

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

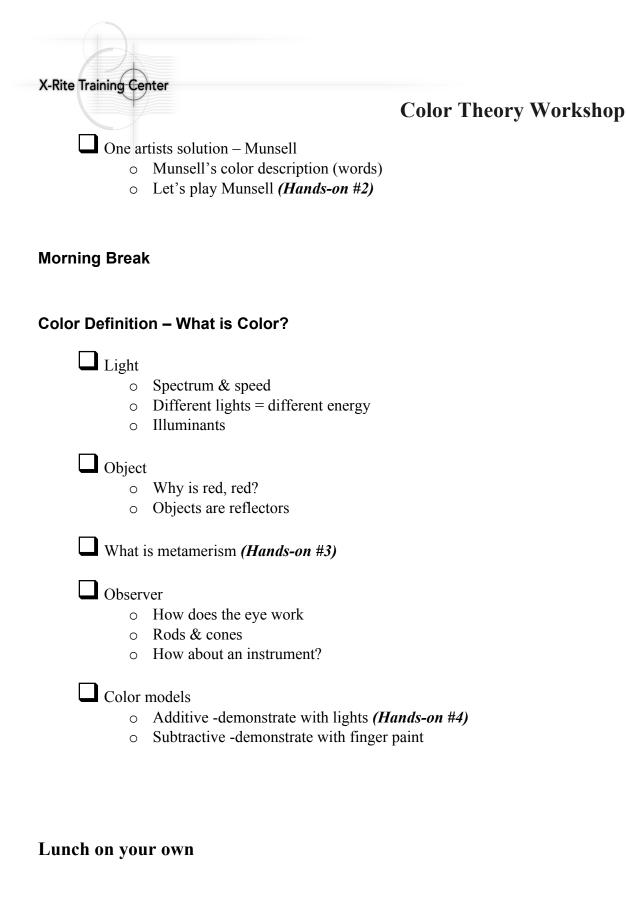
- Roundtable slides
- At the paint store
- In the press room

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