

# **Color Theory Workshop**

**Morning Session Day 1** 

### Session Start

Introductions

- Instructor intro
- Attendee introductions
  - Why are you here?
  - What do you hope to learn?
  - Do you have any special needs?

## Housekeeping

- Using the syllabus as a guide
- Rules for interruptions (cell phones verboten)
- o How to use the handouts and presentation materials
- $\circ$  Note taking - there will be a test at the day's conclusion

Review course objectives

- Course goals
- o Overview of the day

#### **Color Identification**

What color is this? (*Hands-on #1*)

- Write color description and pass forward
- o Shuffle descriptions and pass out
- Use description to identify color

## How do people try to correct color in the real world

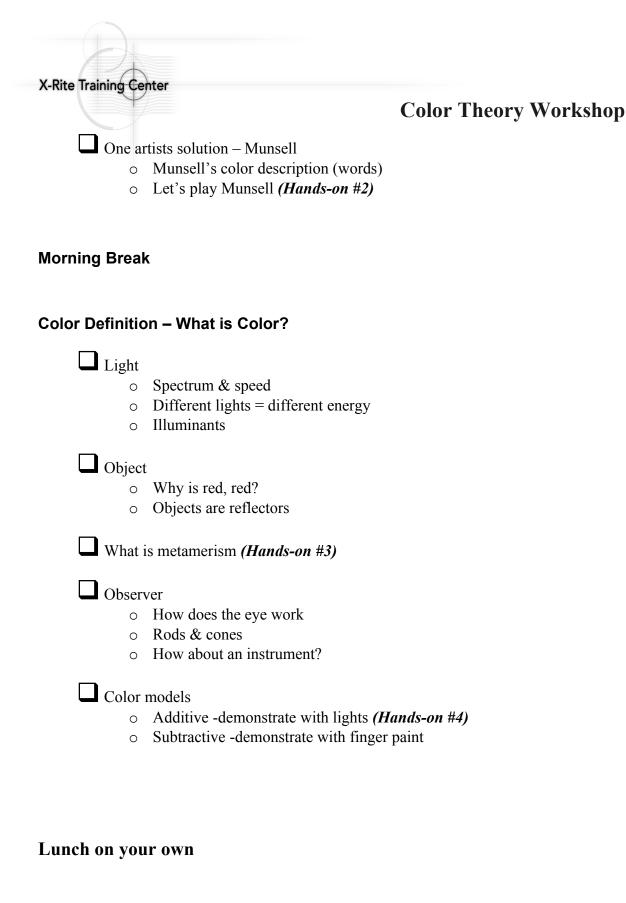
- Roundtable slides
- At the paint store
- In the press room

Why do I respond to color the way I do?

• Inherited, learned, geographical factors, etc.

Does my eye have limitations?

- Retinal fatigue
- Color memory
- Background effects



### **Class Reconvenes In One Hour!**



## **Color Theory Workshop**

Afternoon Session Day 1

### **Color Control**

Density

- What is it?
- How do I use it?

# □ L\*a\*b\*

- What is it?
- How do I use it?

## L\*C\*h°

- What is it?
- How do I use it?

# Instrumental measurement (Hands-on #5)

- Measure density (no difference)
- Visual assessment (big difference)
- Measure color L\*a\*b\* (big difference)

### Which method is best?

- MacAdam's ellipsoids
- Introduce CMC
- Introduce CIE94
- The eye vs. L\*a\*b\*, L\*C\*h°, CMC, CIE94
- Screen grab of each tolerance

### Afternoon Break

## X-Rite Training Center

# **Color Theory Workshop**

### **Color Management**

The artists creation

• Follow the color from creation to completion ...

Ends in production

- Vehicle paint
- Interior plastic
- Interior fabric/leather
- Printed displays
- Printed advertisement

Measured how?

- Different instruments, different answers (Hands-on #6)
  - Compare readings from hands-on #5
  - Different instruments, different ill/obs, different results

Measure vs. the eye

• Limitations of the eye

### **Color Manufacturing**

Why doesn't it match?

- Process variation
- Raw materials 0

Application methods

• Real world situations



Customers issues

Wrap up and test/review