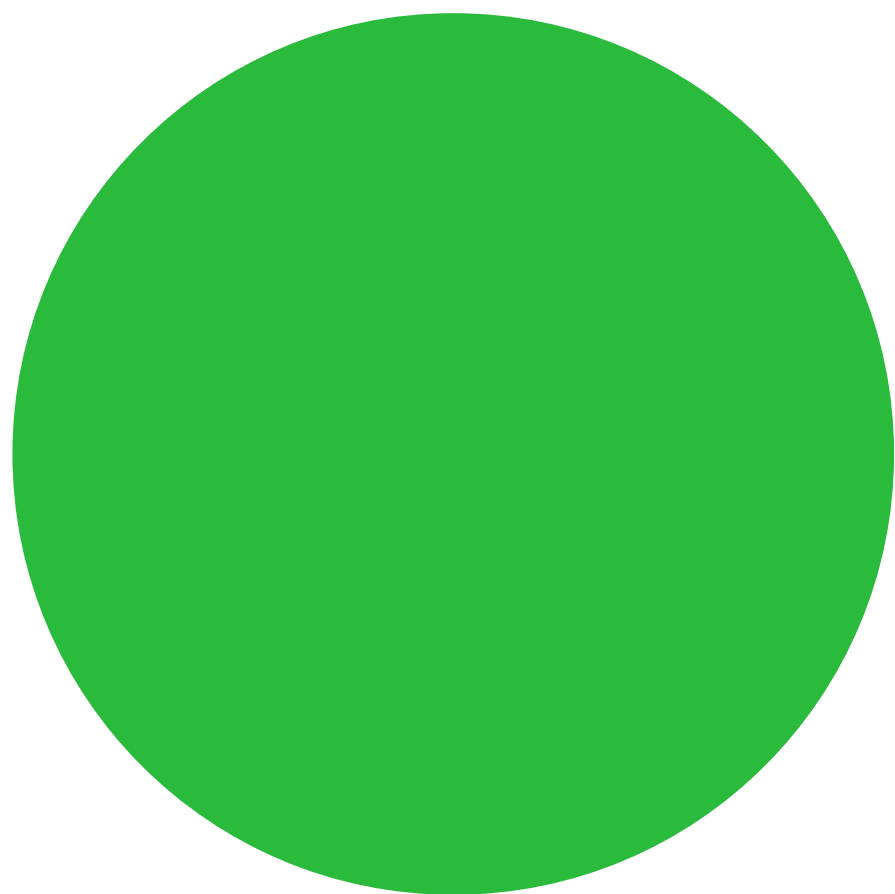


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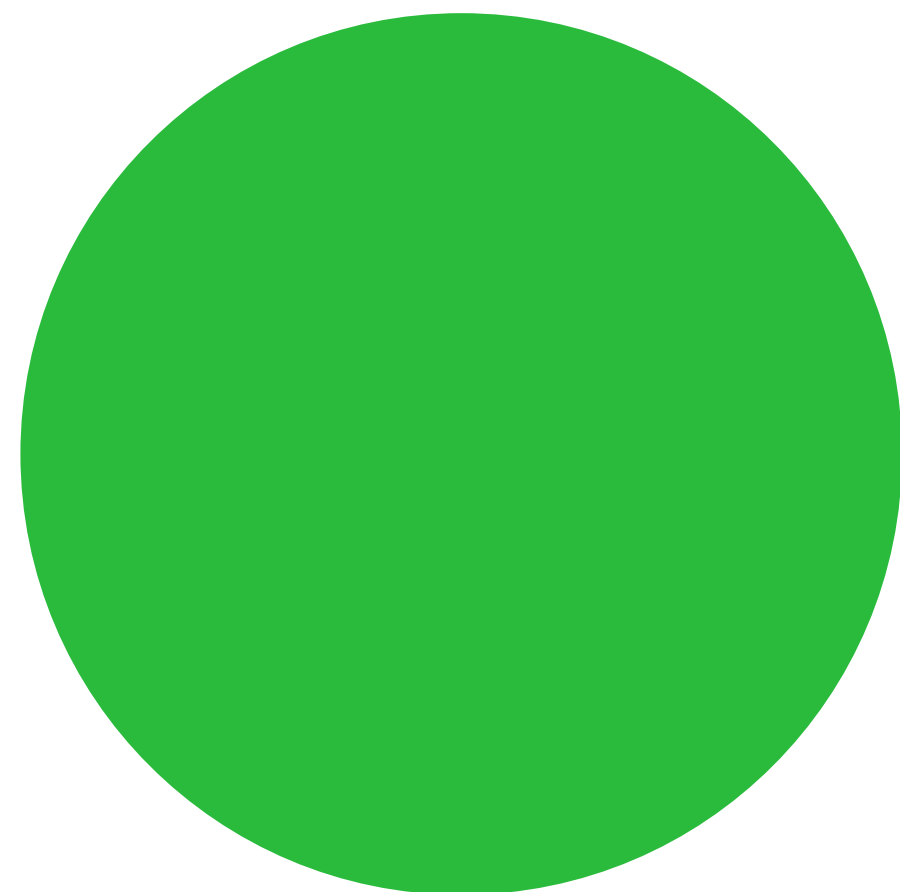


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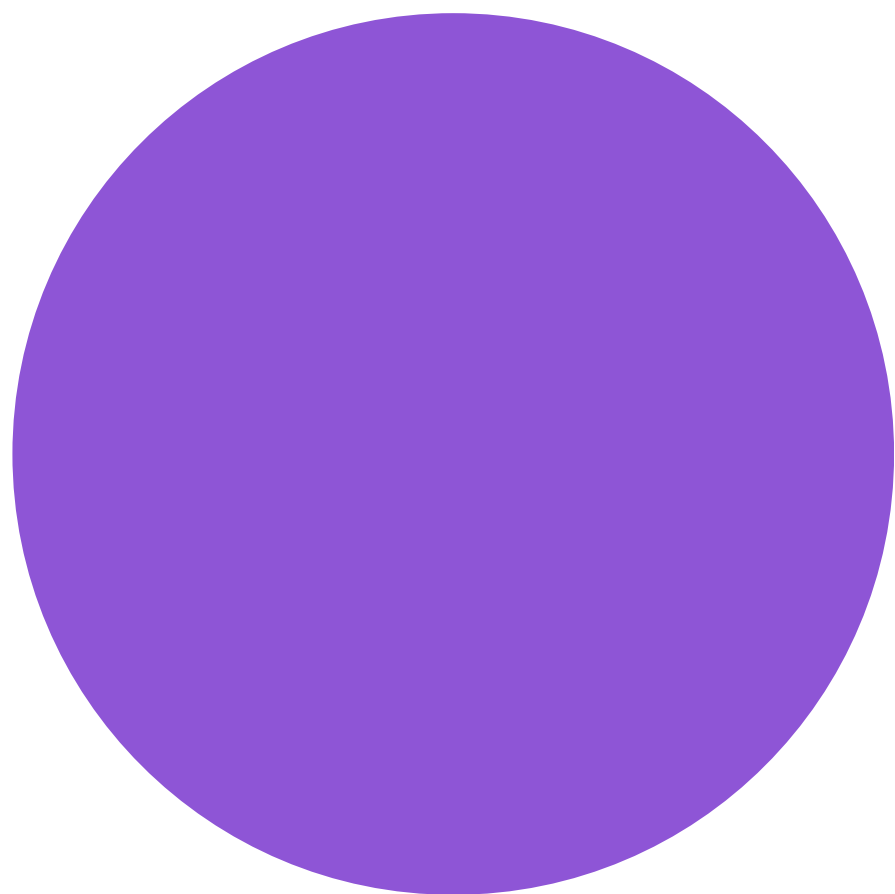


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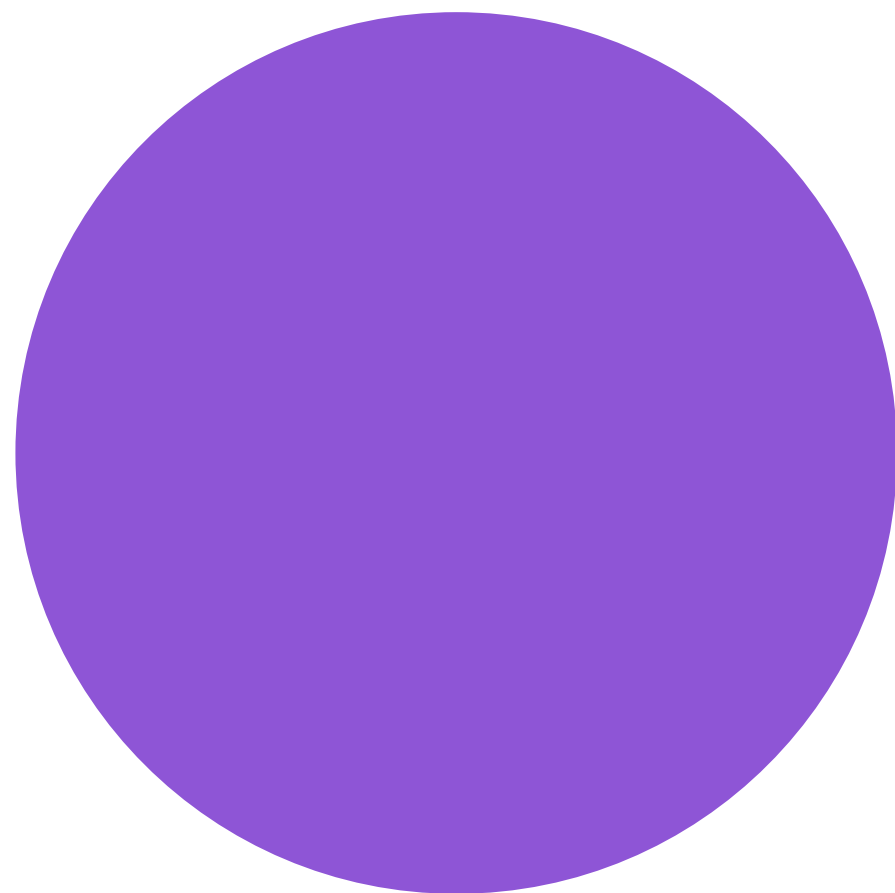


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**¡Ahora ya sabes
un poco más
sobre el color!**

