

# PROJETO EDITORIAL E GRÁFICO

PROFº RITIELLE SOUZA

AULA 04

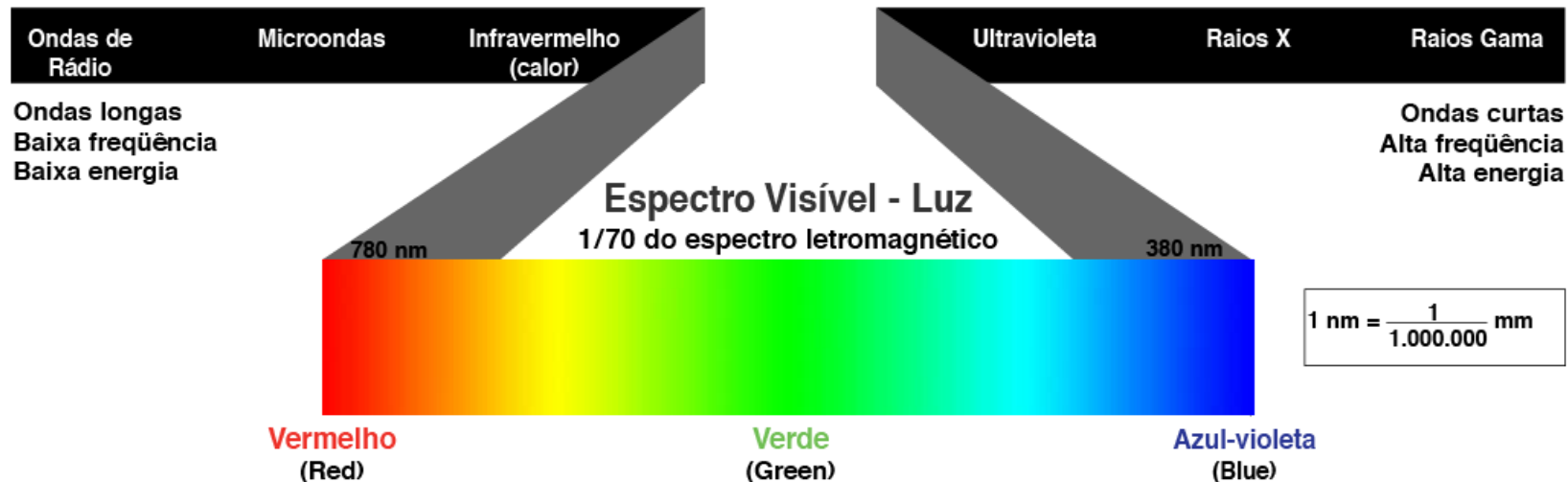


# SÍNTESE DE CORES

# O que são as cores?

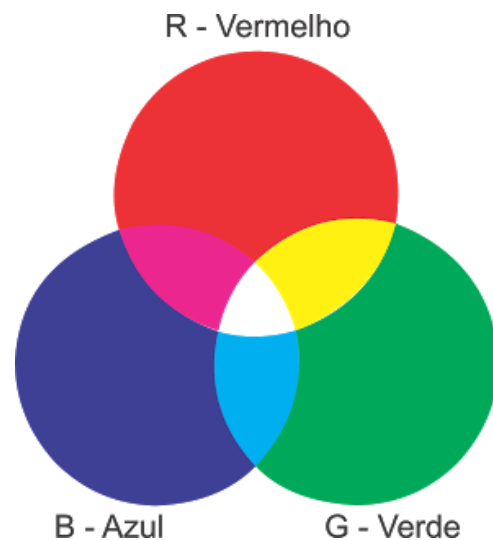
A cor é a interpretação cerebral aos estímulos recebidos por uma série de células sobre nossas retinas.

De todo o espectro de ondas existente enxergamos uma pequena parte destas (faixa entre 380-780nm), os extremos das cores visíveis.



# Síntese Aditiva

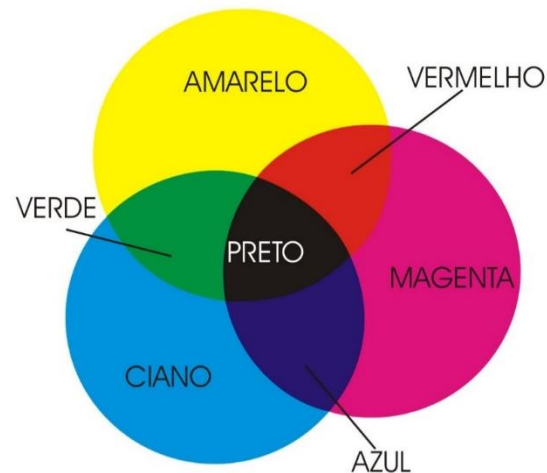
Síntese aditiva está relacionada a formação das cores através da luz. As imagens formadas em projetores, monitores, televisores, etc. Formada pela adição de cores Vermelho, Verde e Azul. Conhecido como padrão RGB, a intensidade de cada uma das cores determina a cor que será formada. Quando as luzes estão em intensidades iguais, temos a cor branca.



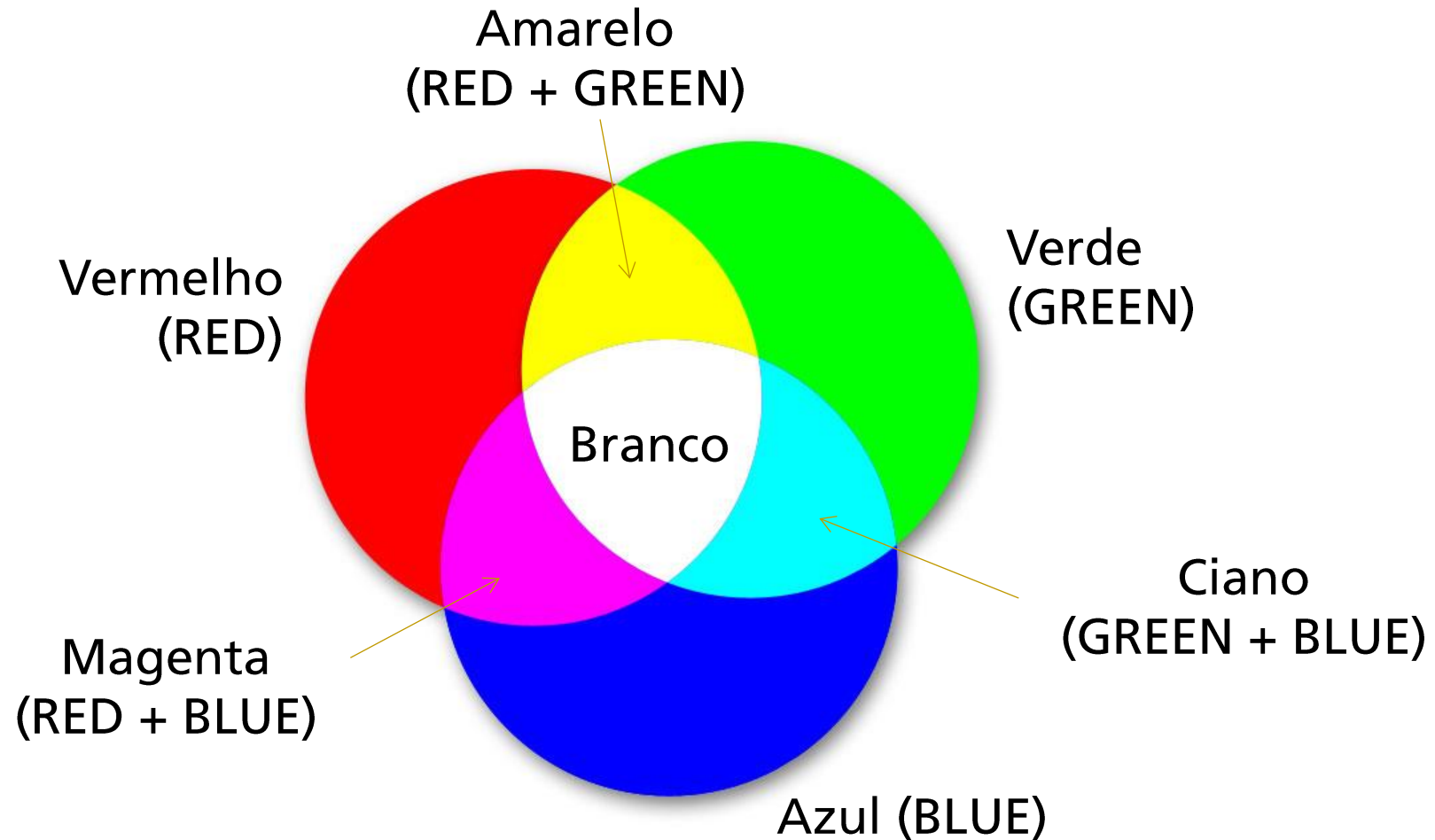
# Síntese Subtrativa

A síntese subtrativa está relacionada a formação de cores através da absorção e refração de cores. As cores que dão origem são Amarela, Ciano e Magenta, quando estas são misturadas temos a cor preta.

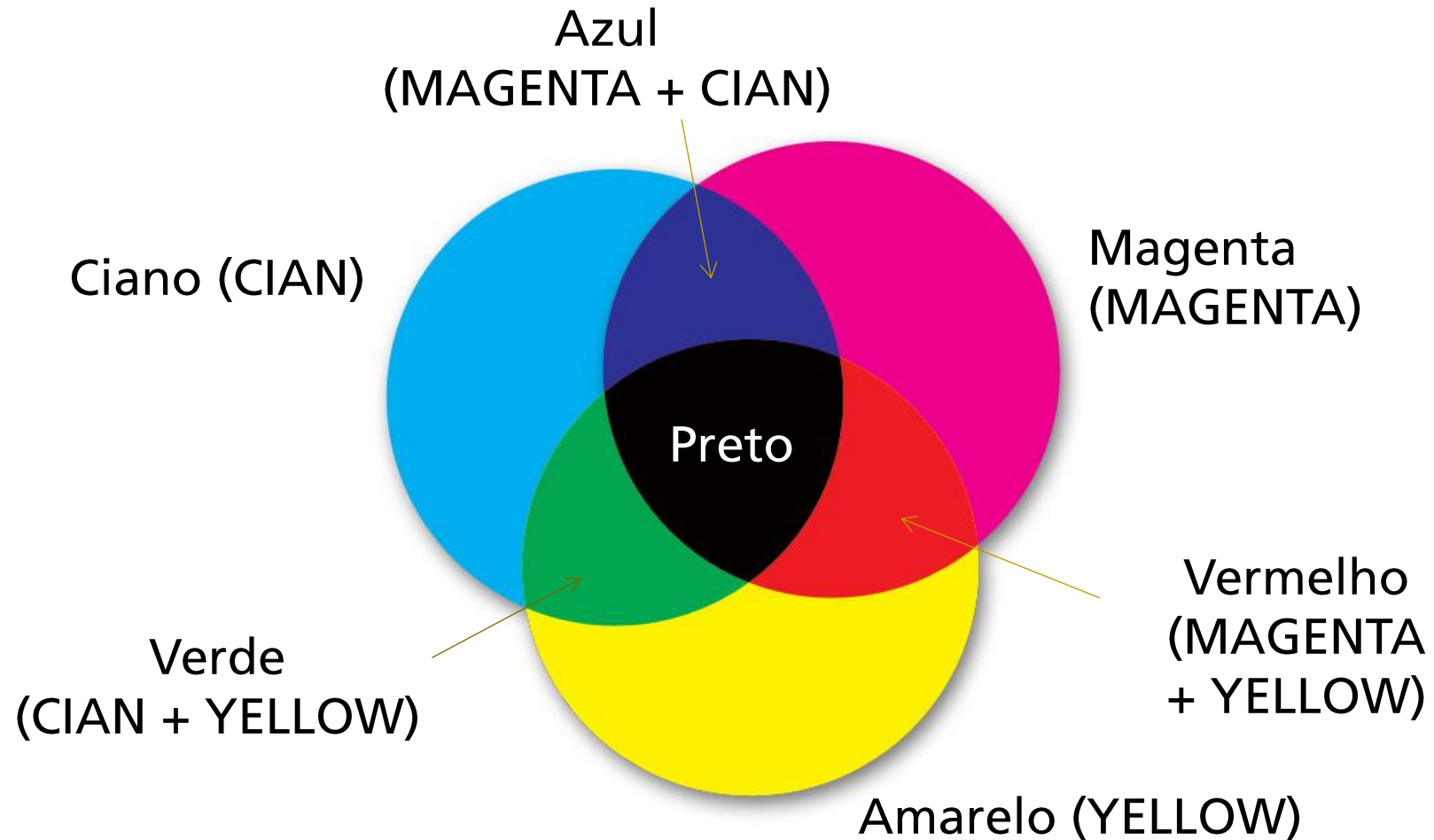
Um objeto de cor azul quando iluminado por uma luz branca absorve as cores verde e vermelha e reflete a azul.



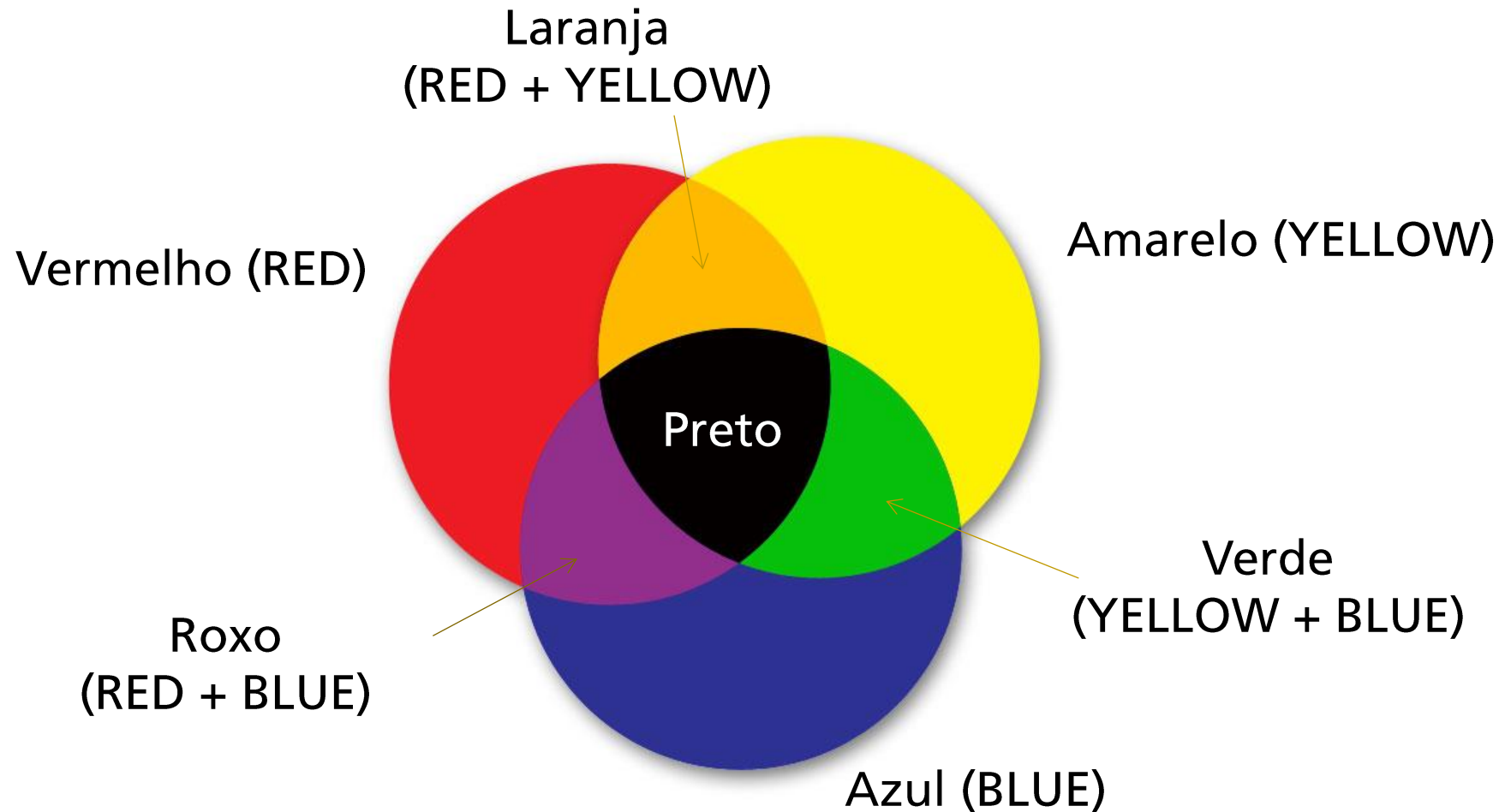
# Mistura Aditiva (Modelo RGB)



# Mistura Subtrativa (Modelo CMY)



# Mistura Subtrativa (Modelo RYB)





# Cores secundárias

**Ciano** - formado por azul e verde

**Magenta** - formado por azul e vermelho

**Amarelo** - formado por vermelho e verde

**Vermelho** - formado por magenta e amarelo

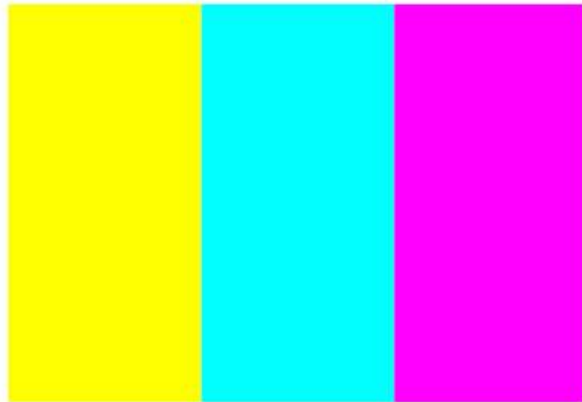
**Verde** - formado por ciano e amarelo

**Azul** - formado por ciano e magenta

**Verde** - formado por azul e amarelo

**Laranja** - formado por amarelo e vermelho

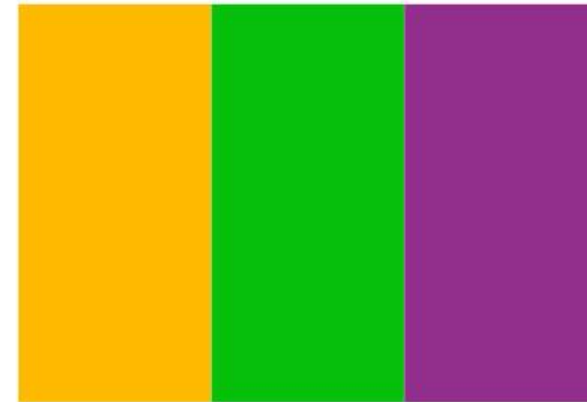
**Violeta** - formado por azul e vermelho



RGB

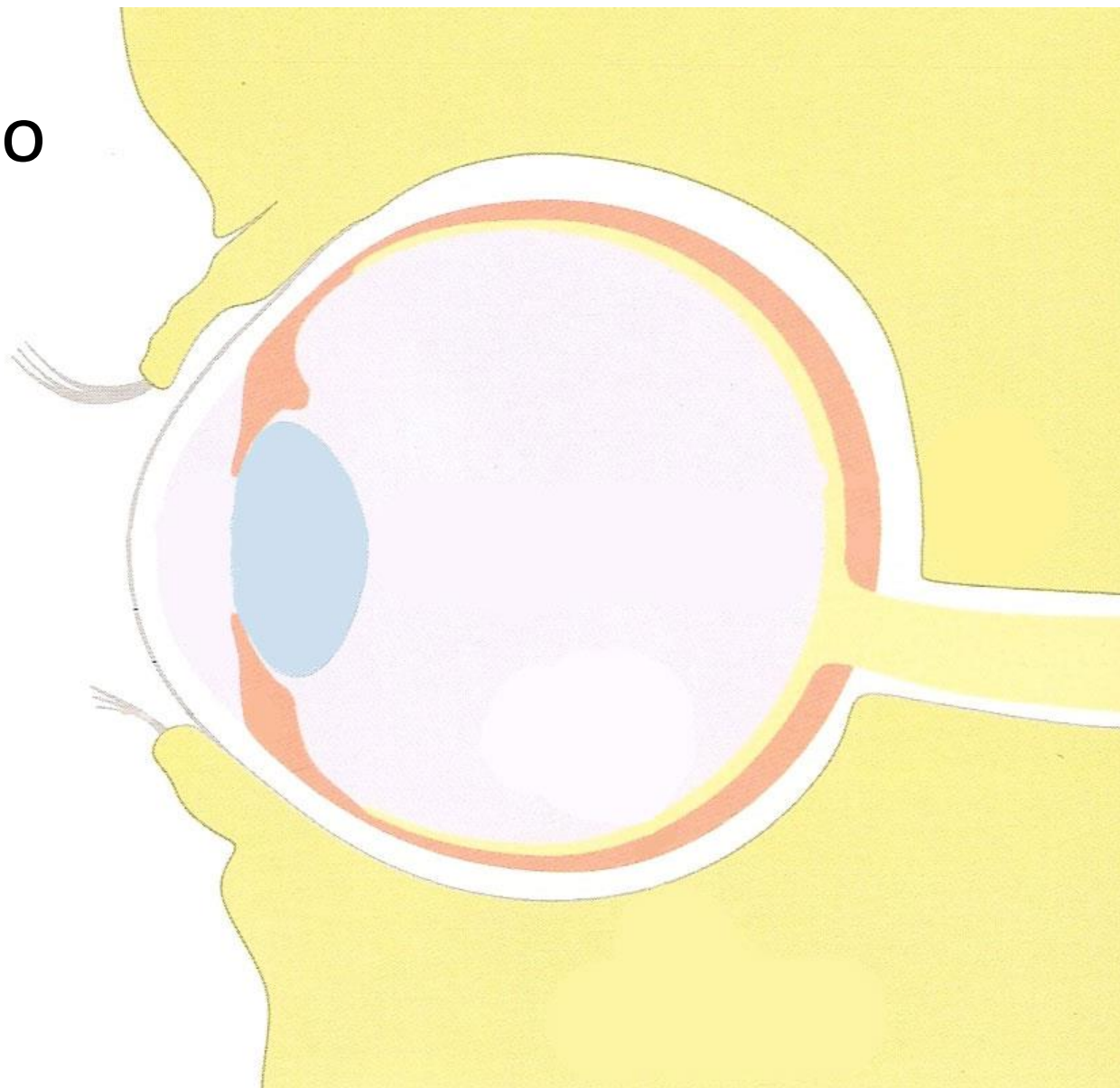


CMY

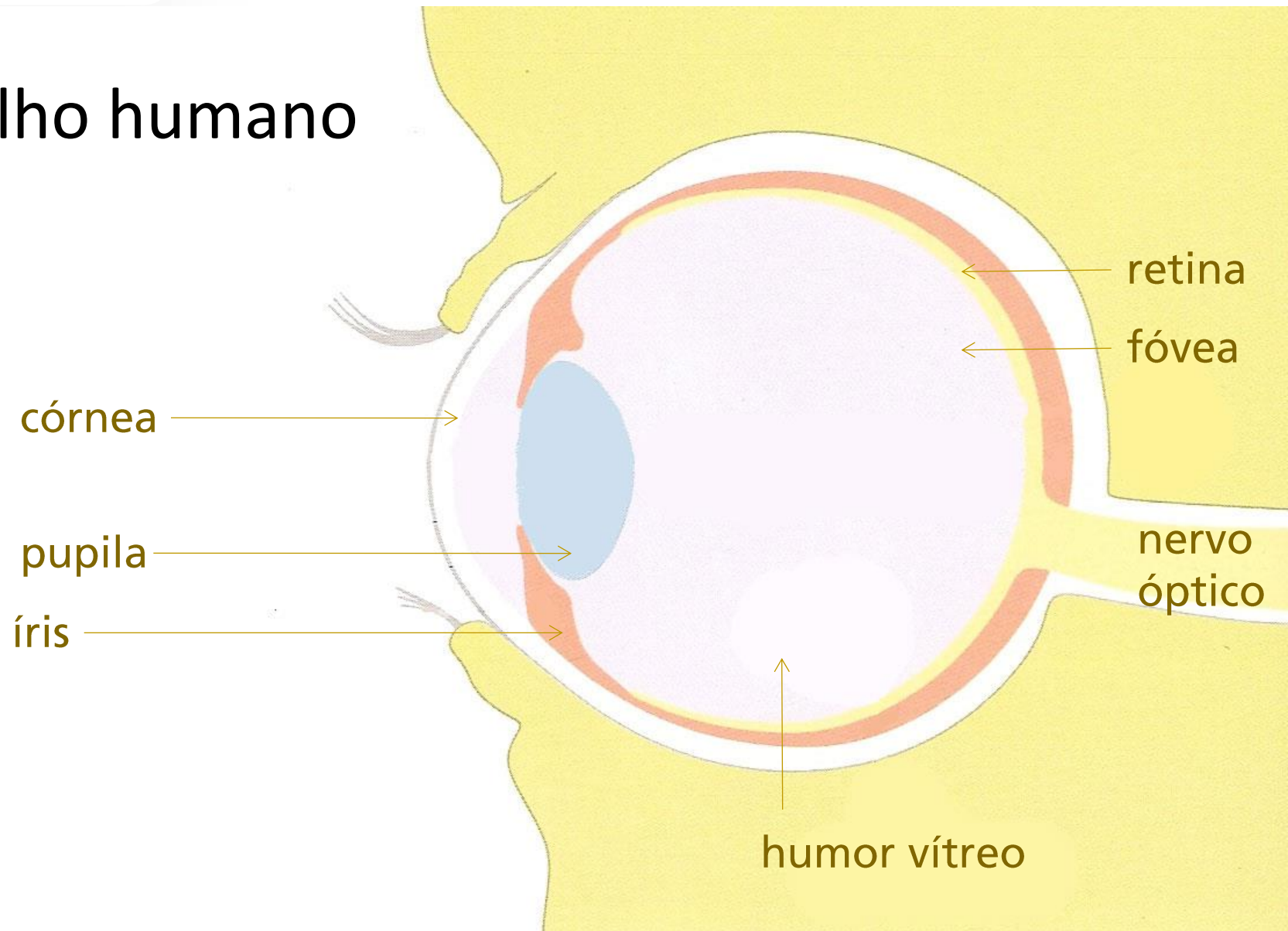


RYB

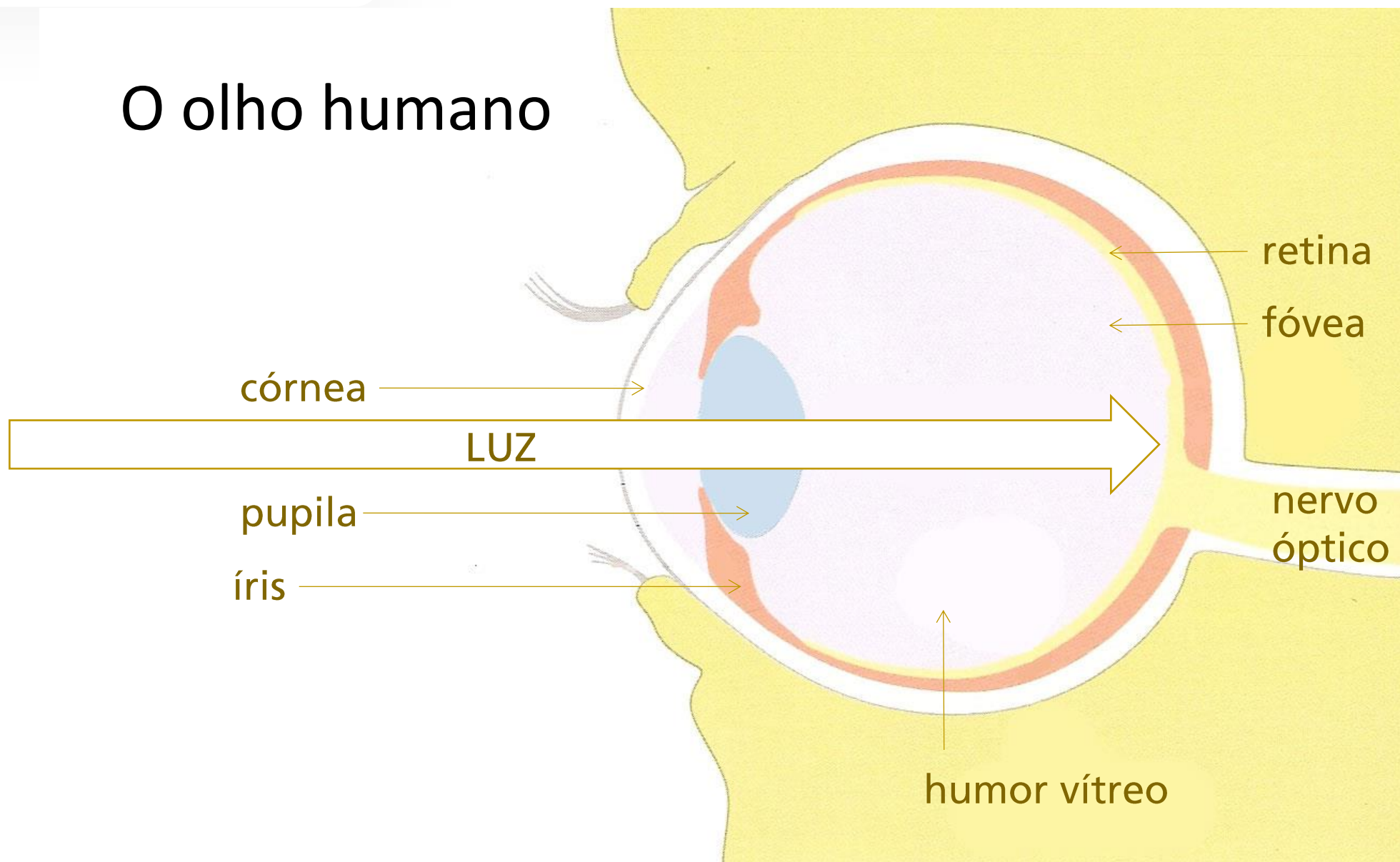
# O olho humano



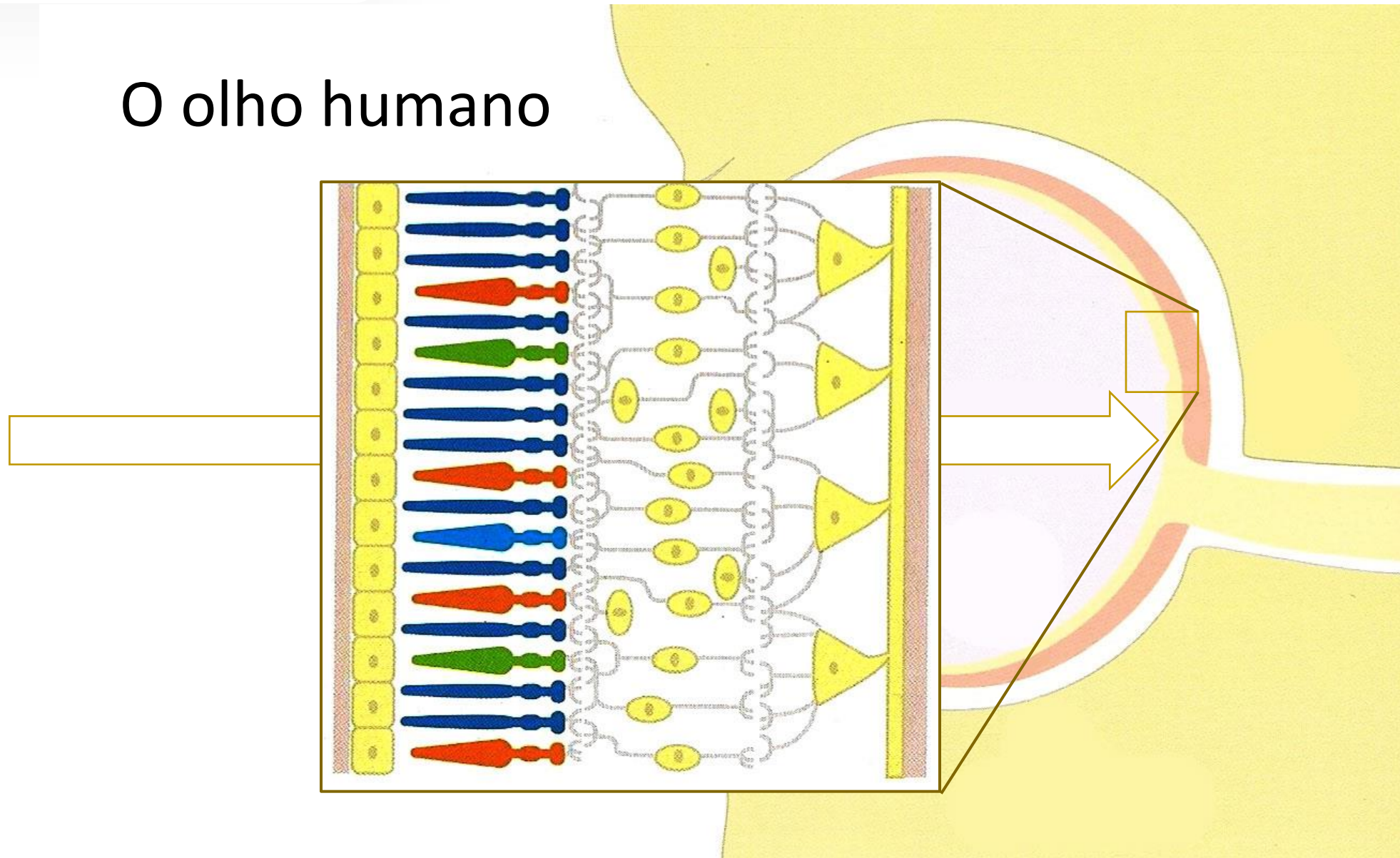
# O olho humano



# O olho humano

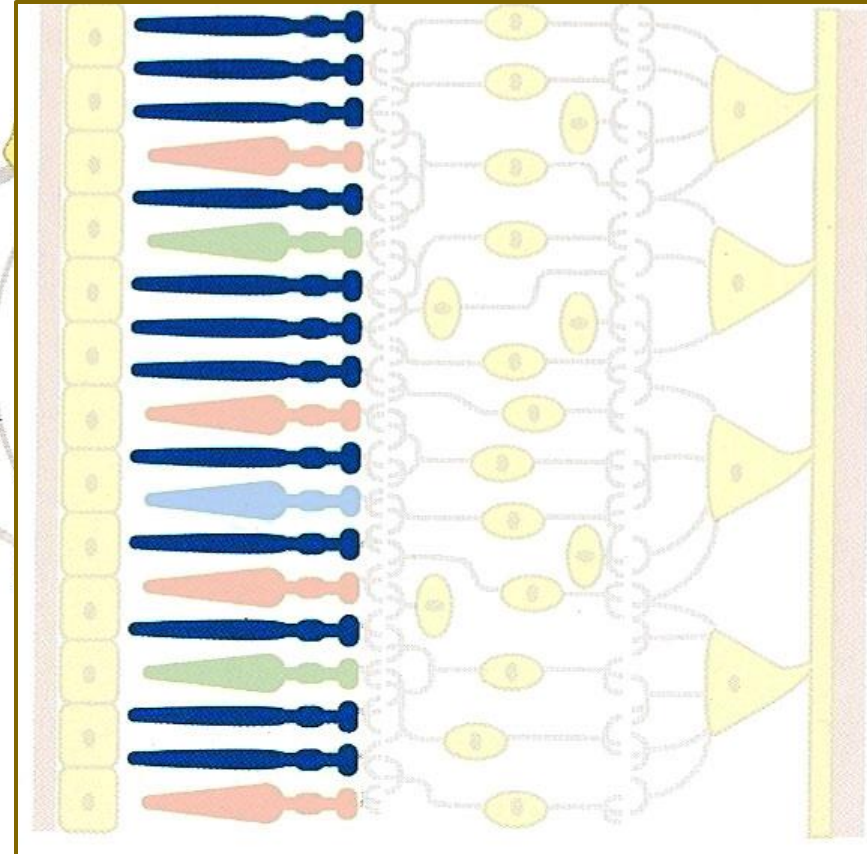


# O olho humano



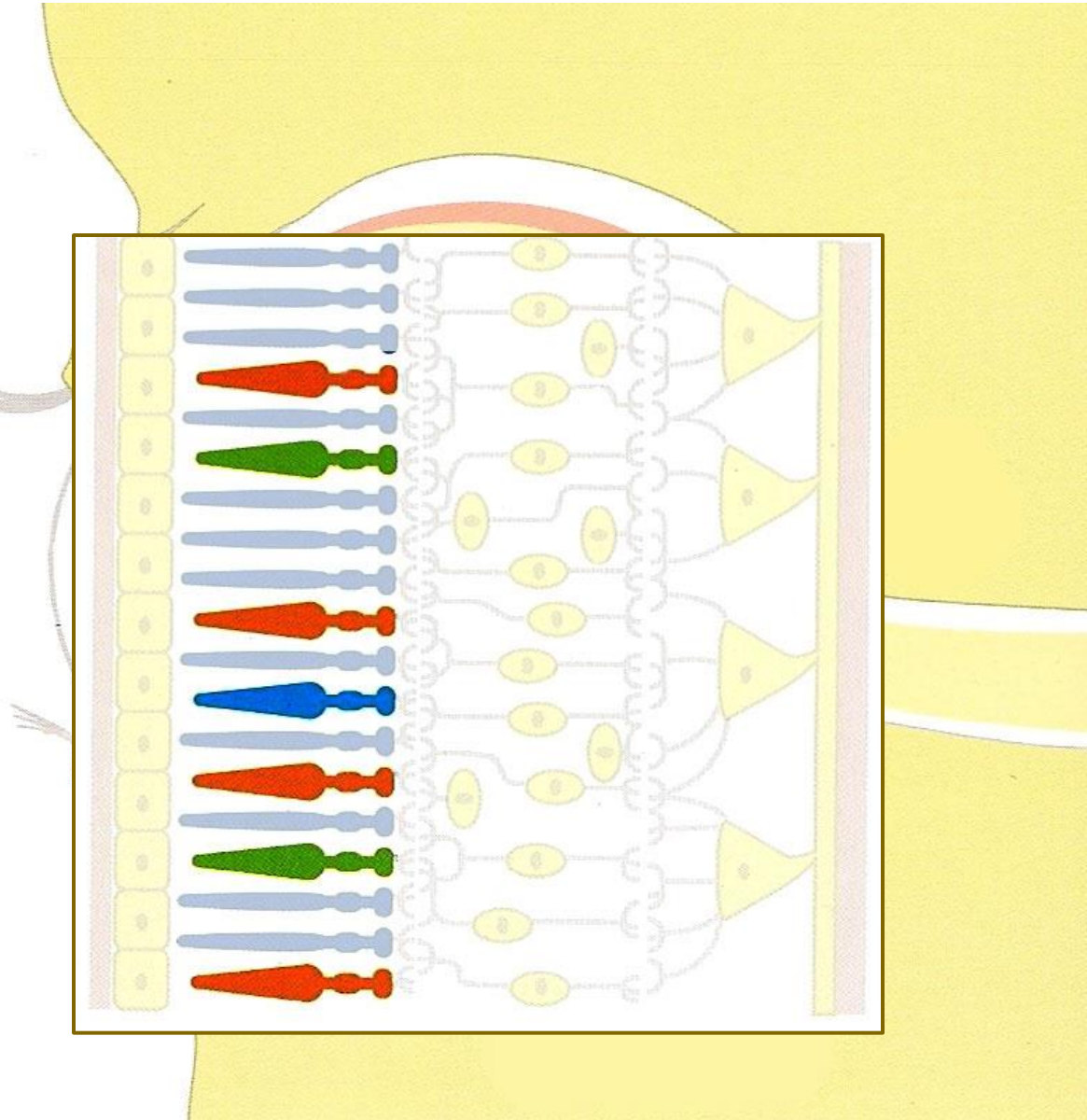
# O olho humano

— **Bastonetes:** têm a função de formar a imagem com precisão e trabalhar com diferentes intensidades de luz.



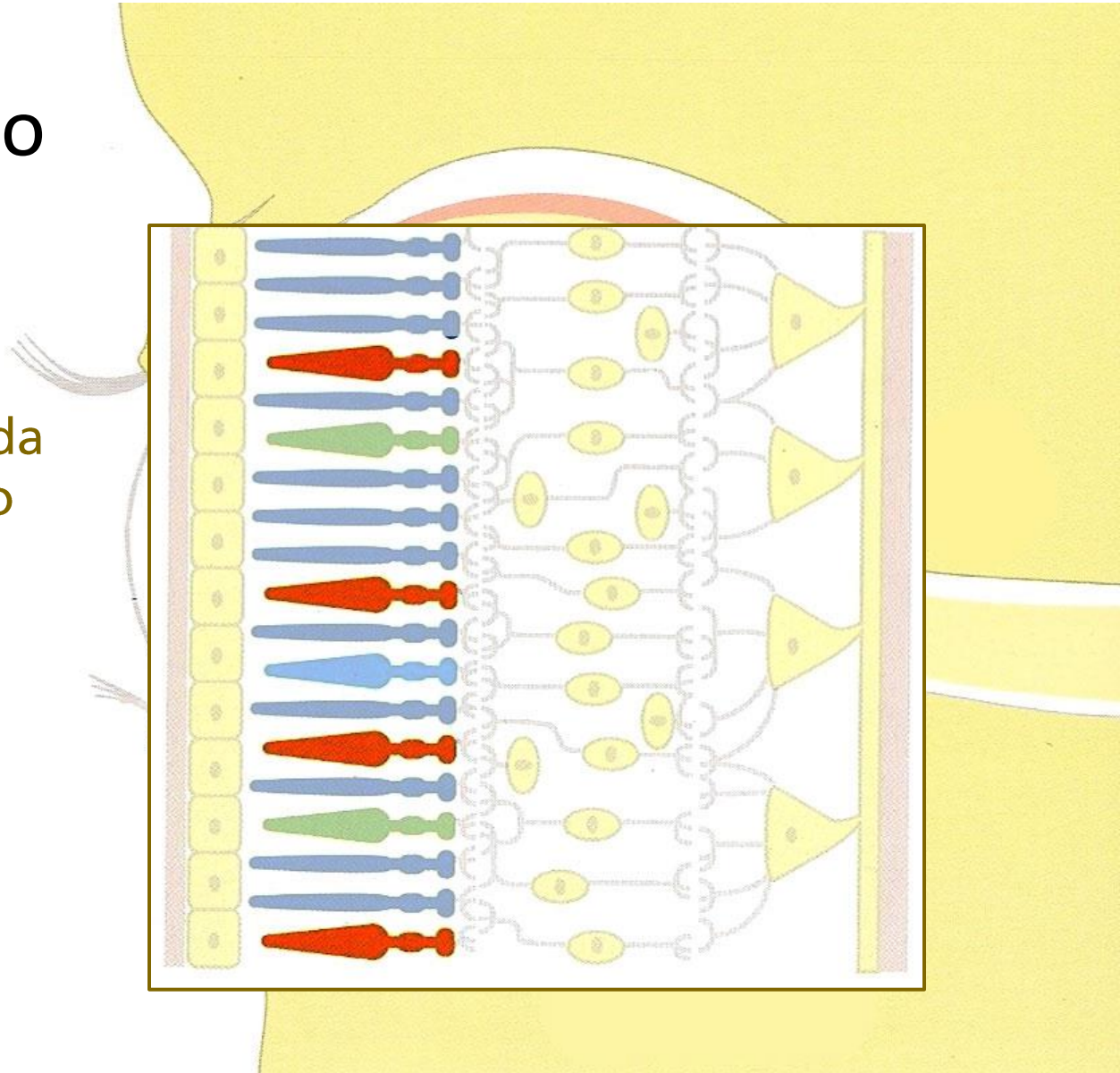
# O olho humano

— **Cones** são células cromáticas, que possuem sensibilidades diferentes para diversos comprimentos de onda da luz.



# O olho humano

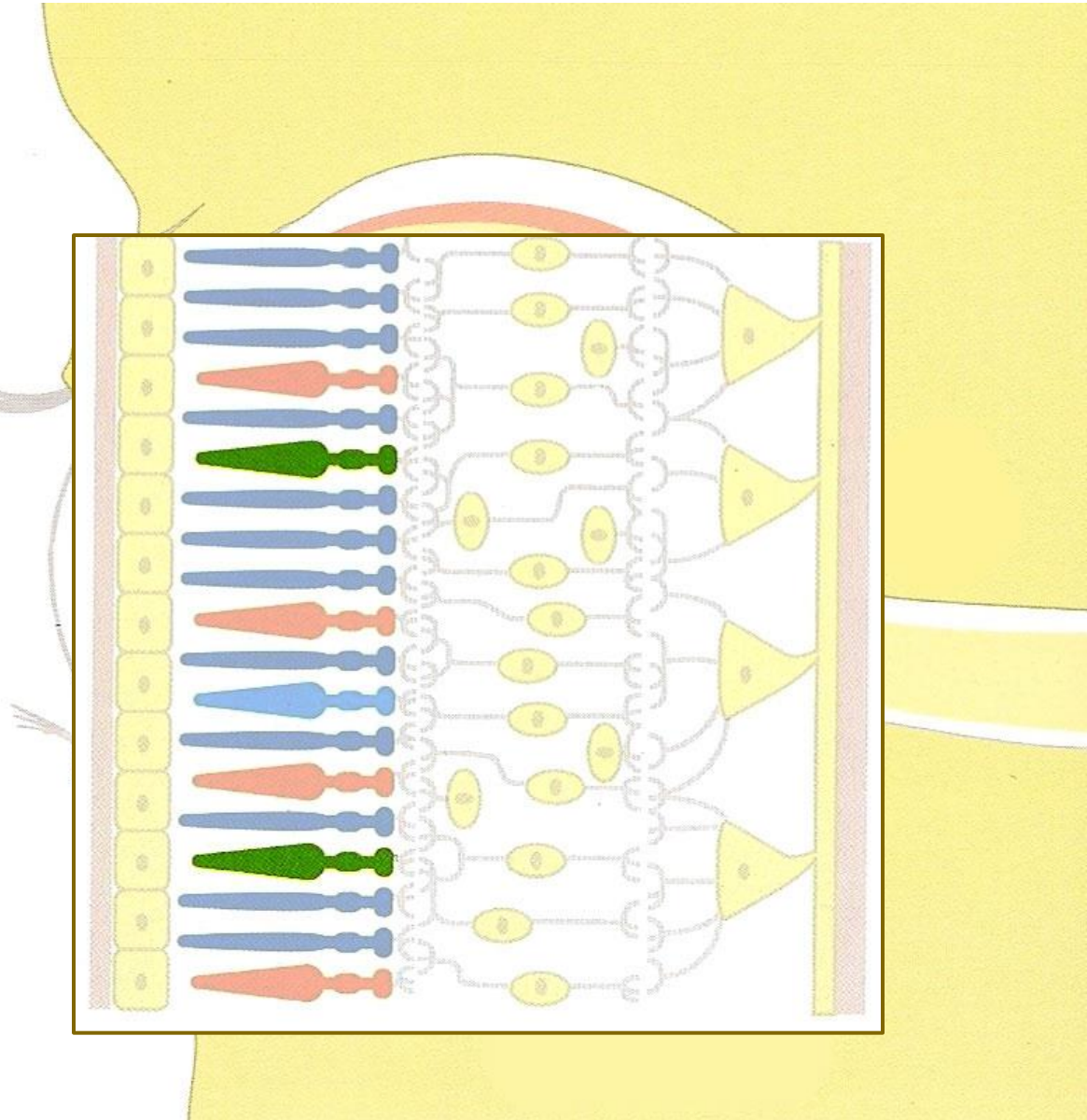
— **Cones** sensíveis a comprimentos de onda que correspondem ao **vermelho**.





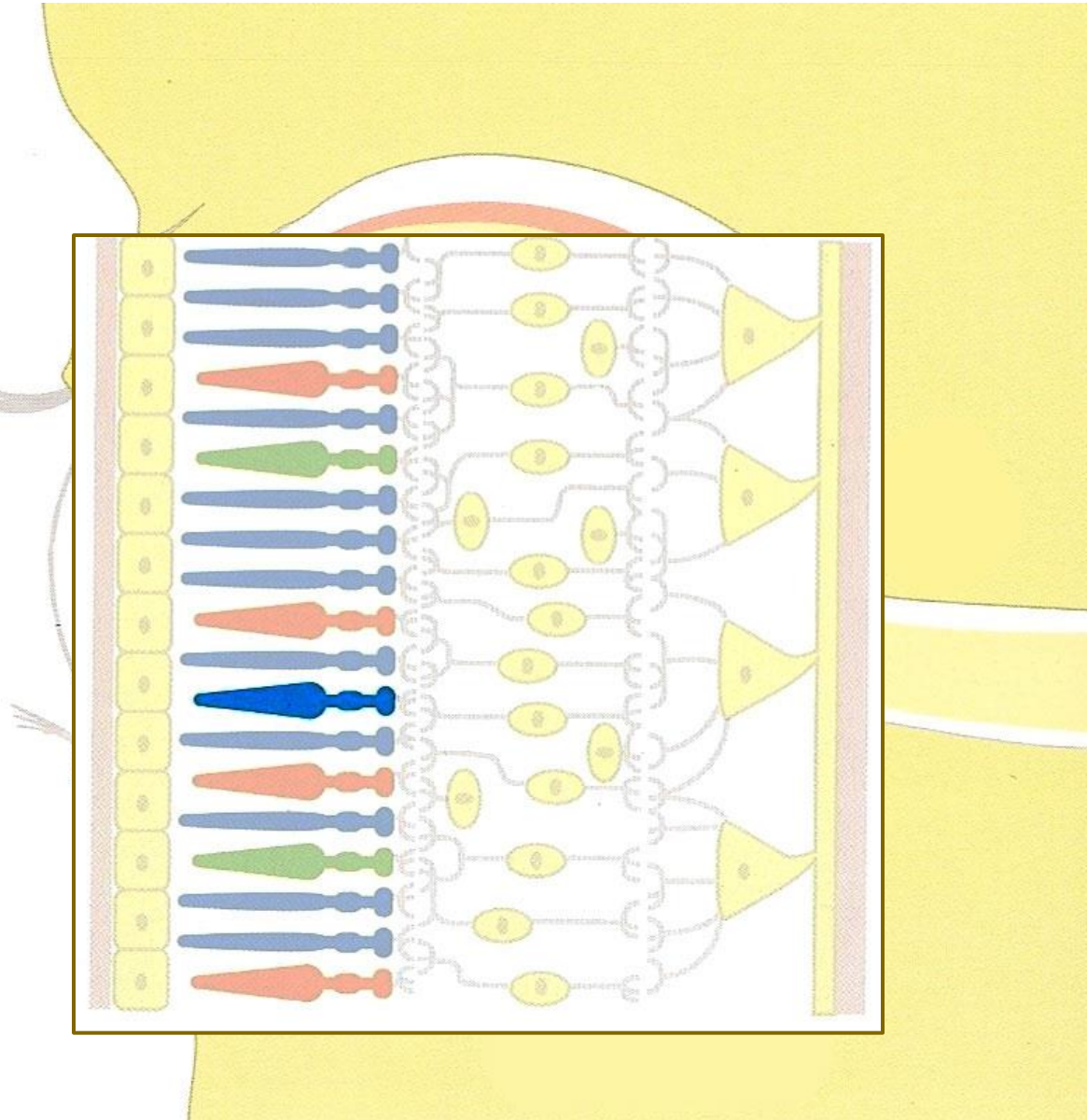
# O olho humano

— **Cones** sensíveis a comprimentos de onda que correspondem ao verde.



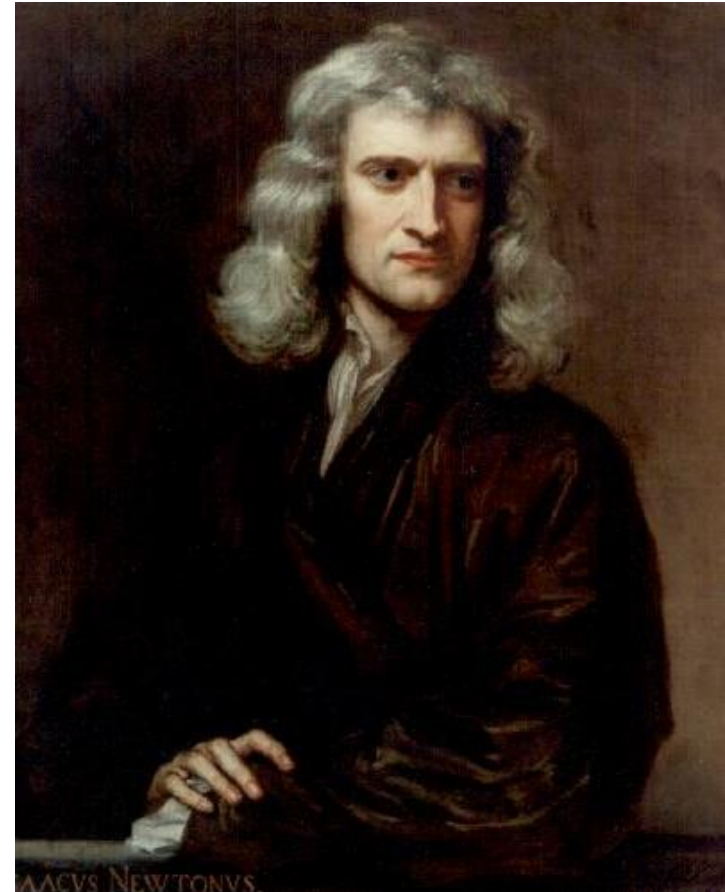
# O olho humano

— **Cones** sensíveis a comprimentos de onda que correspondem ao azul.



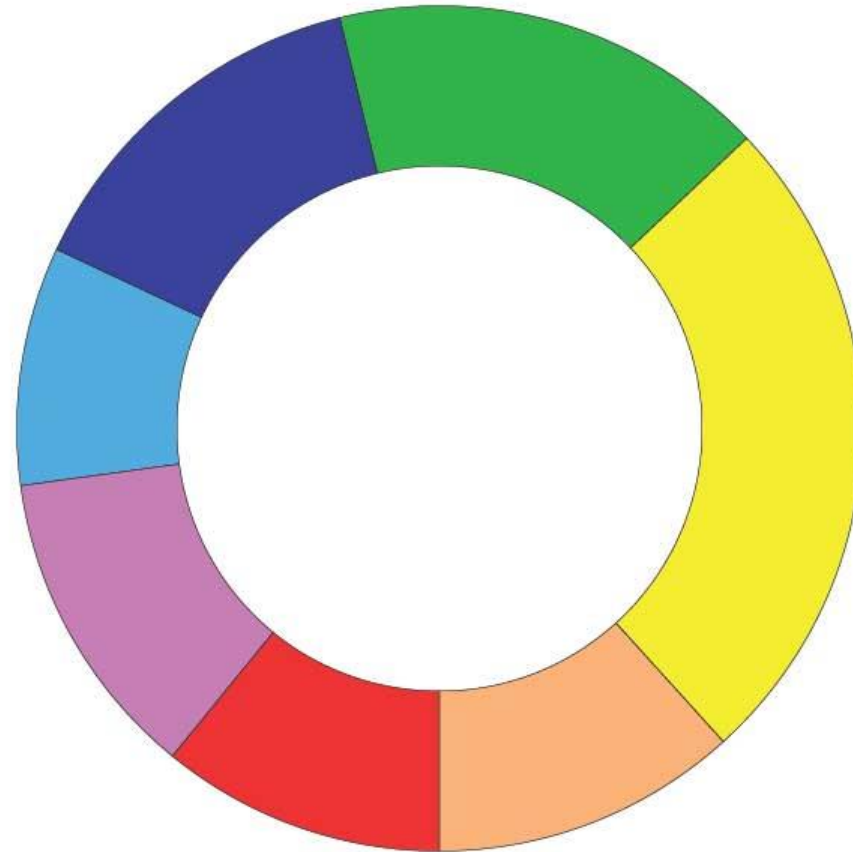
# Círculos Cromáticos

- Isaac Newton:  
espectro com 7 cores
- Círculo com segmentos variados e imprecisão na localização das cores primárias (Vermelho, Amarelo, Azul)
- Não recomendado para construção de um esquema de harmonia de cores.



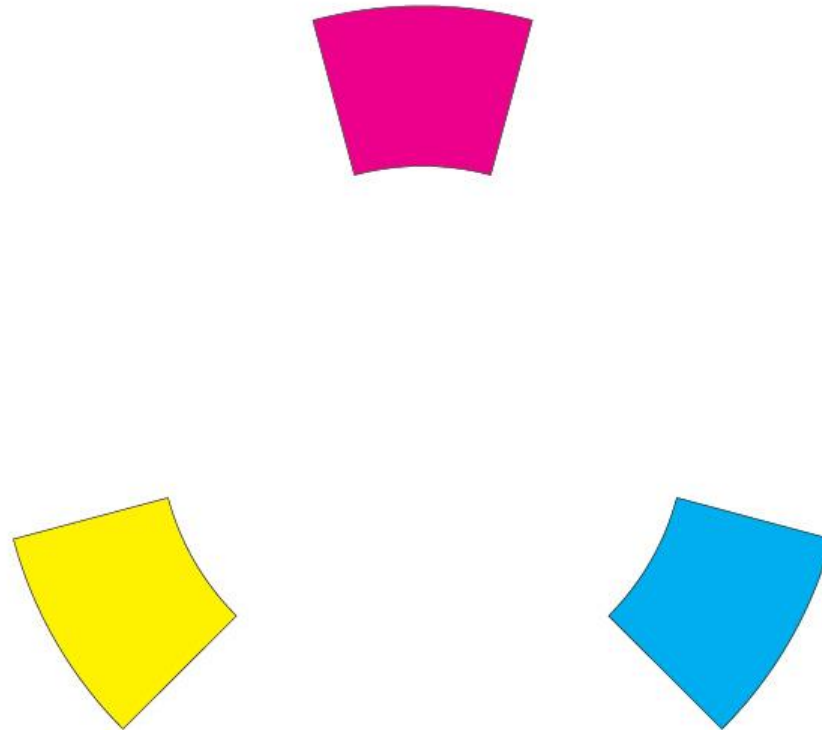
# Círculos Cromáticos

Espectro de Newton



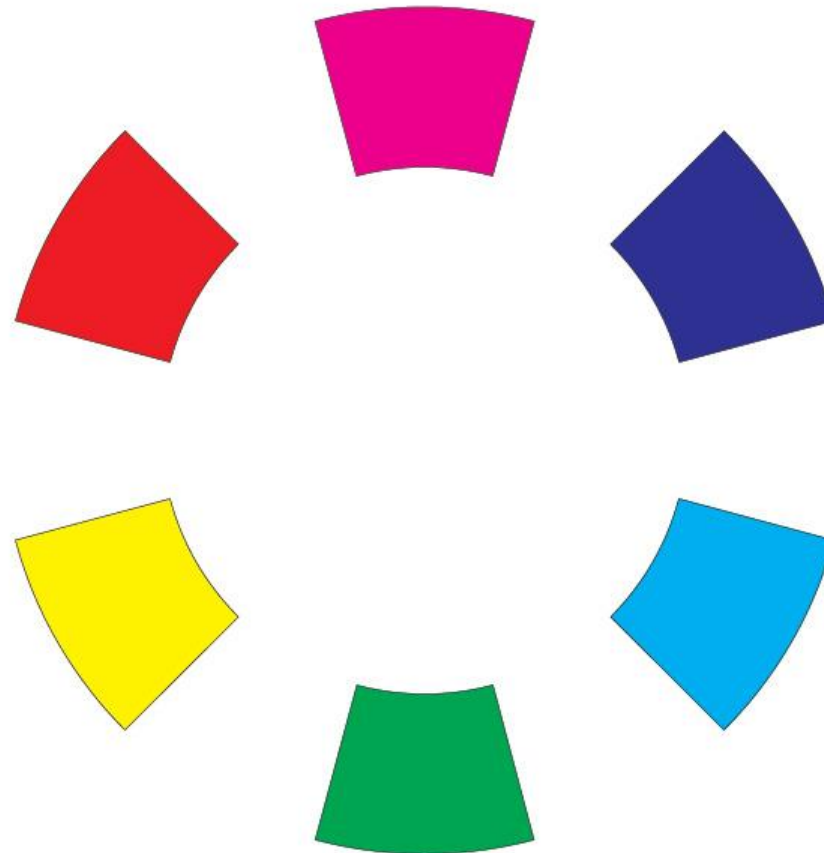
# Círculos Cromáticos

## Círculo de Processo



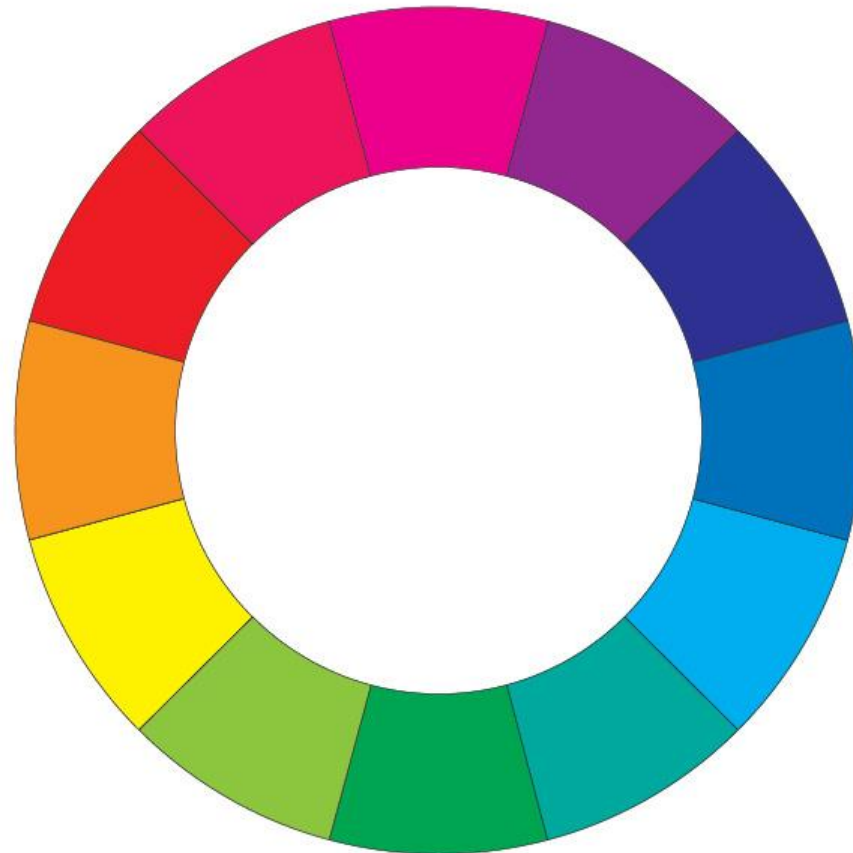
# Círculos Cromáticos

## Círculo de Processo



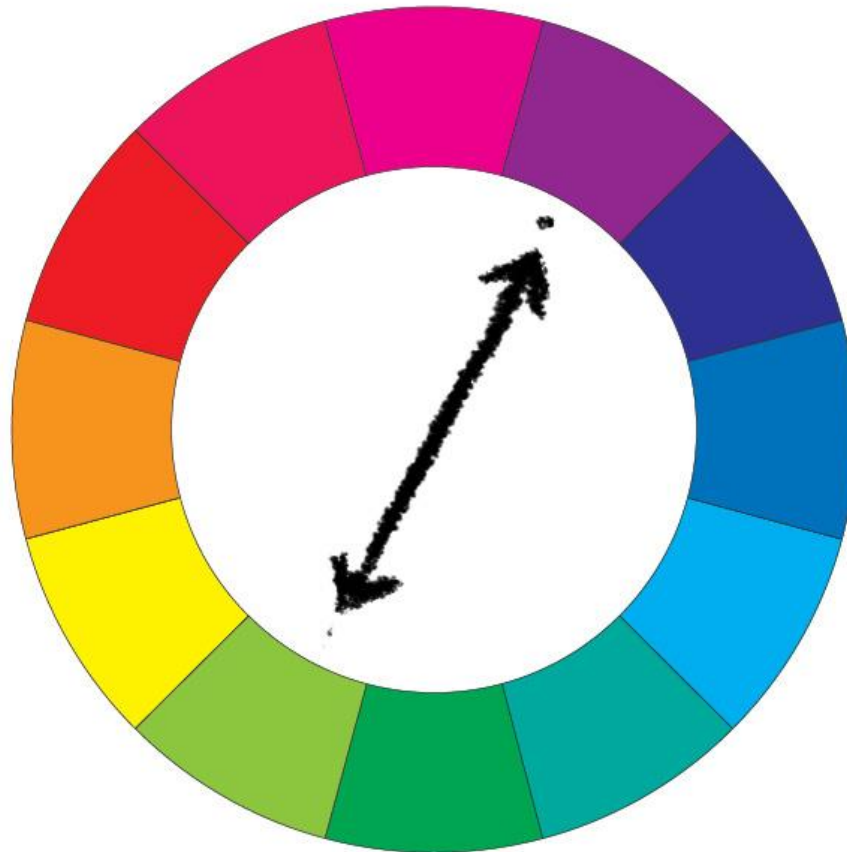
# Círculos Cromáticos

## Círculo de Processo

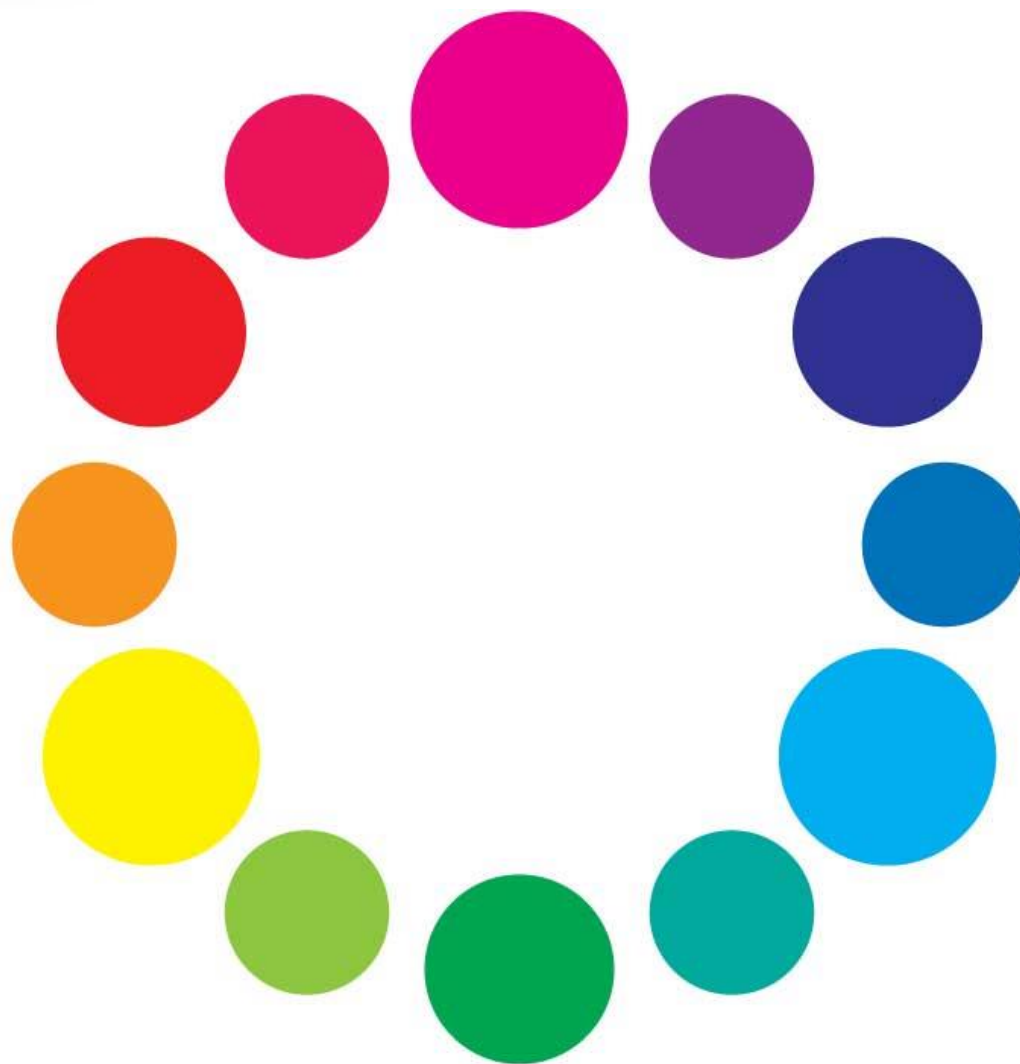


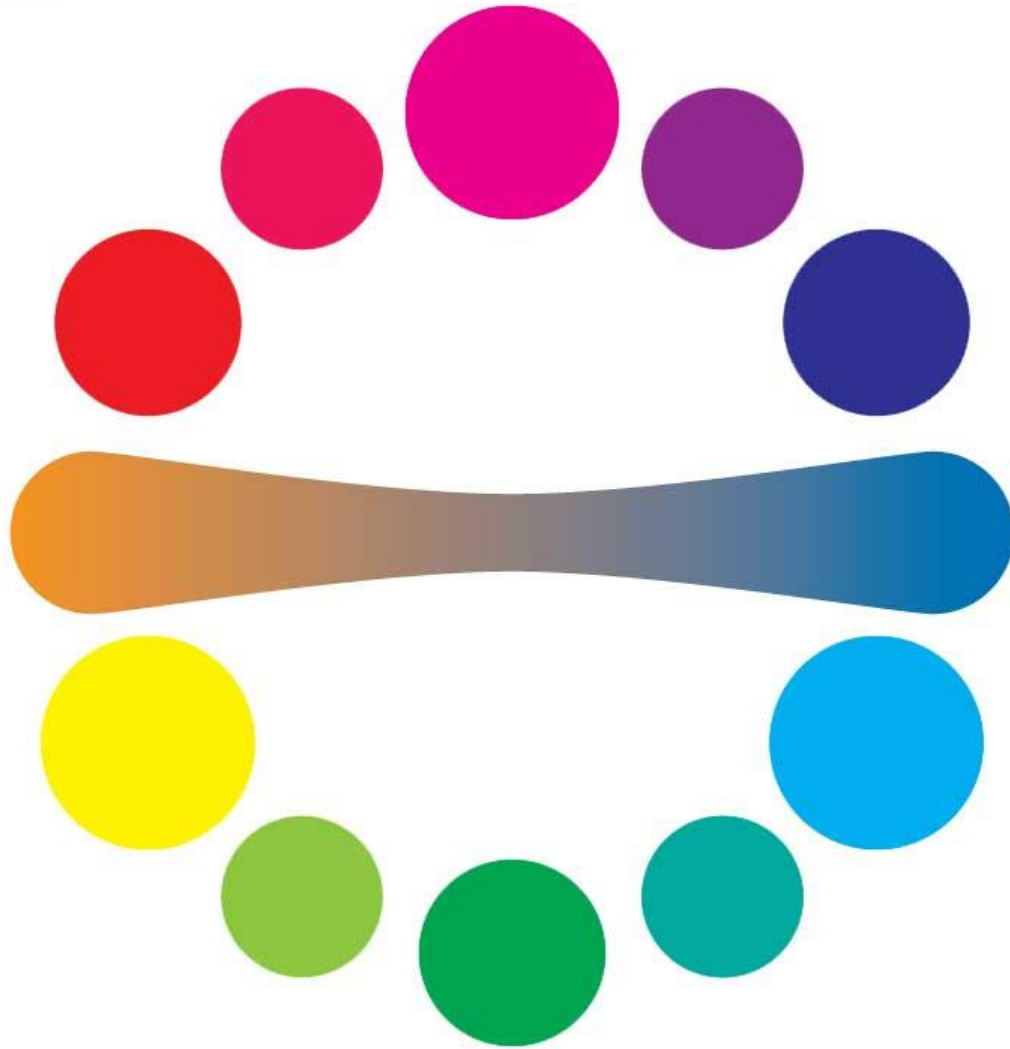
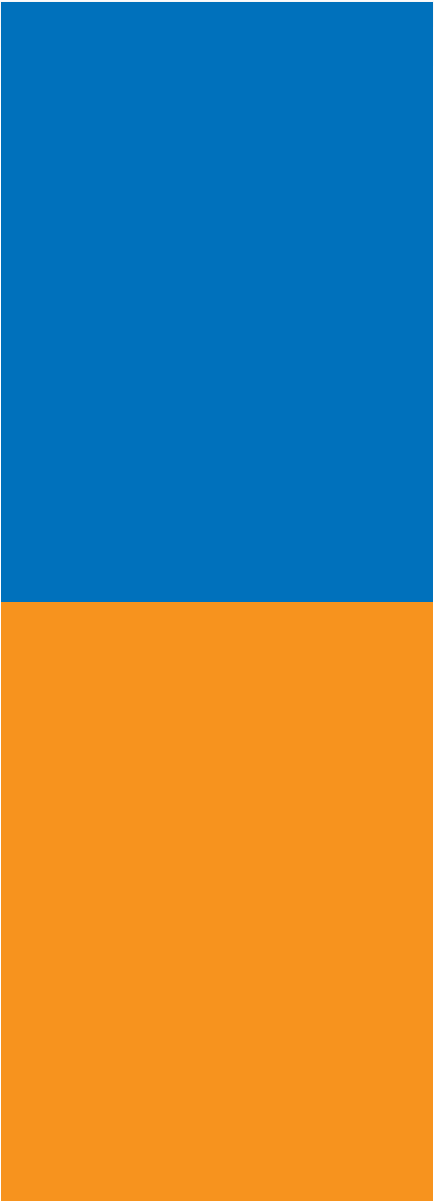
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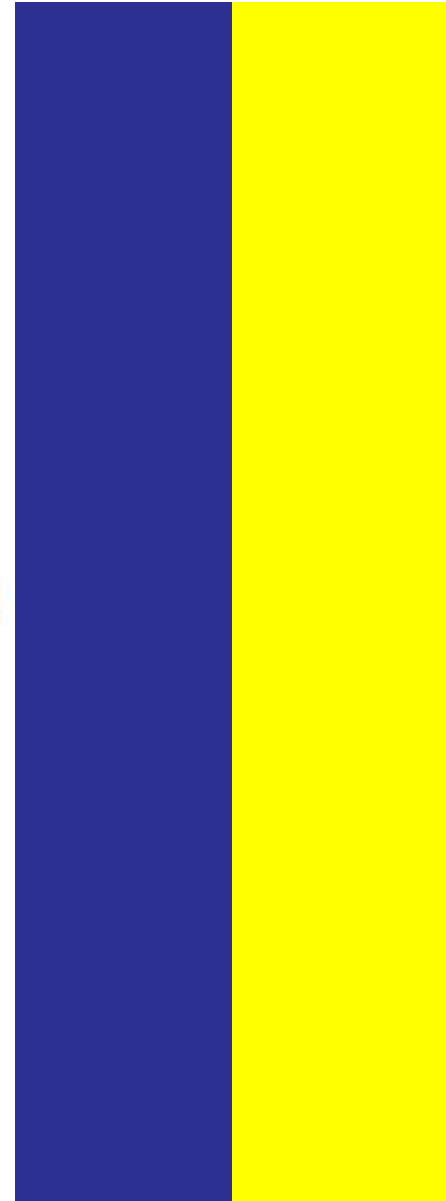
## Esquema Complementar

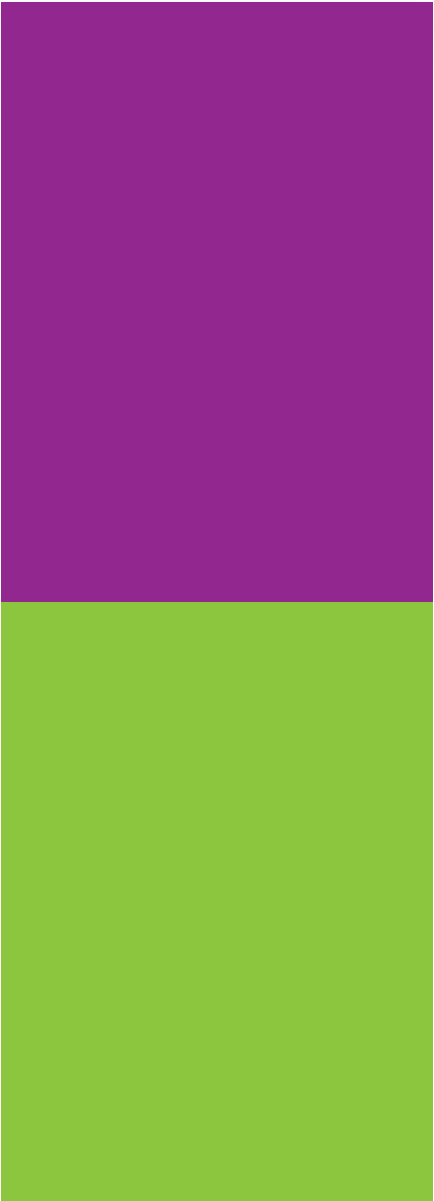


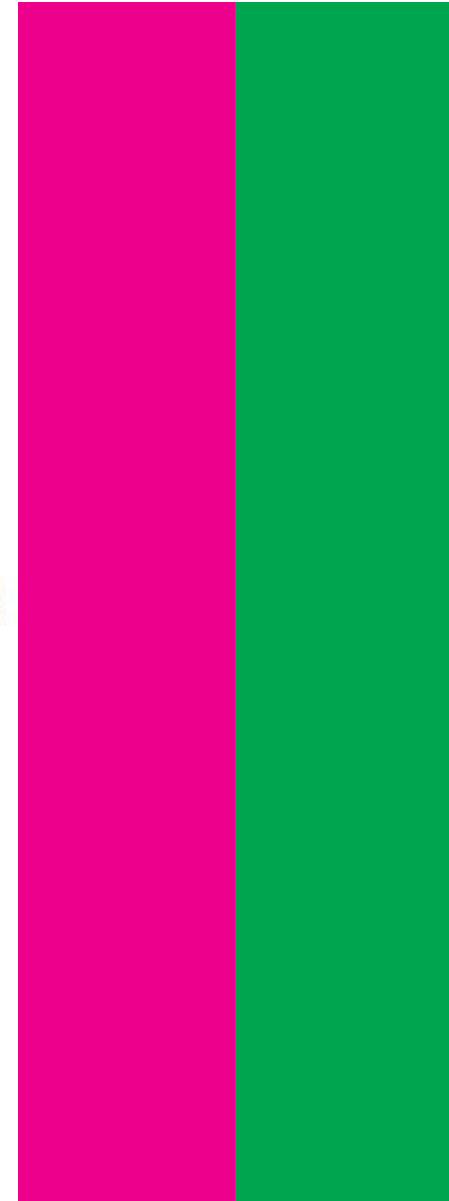
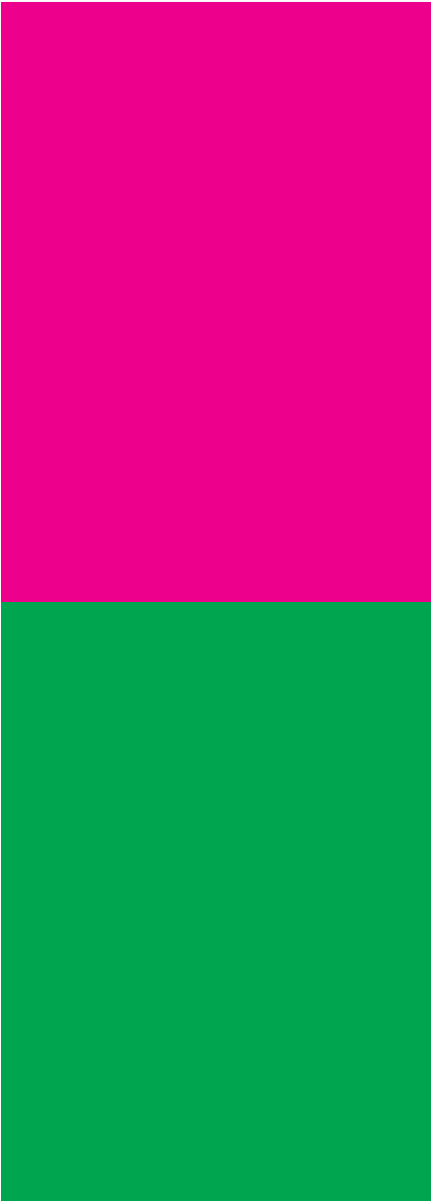


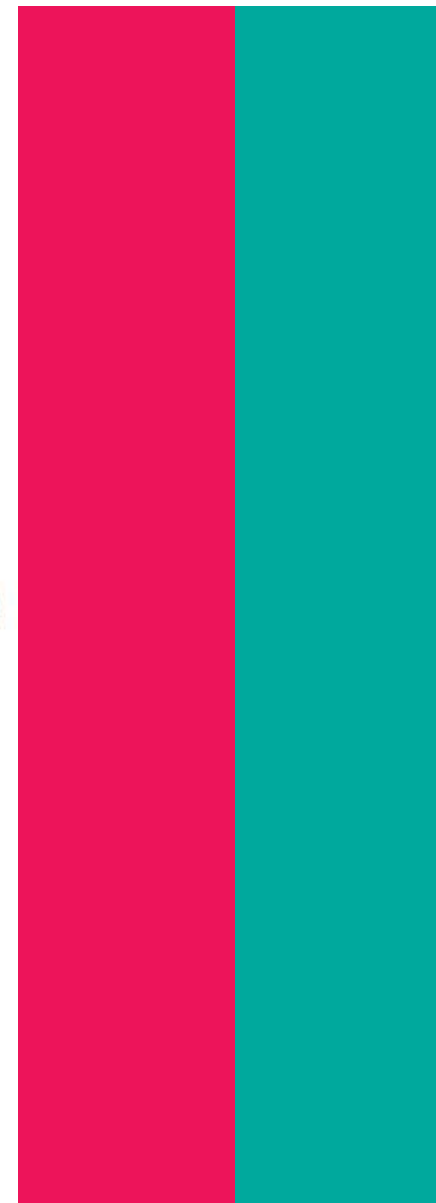
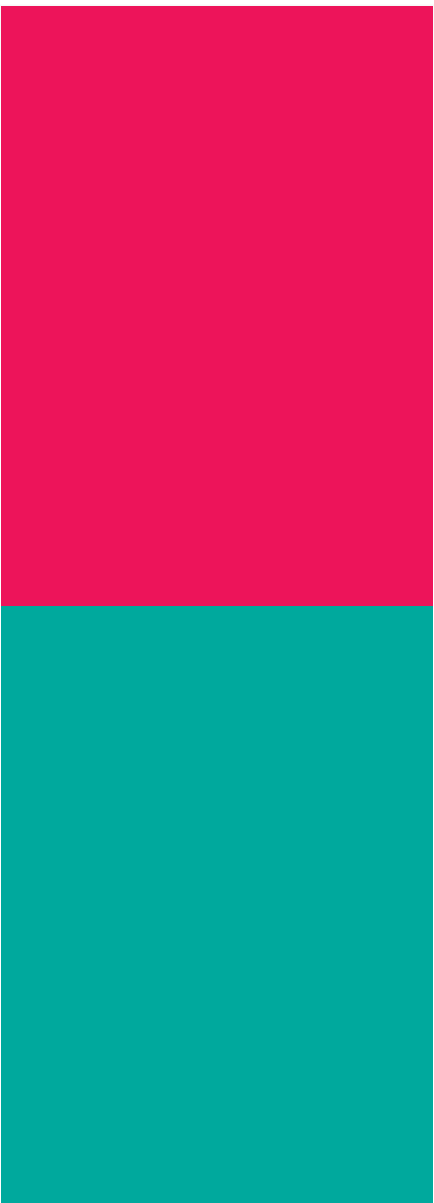


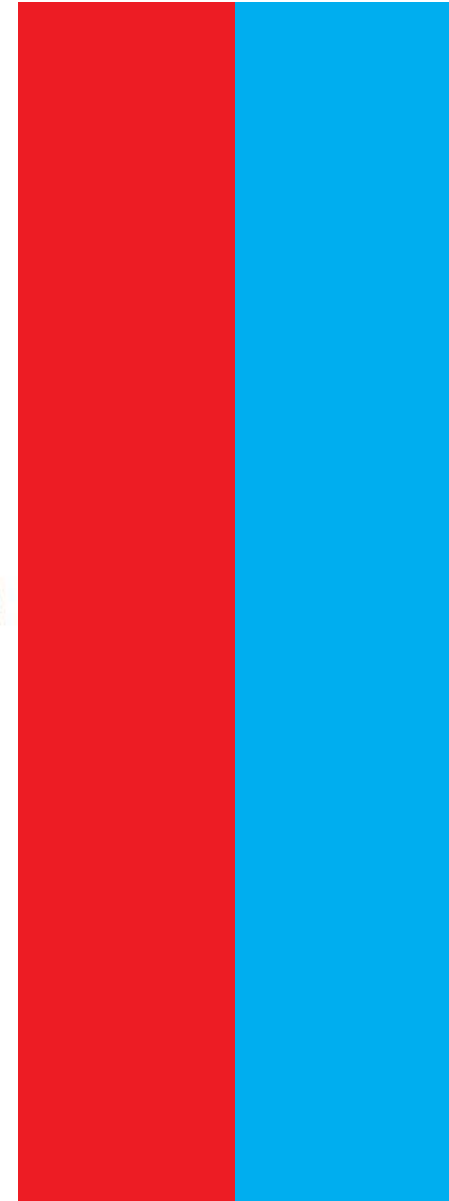
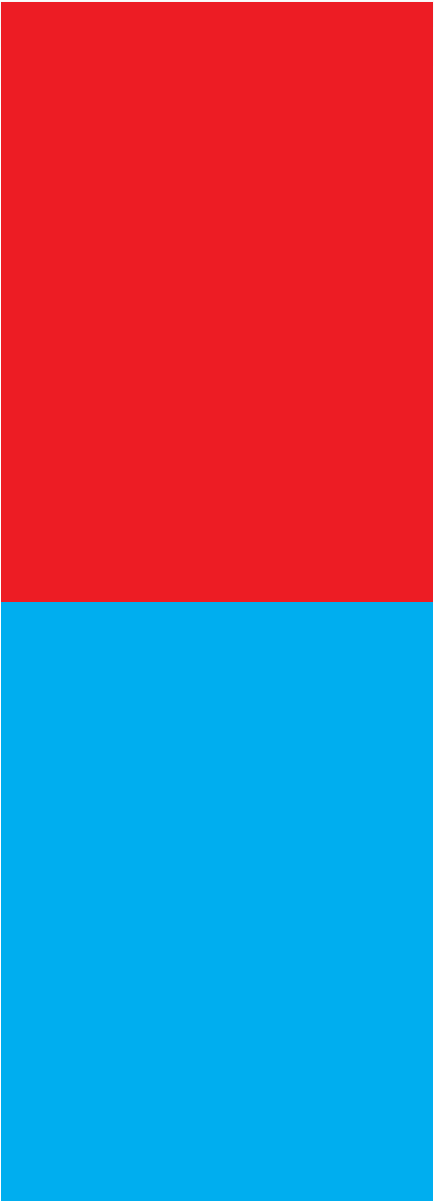


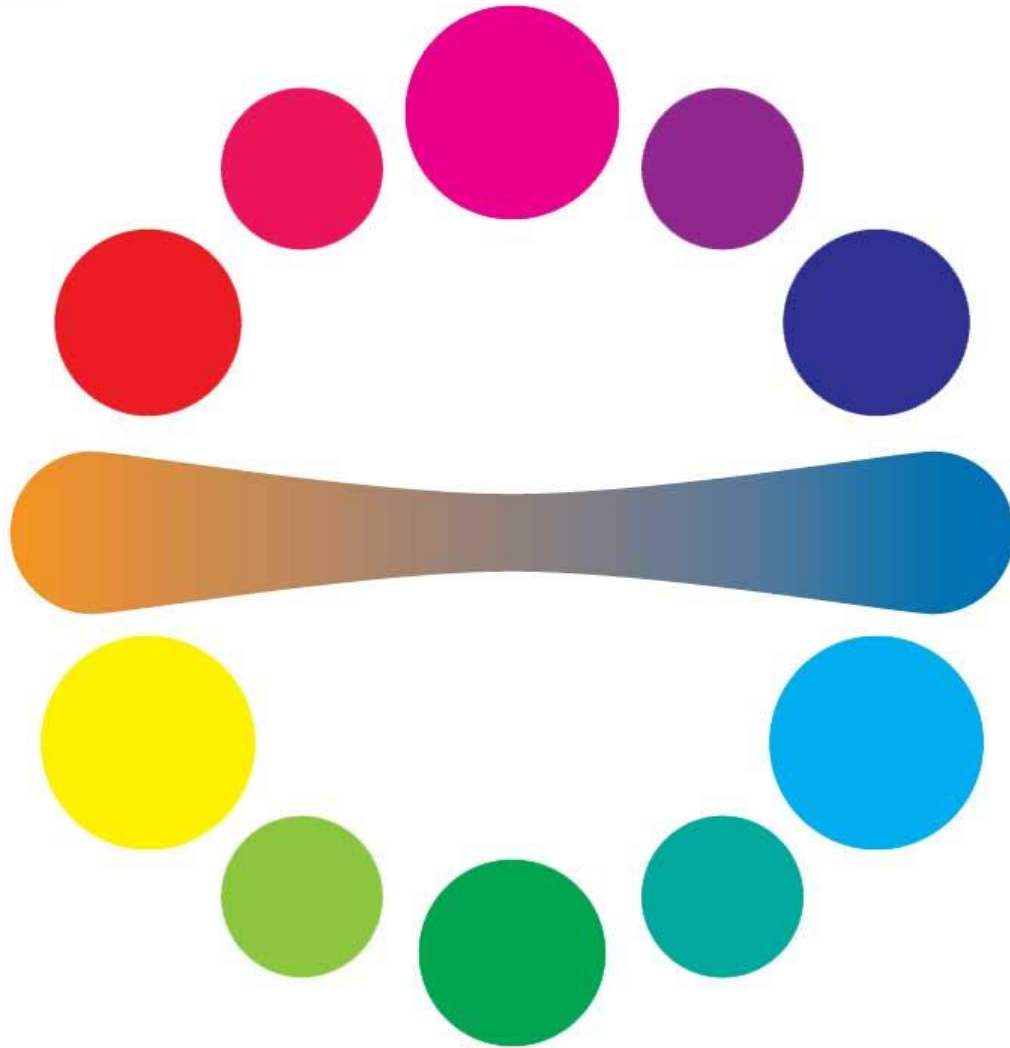
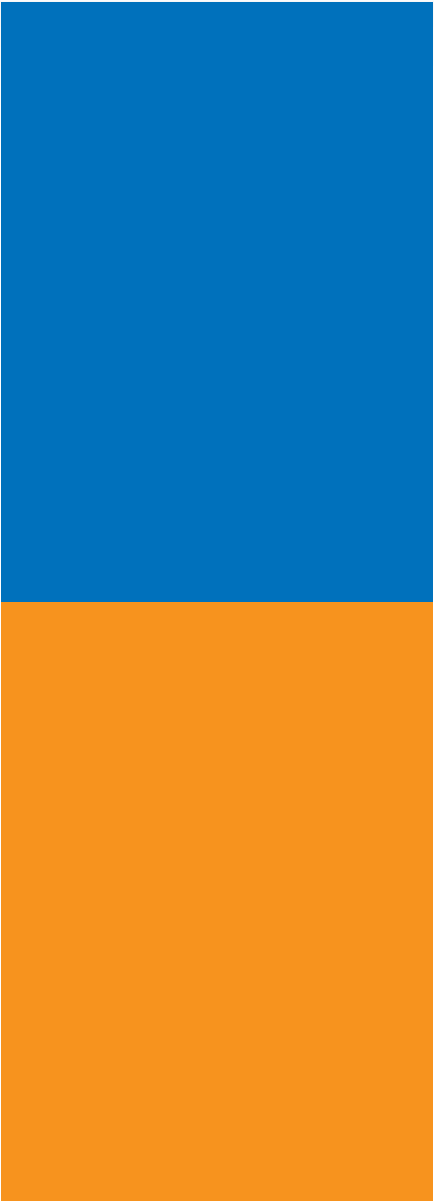










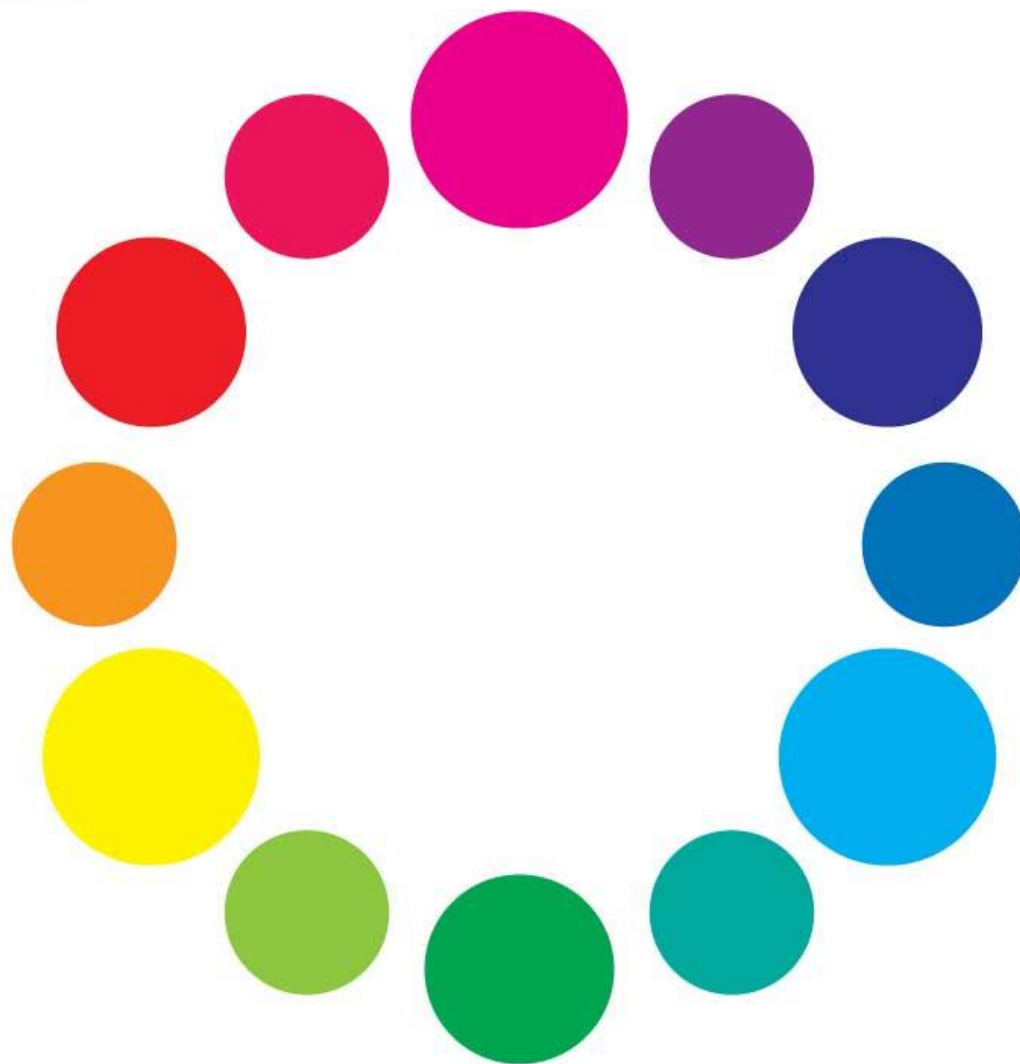


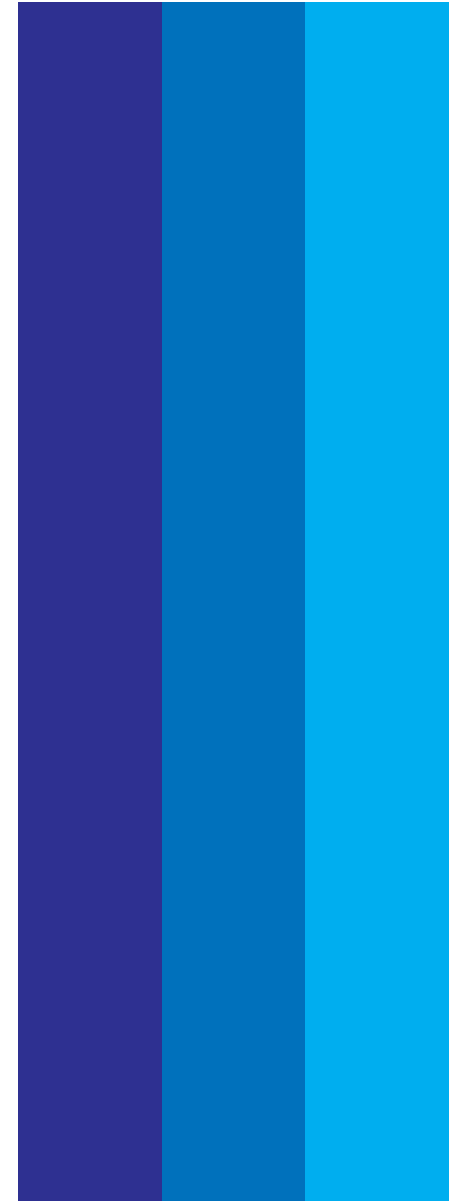
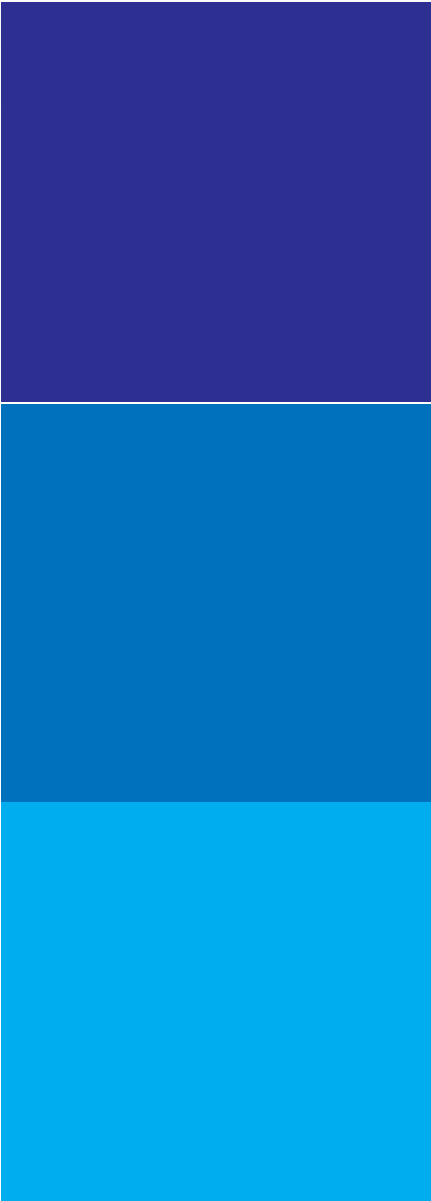


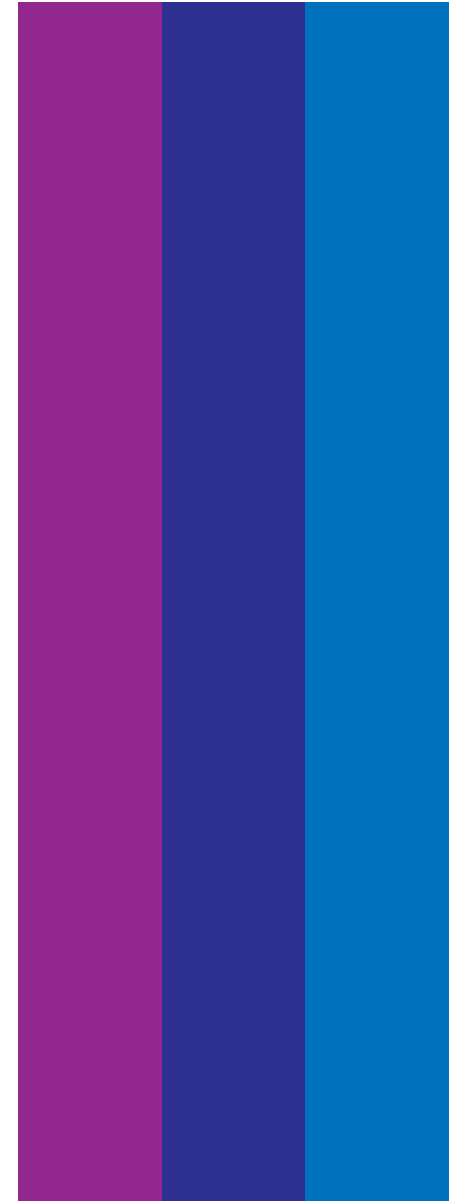
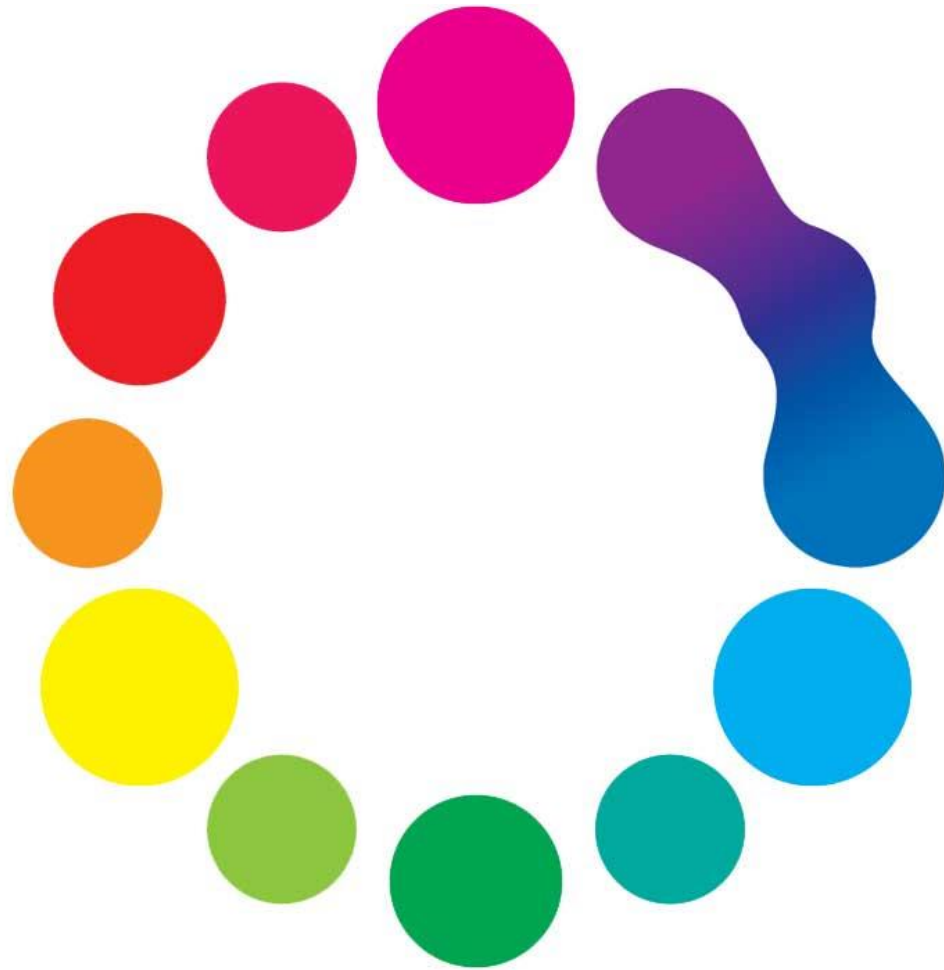
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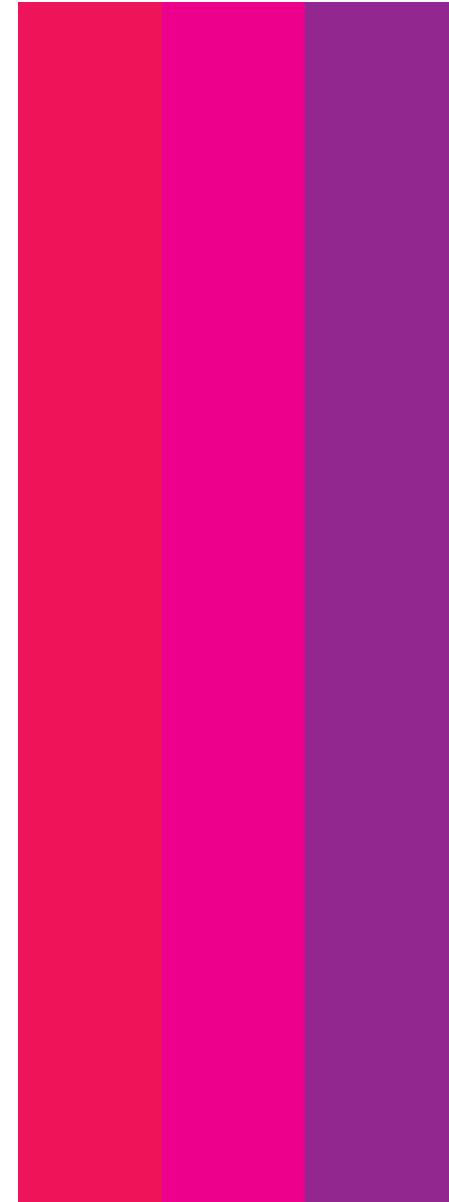
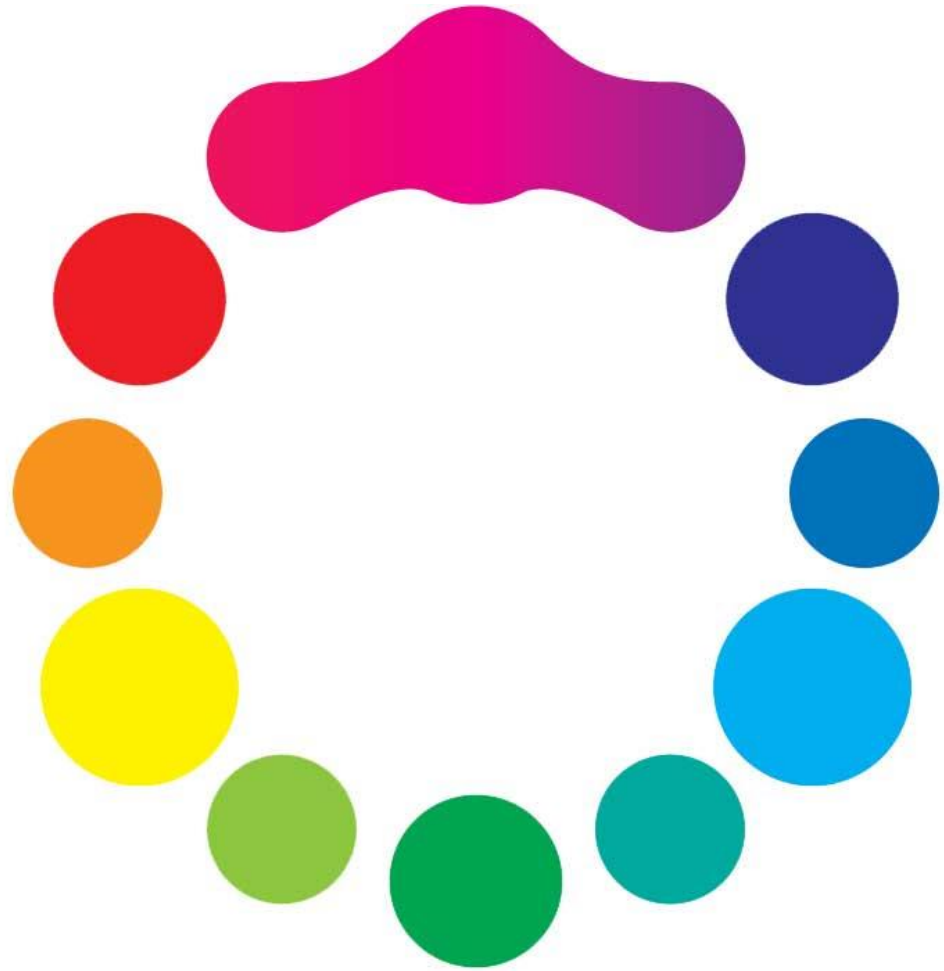
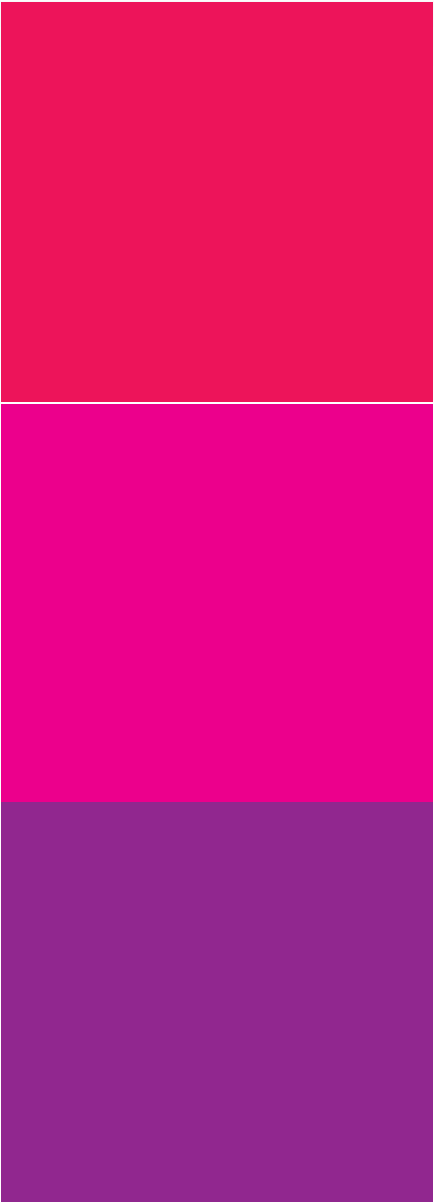
## Esquema Análogo

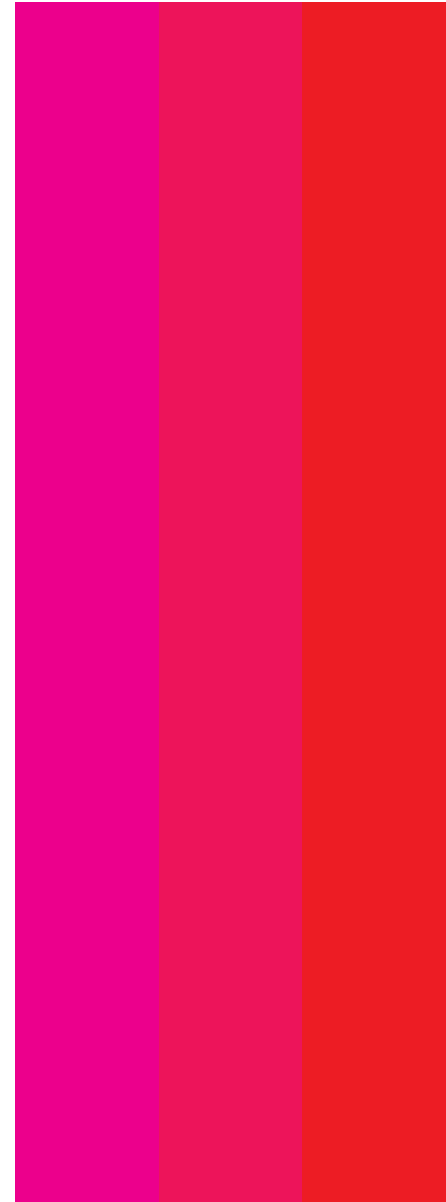
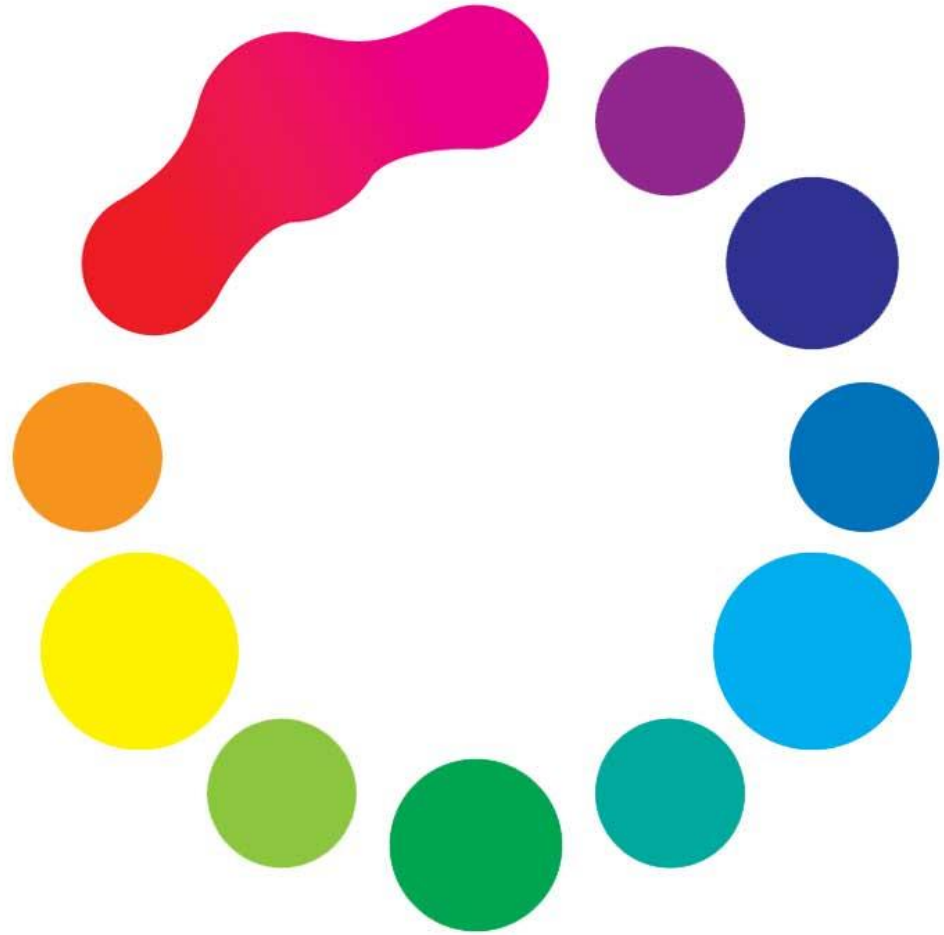
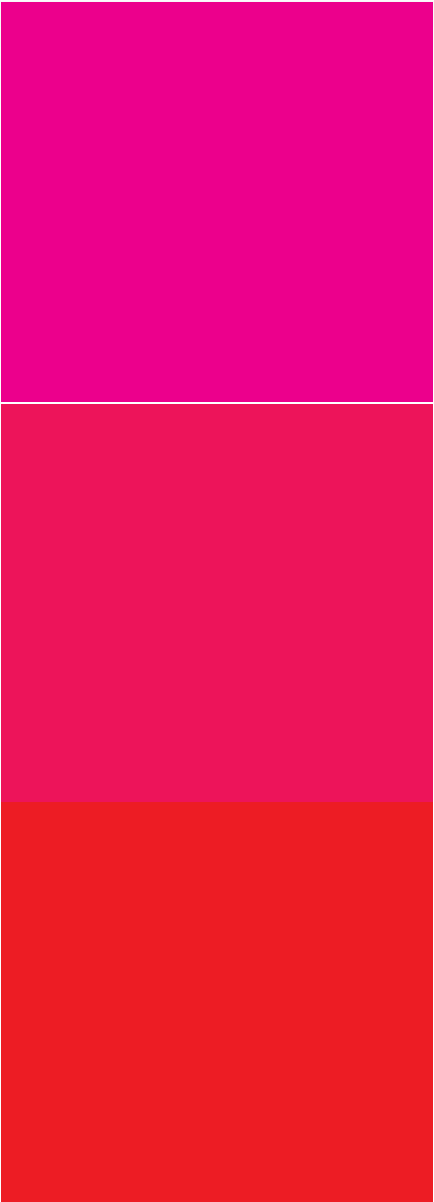


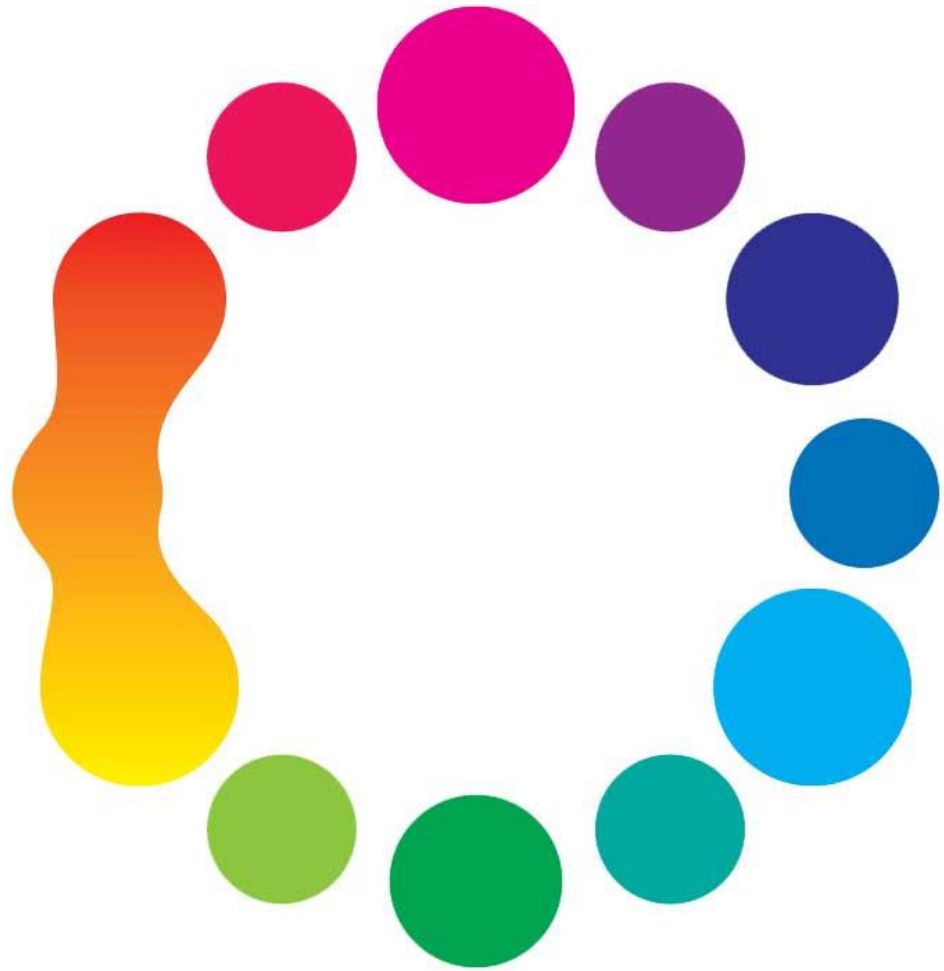
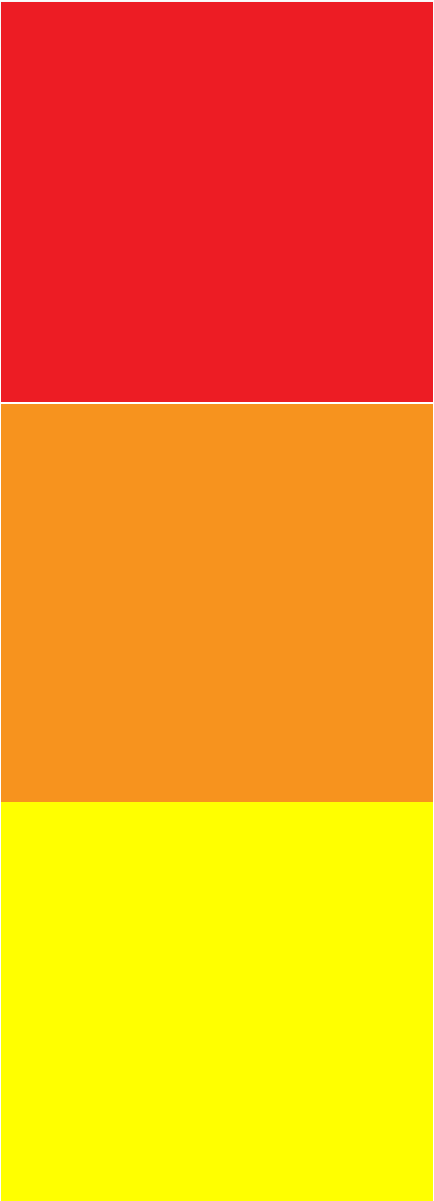


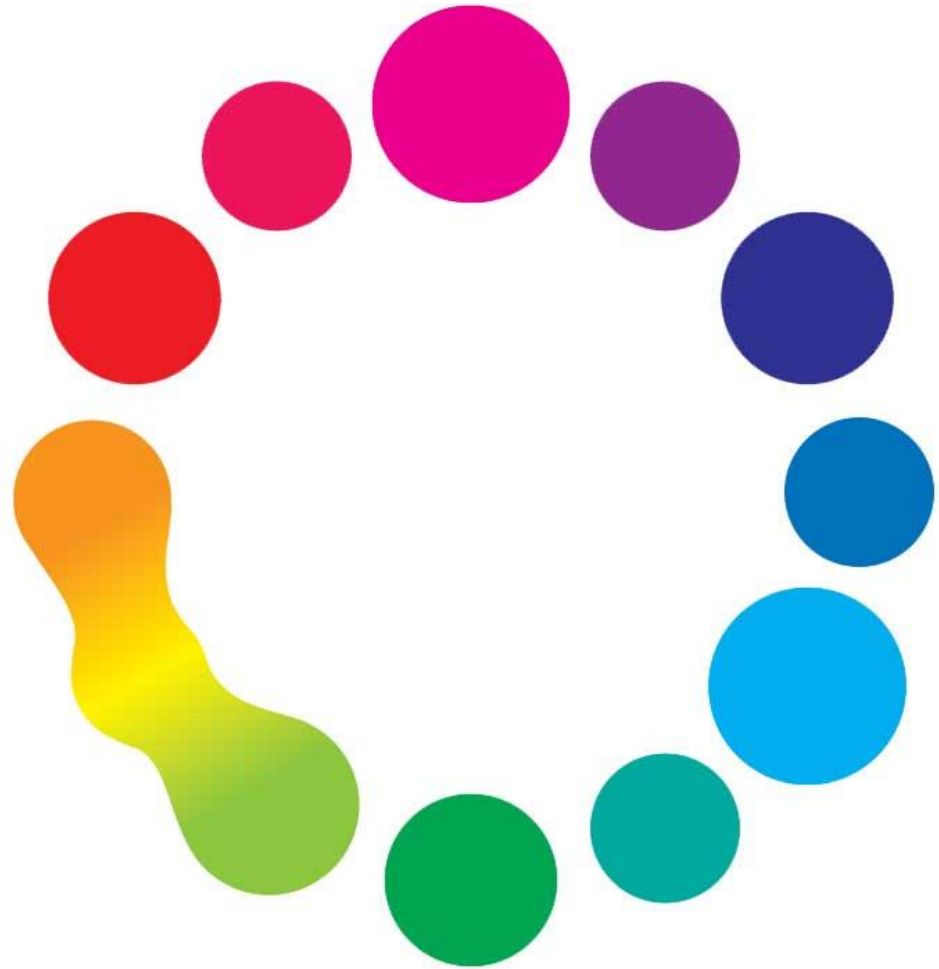
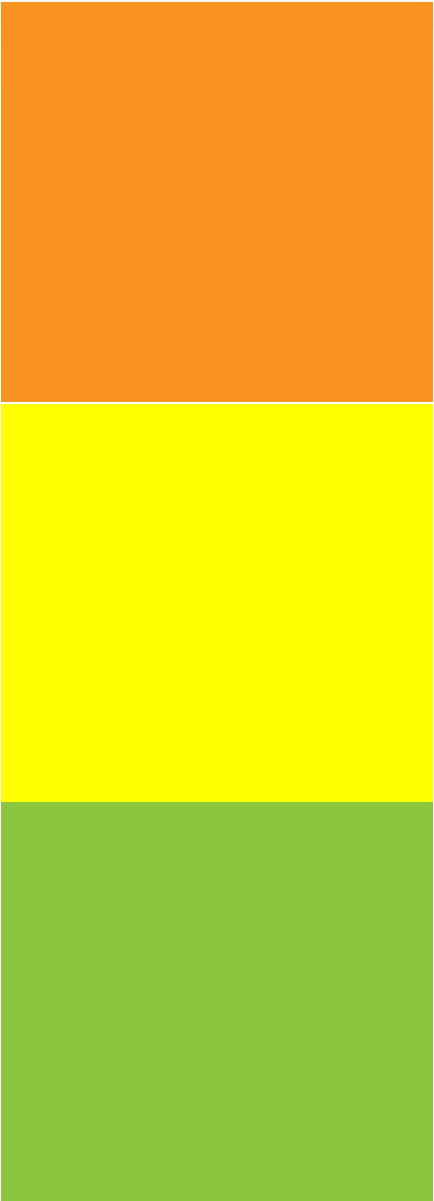






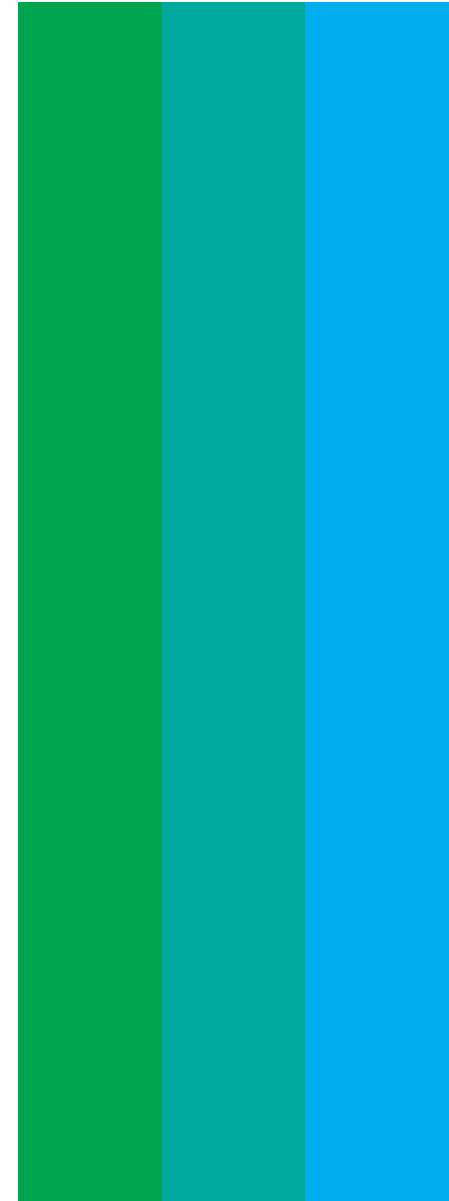
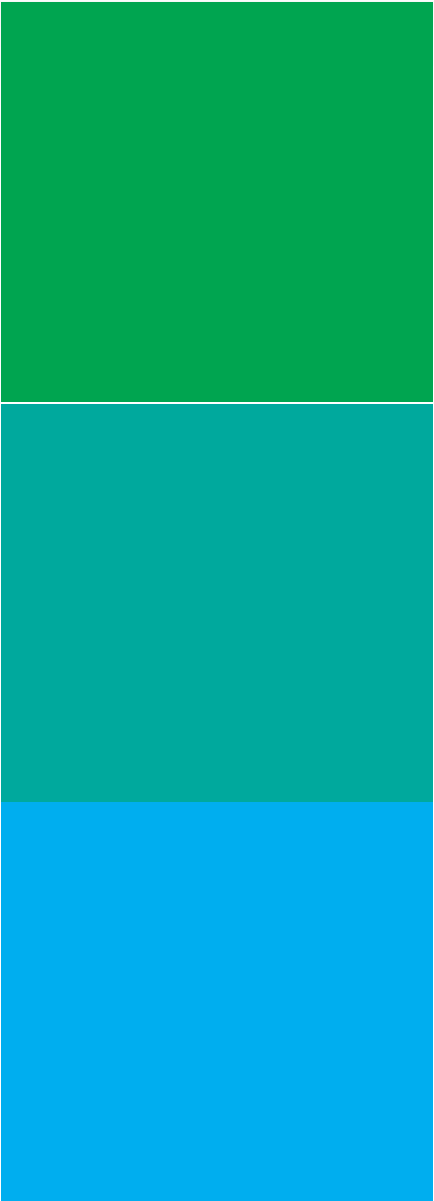






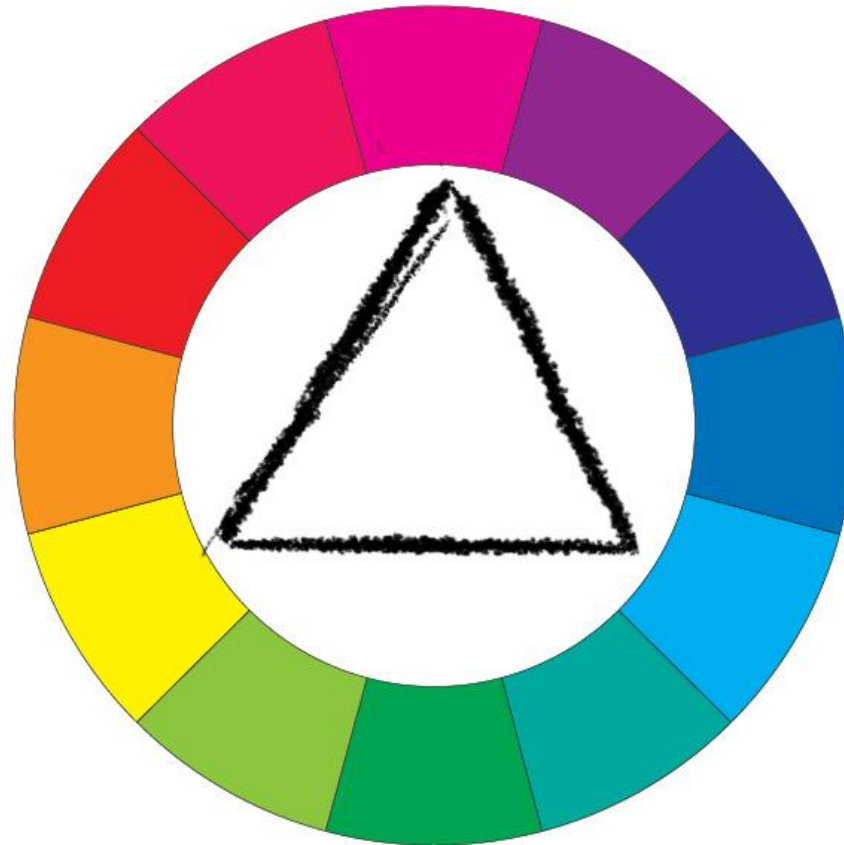


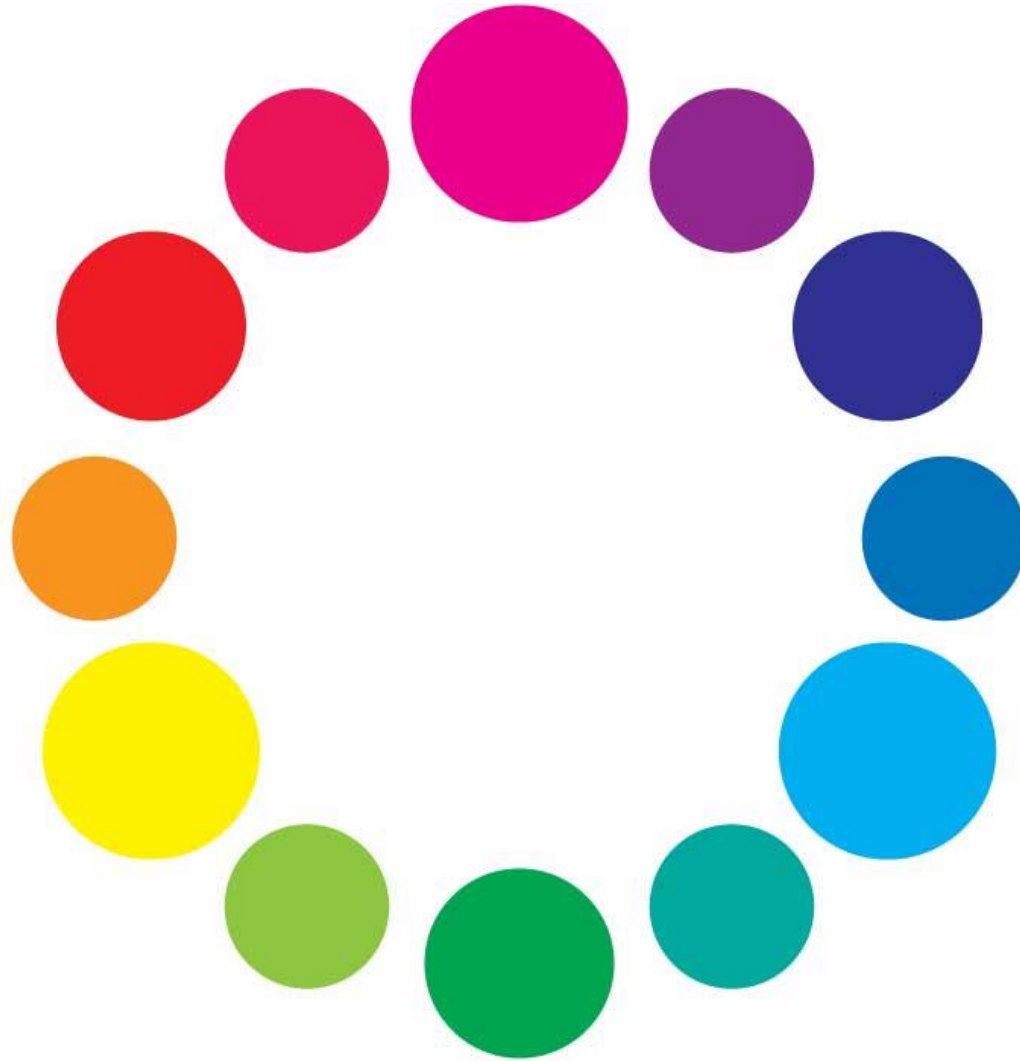


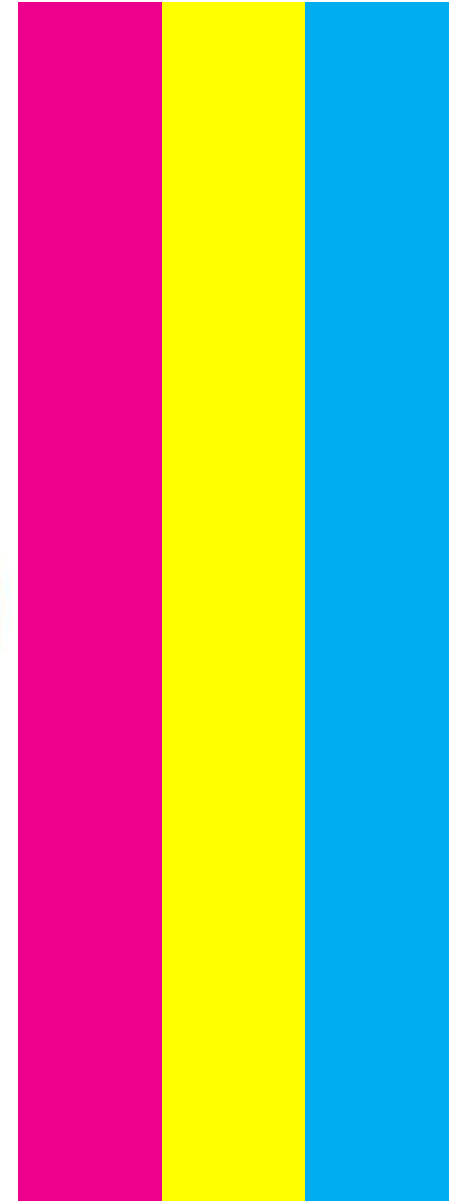
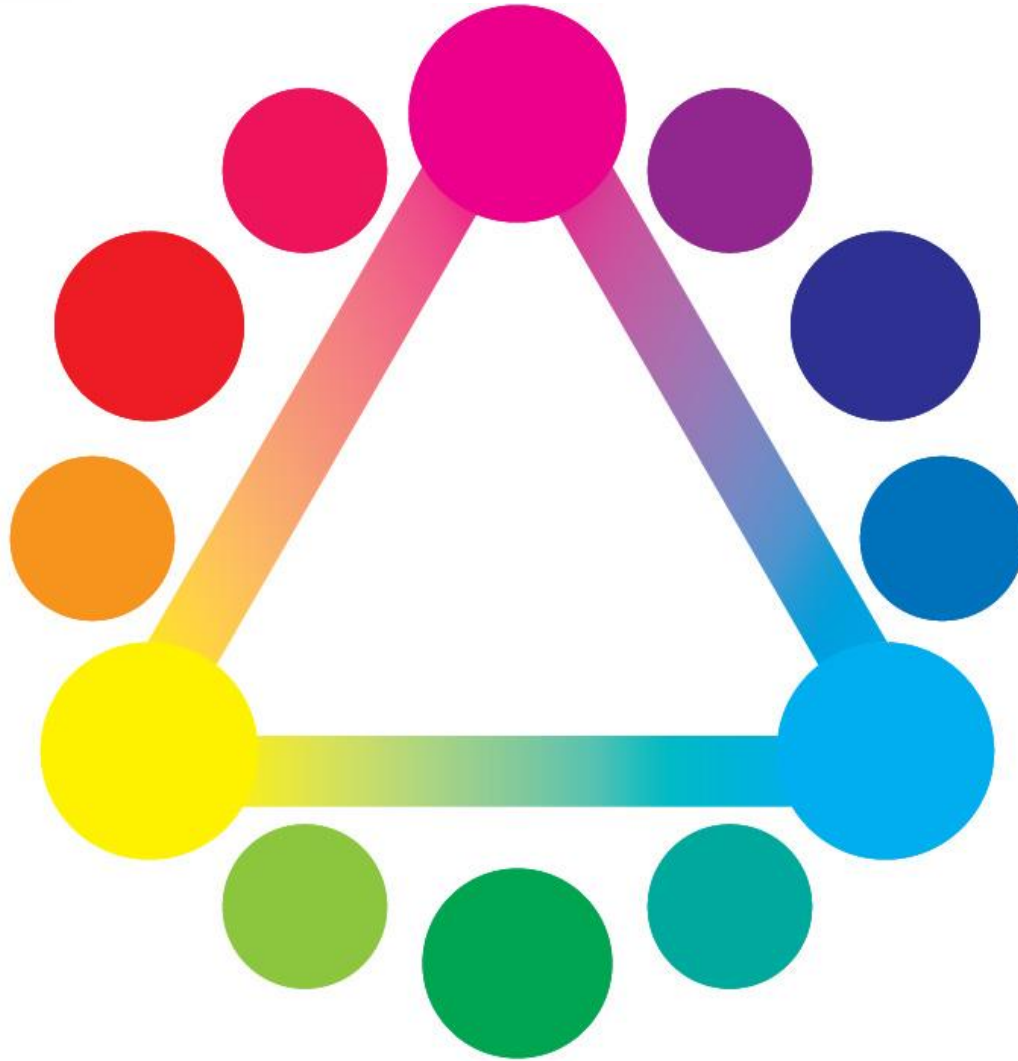
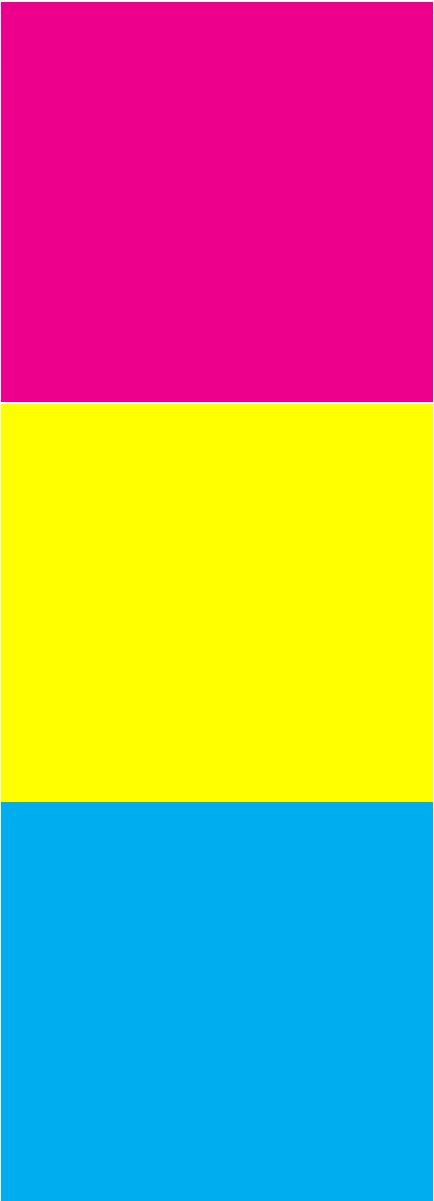


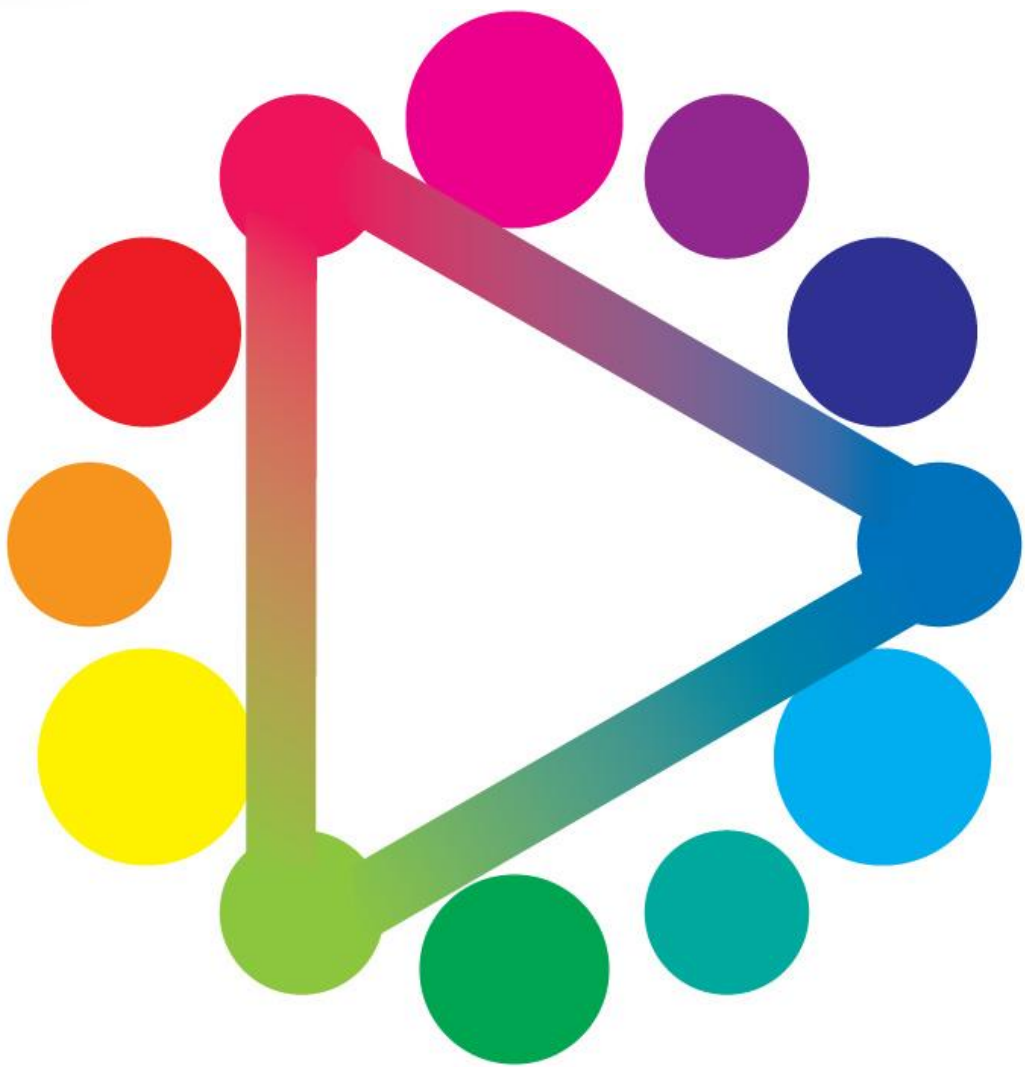
# Harmonia das Cores

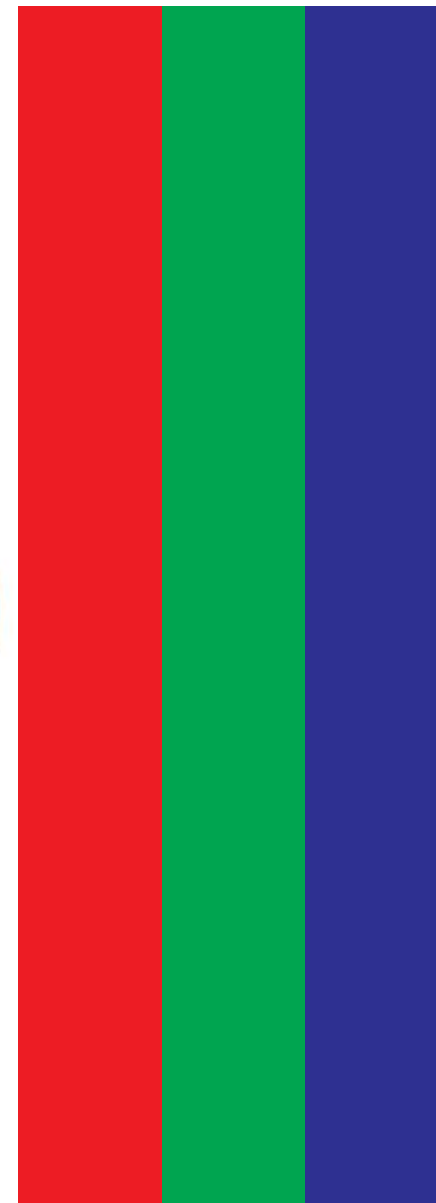
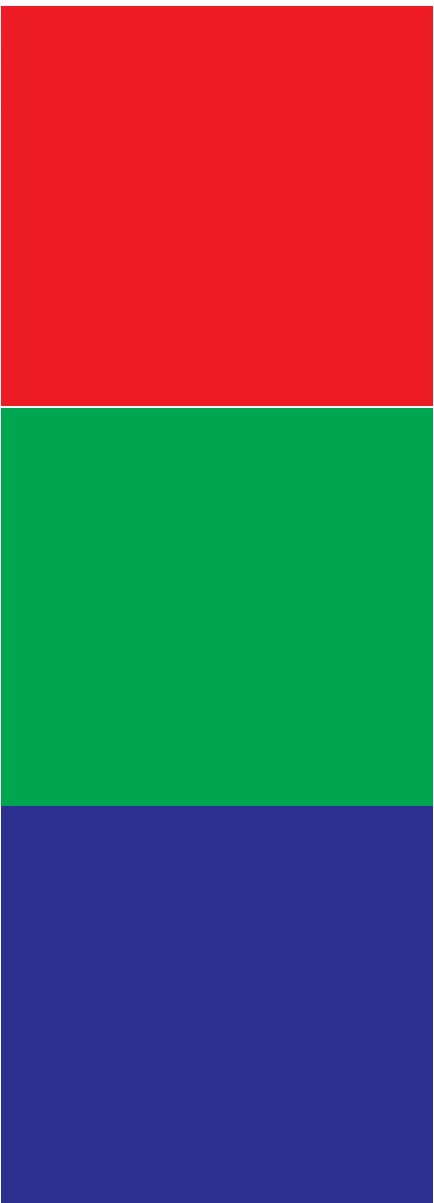
## Esquema Triádico

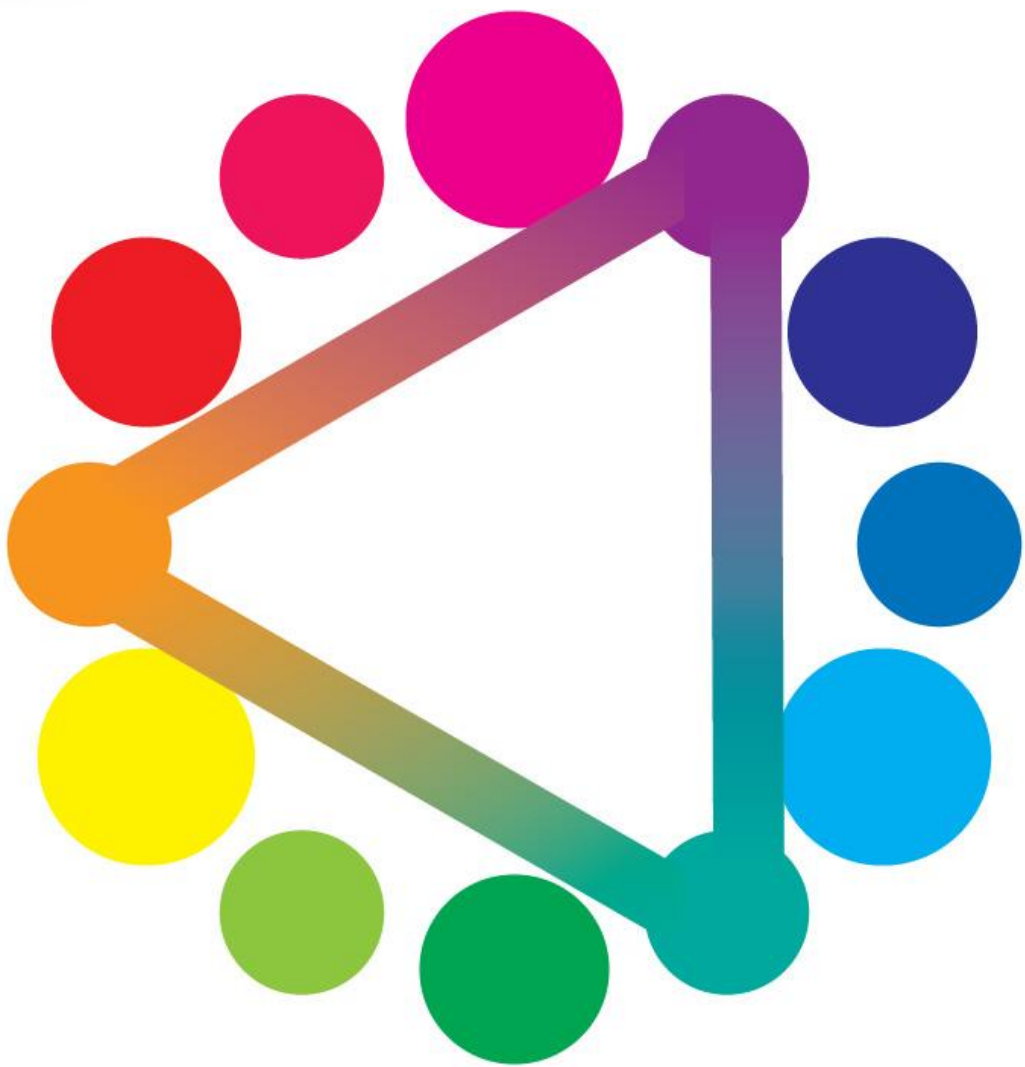








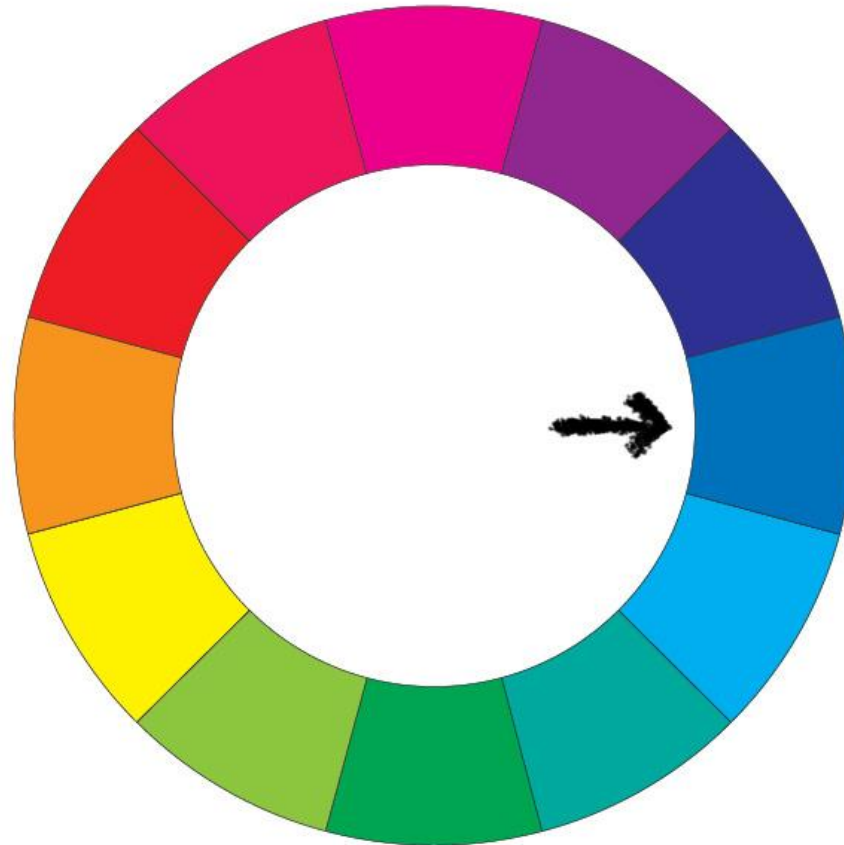


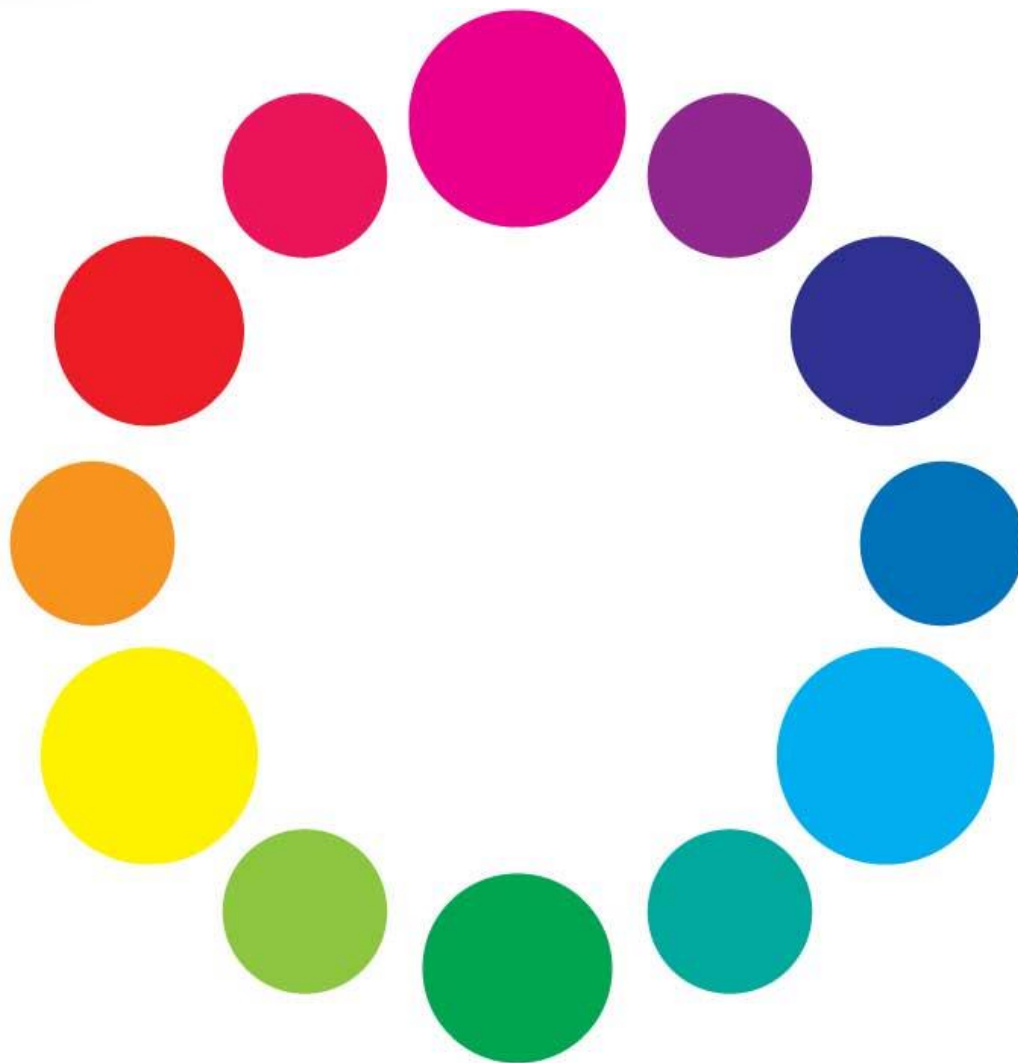


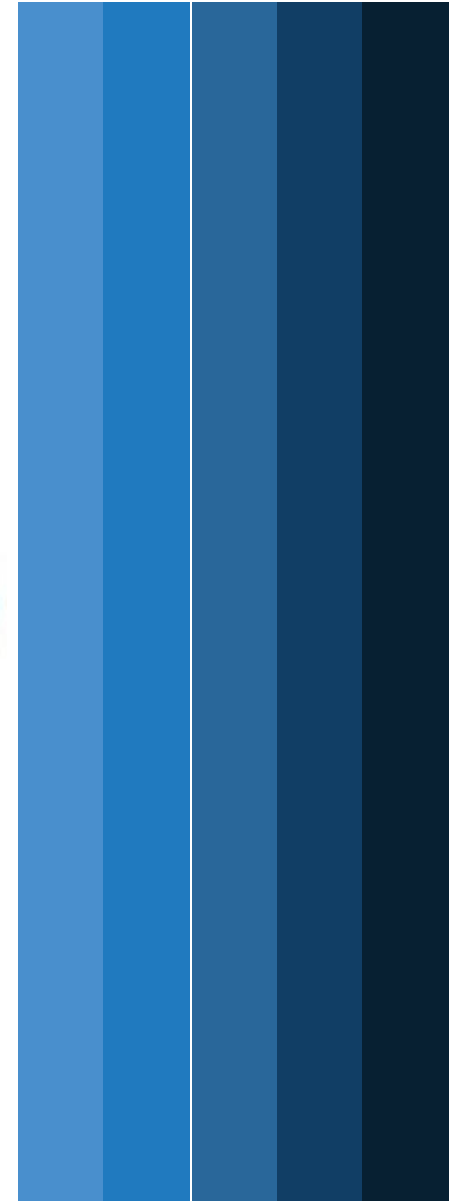
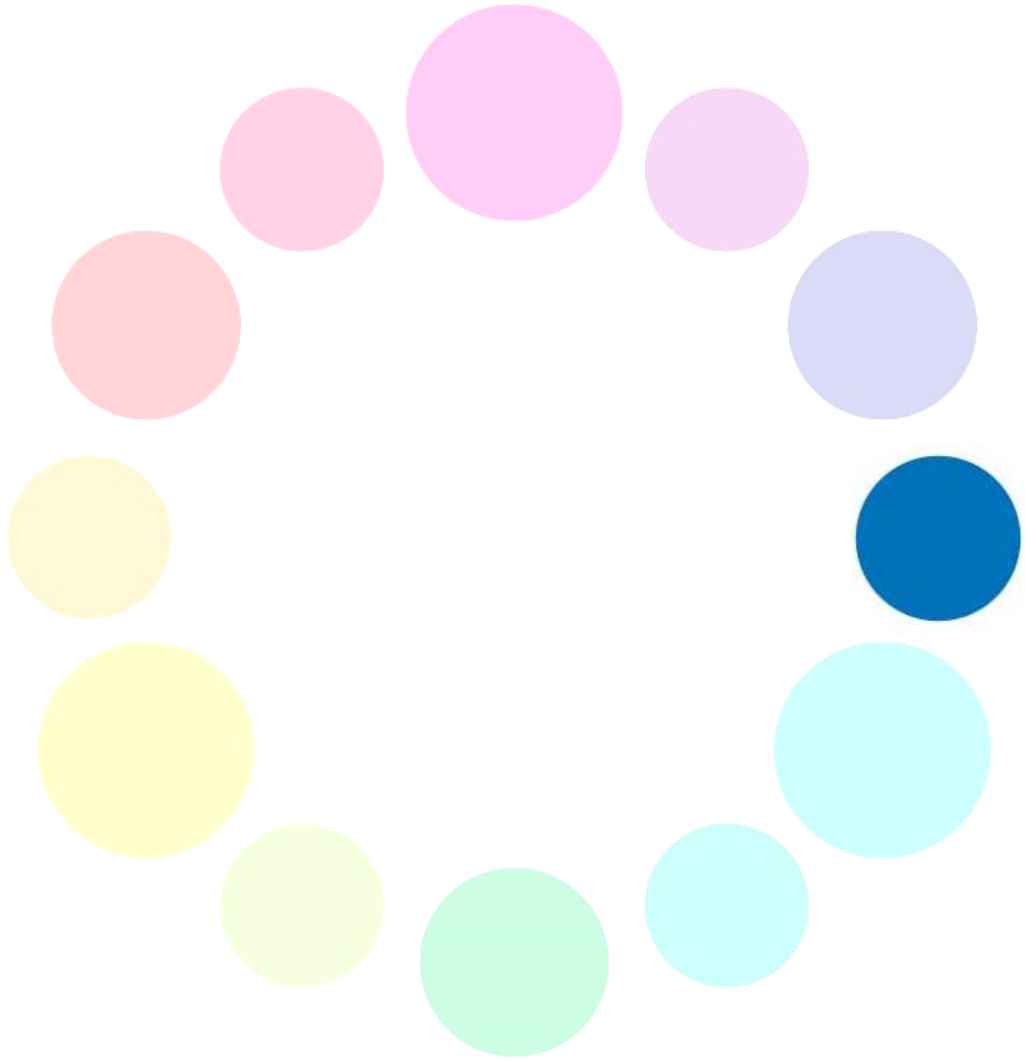
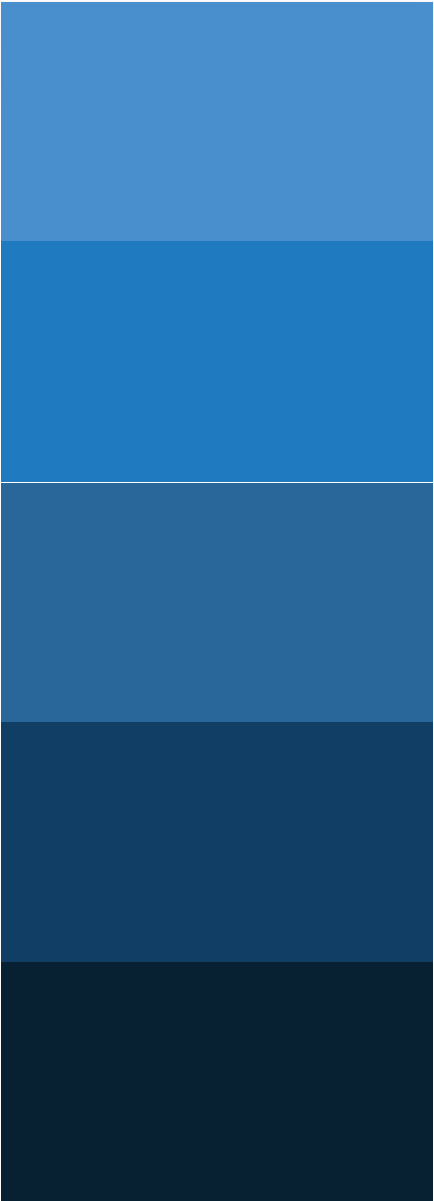


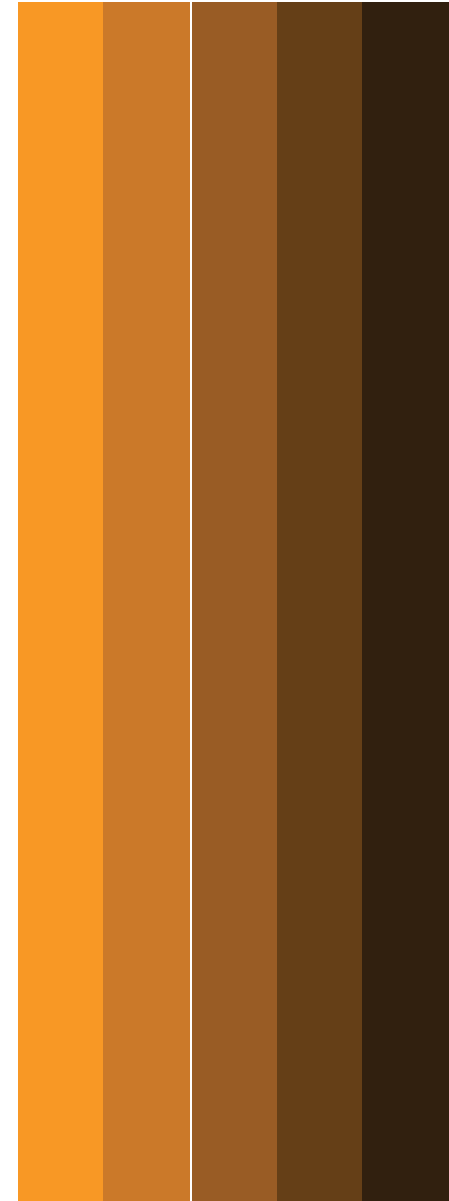
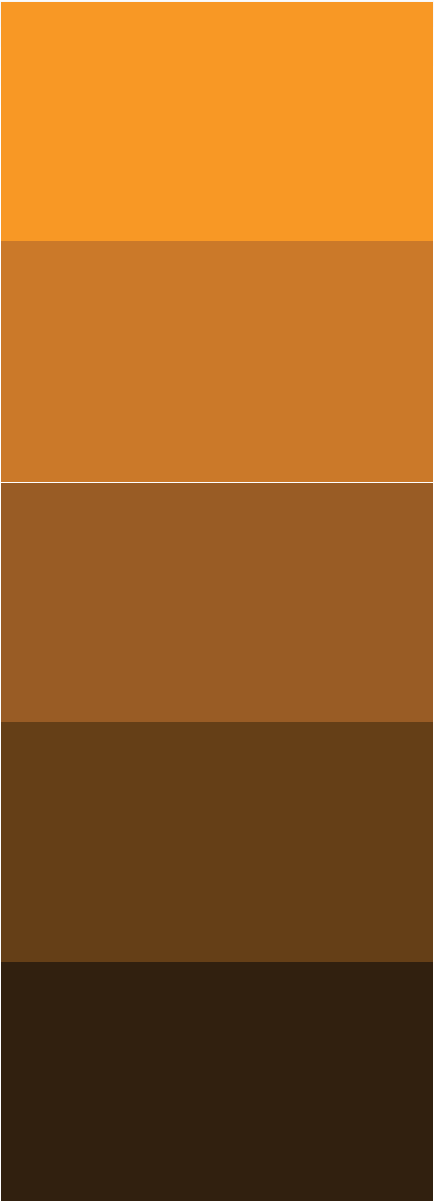
# Harmonia das Cores

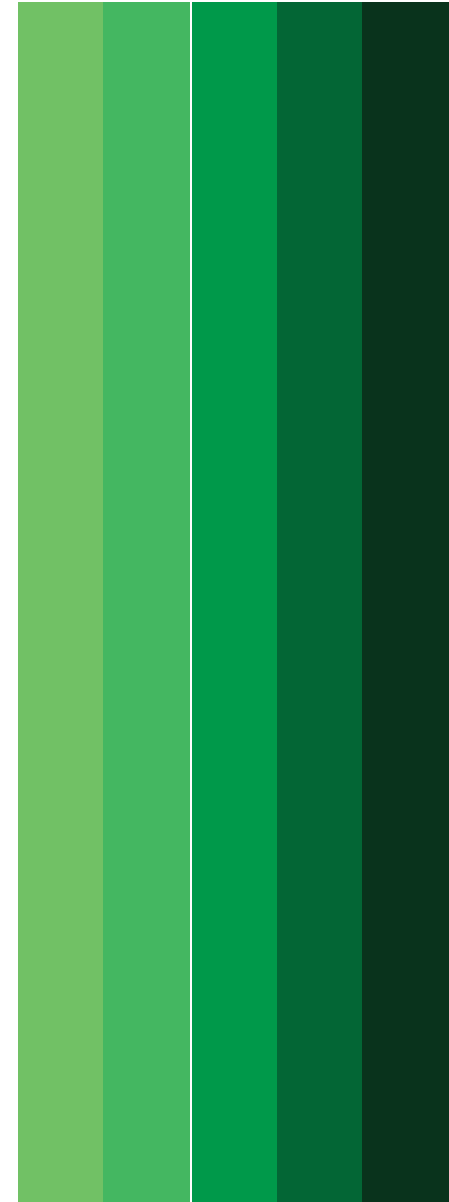
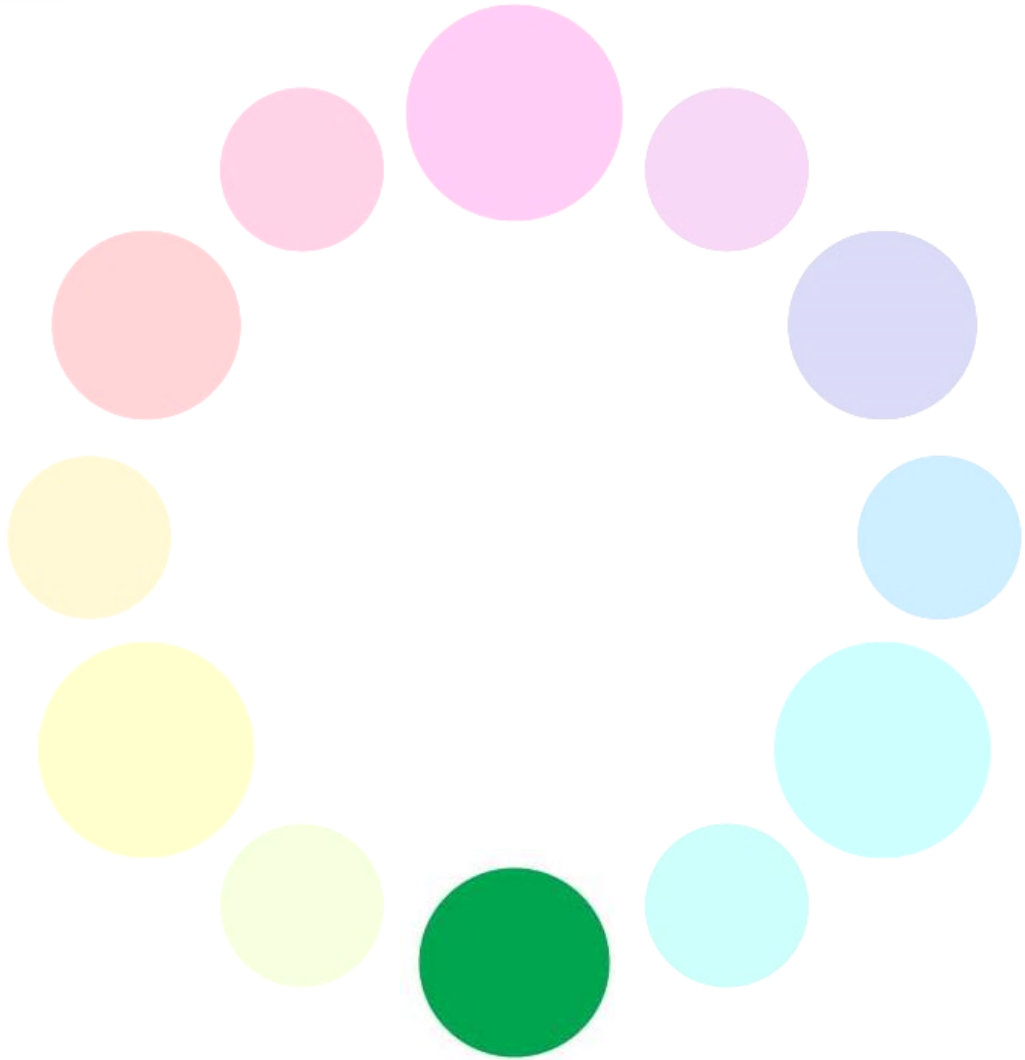
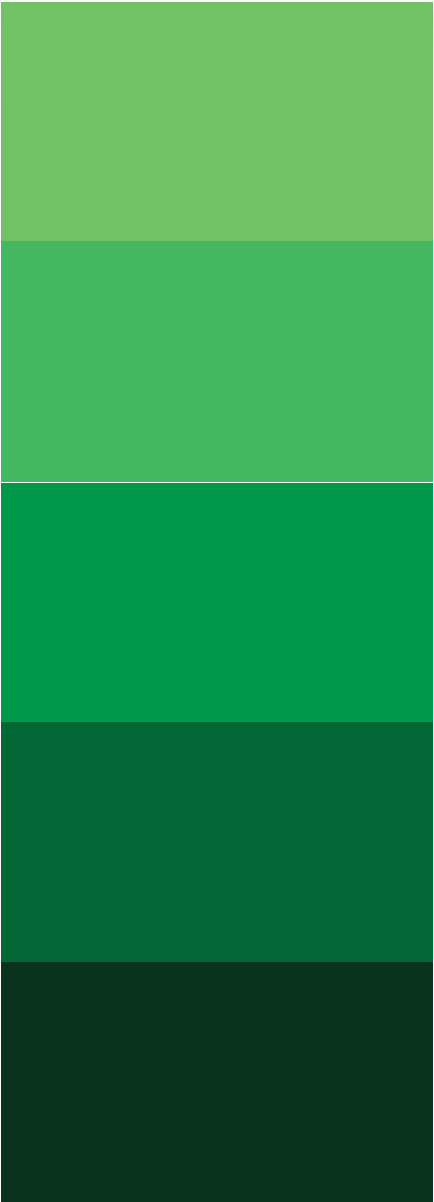
## Esquema Monocromático





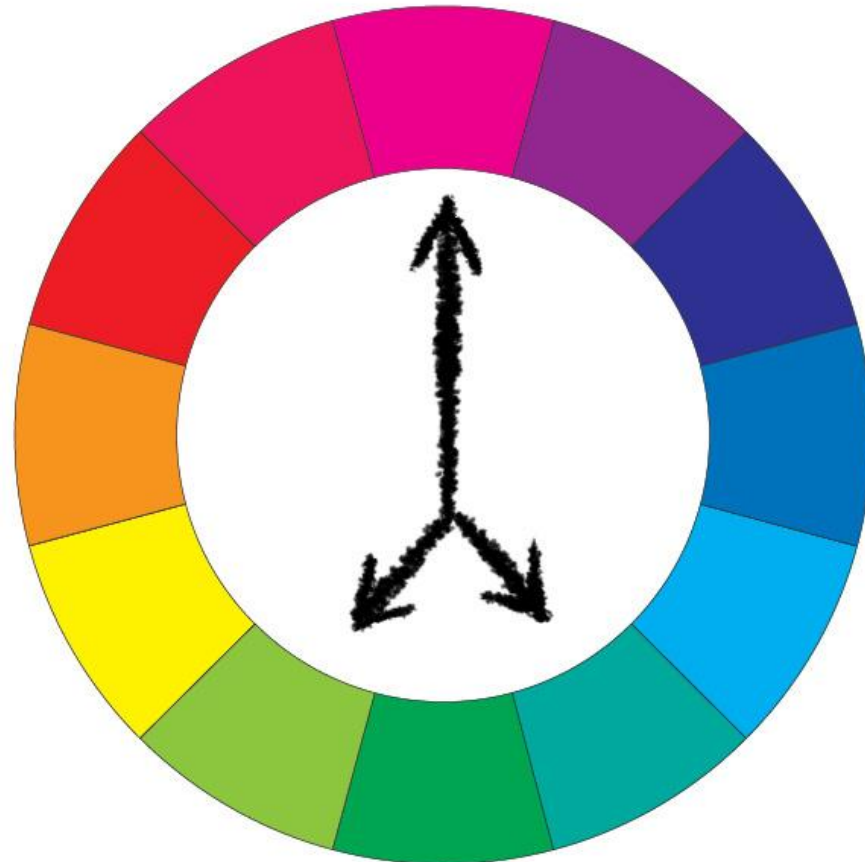


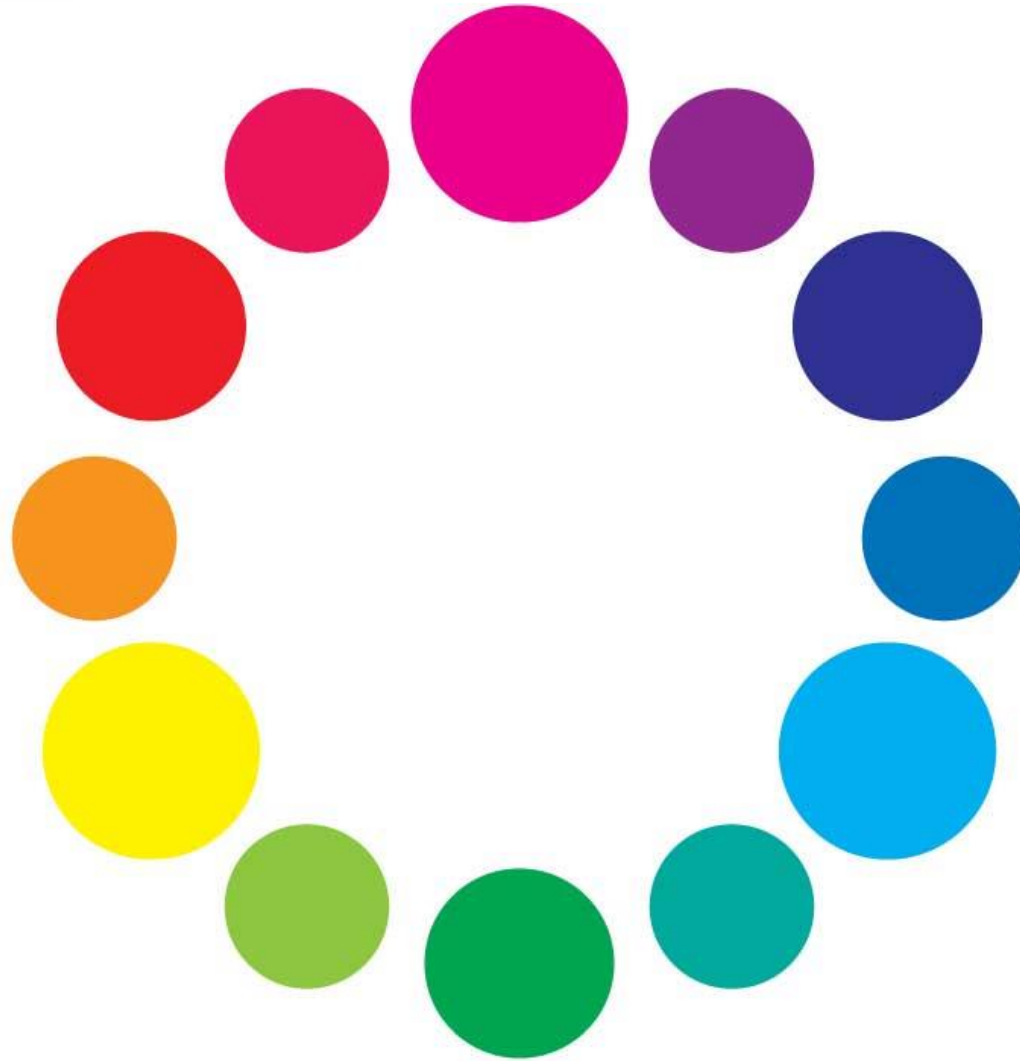


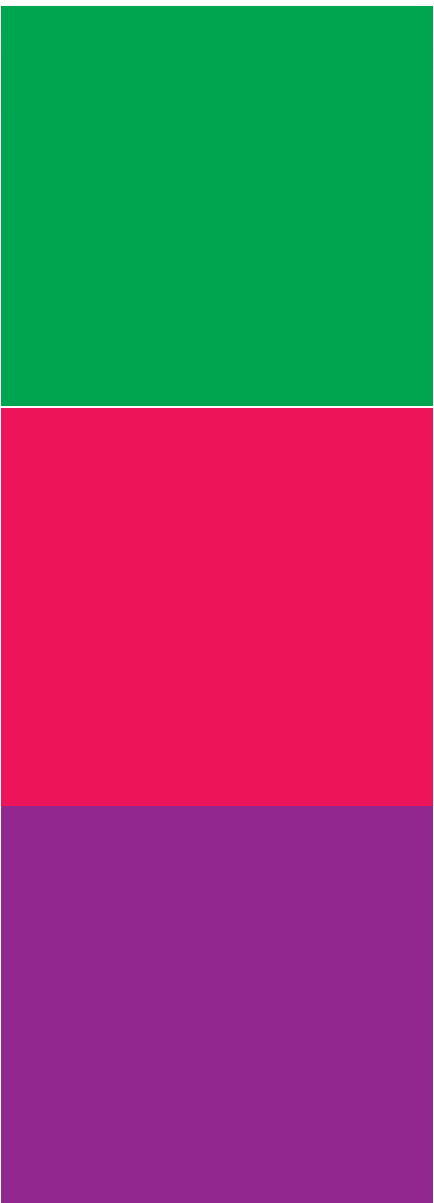


# Harmonia das Cores

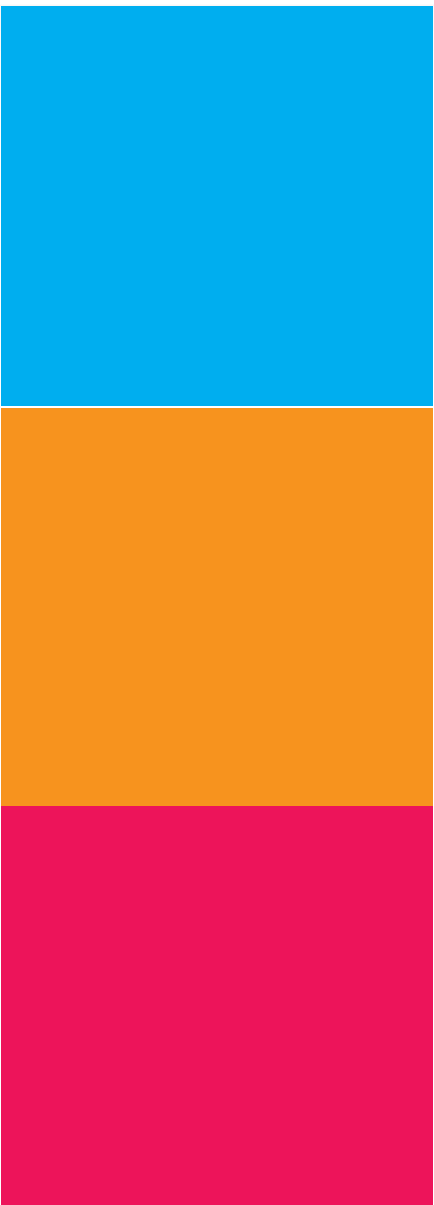
Relação de Separação Complementar





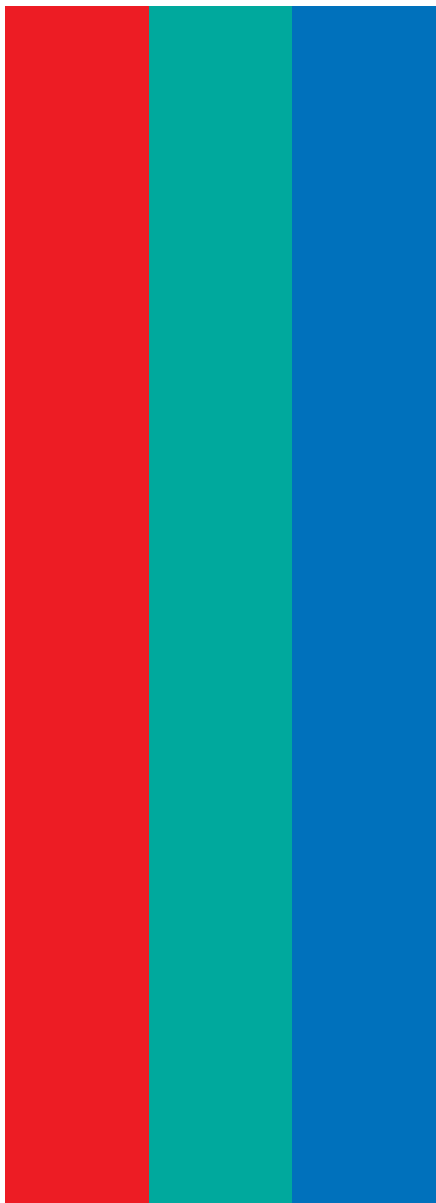
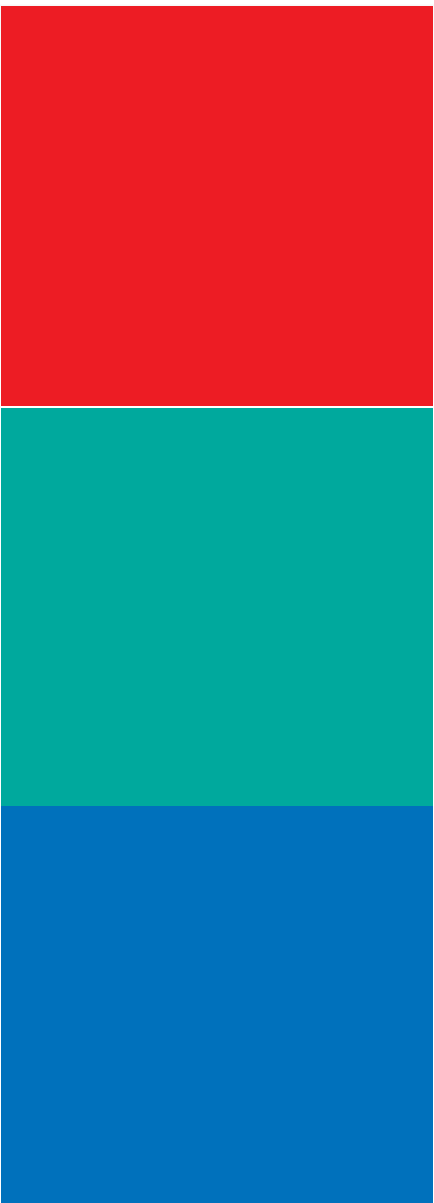


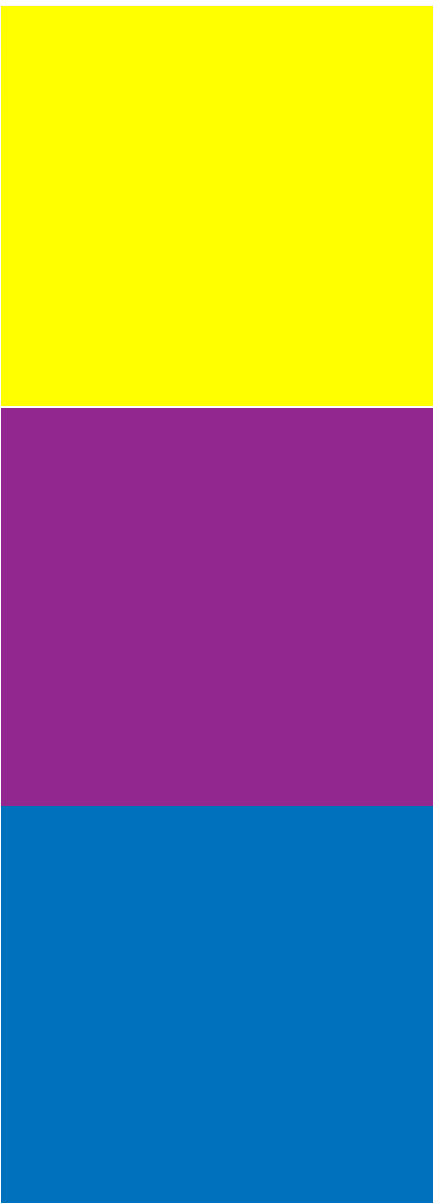






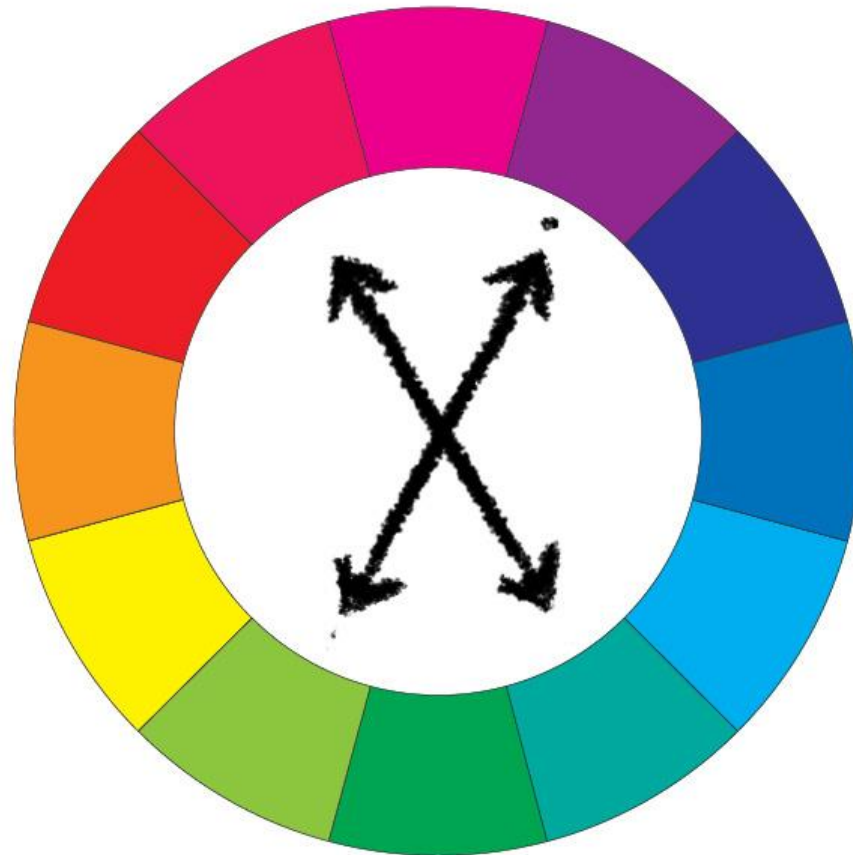


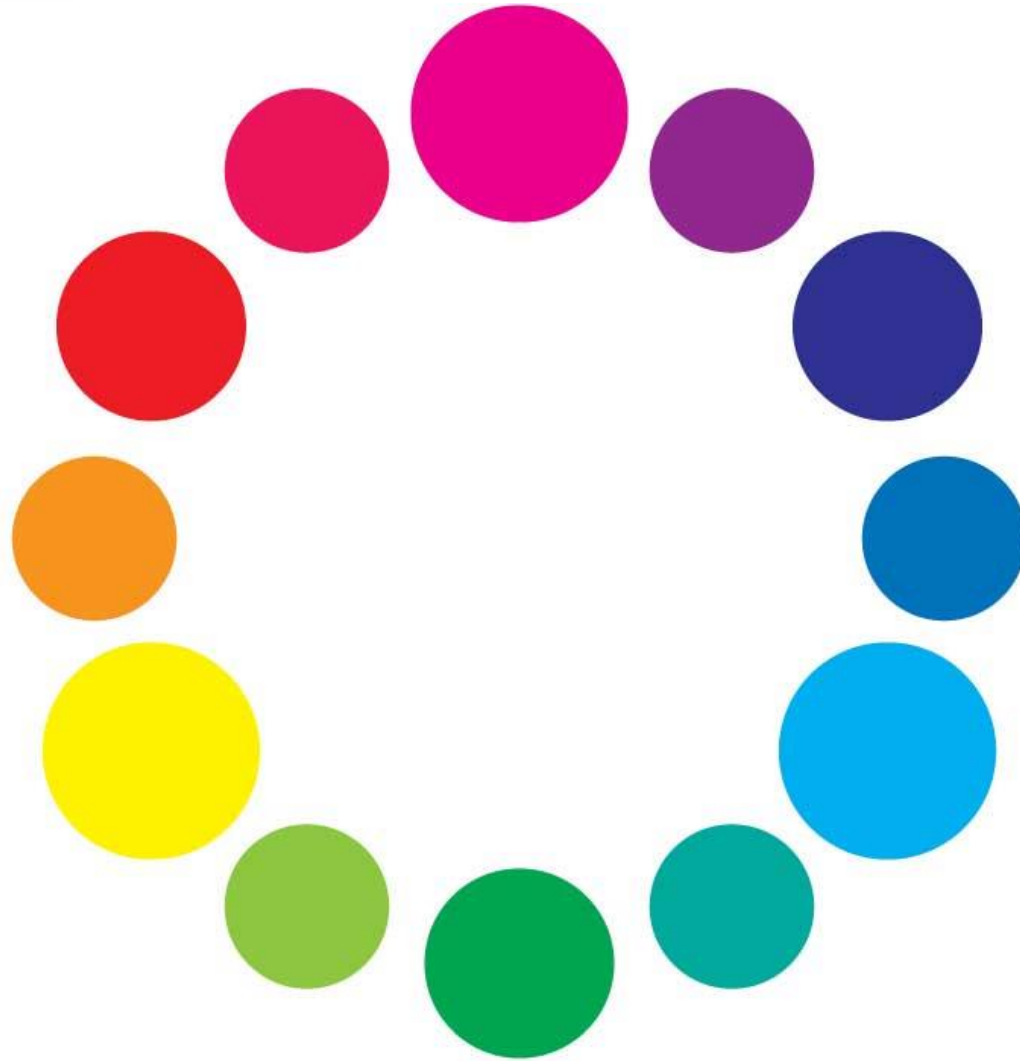


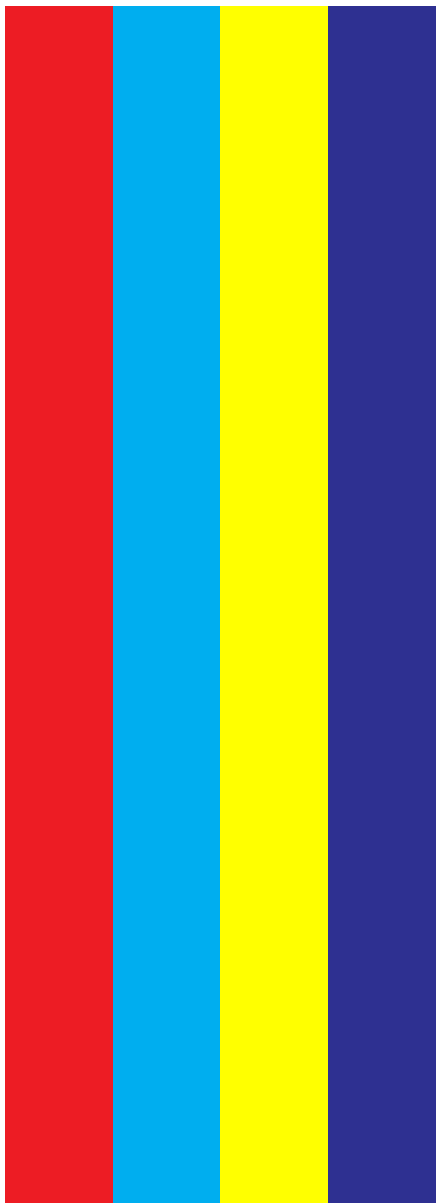


# Harmonia das Cores

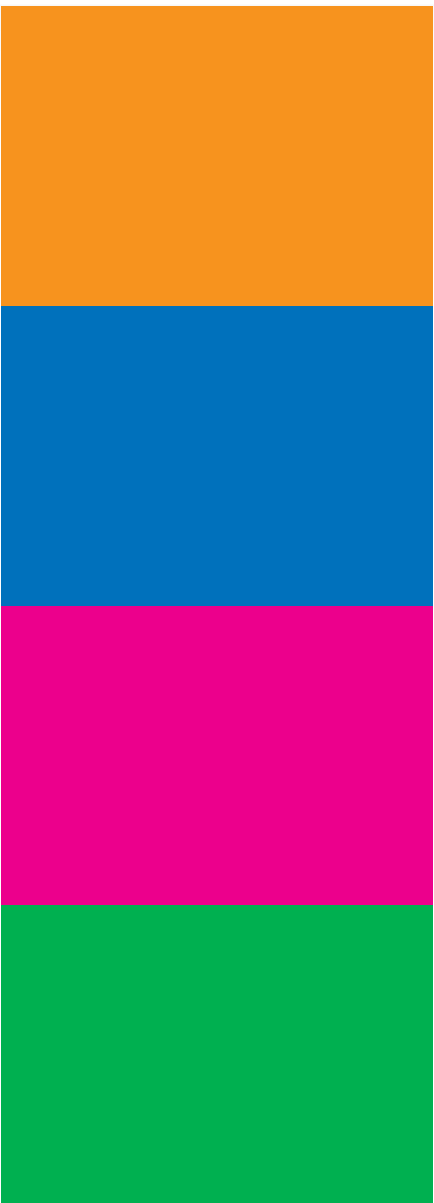
Relação Complementar Dupla





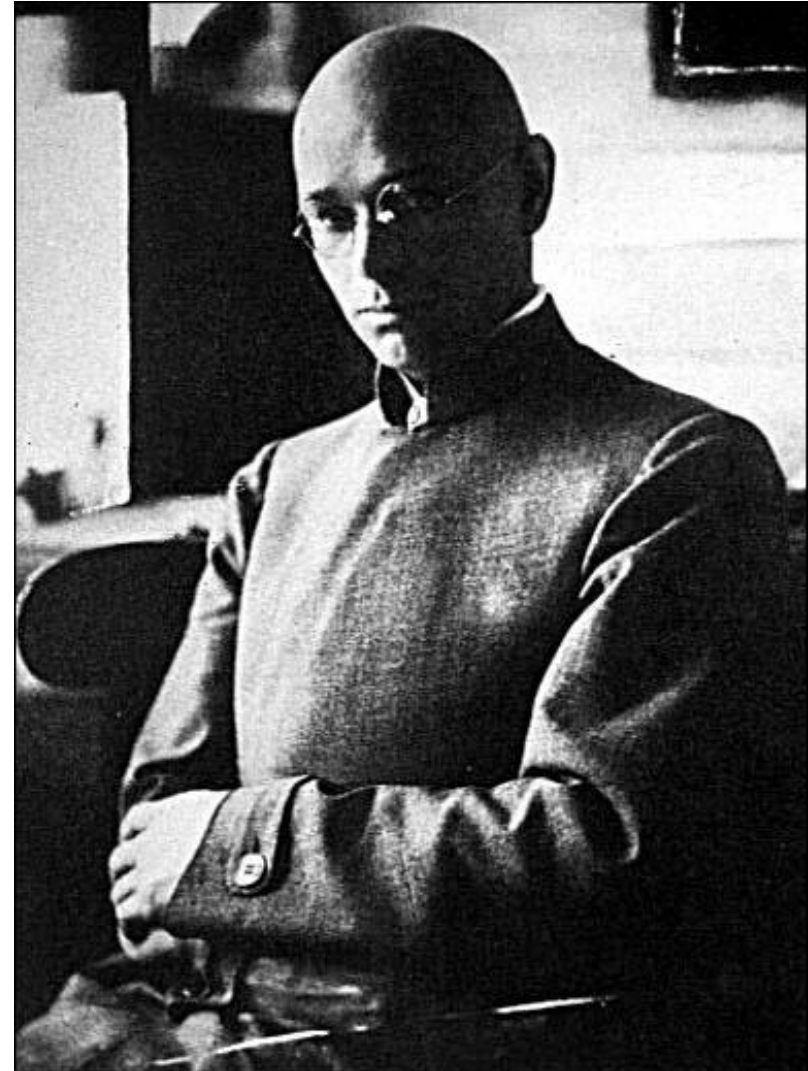




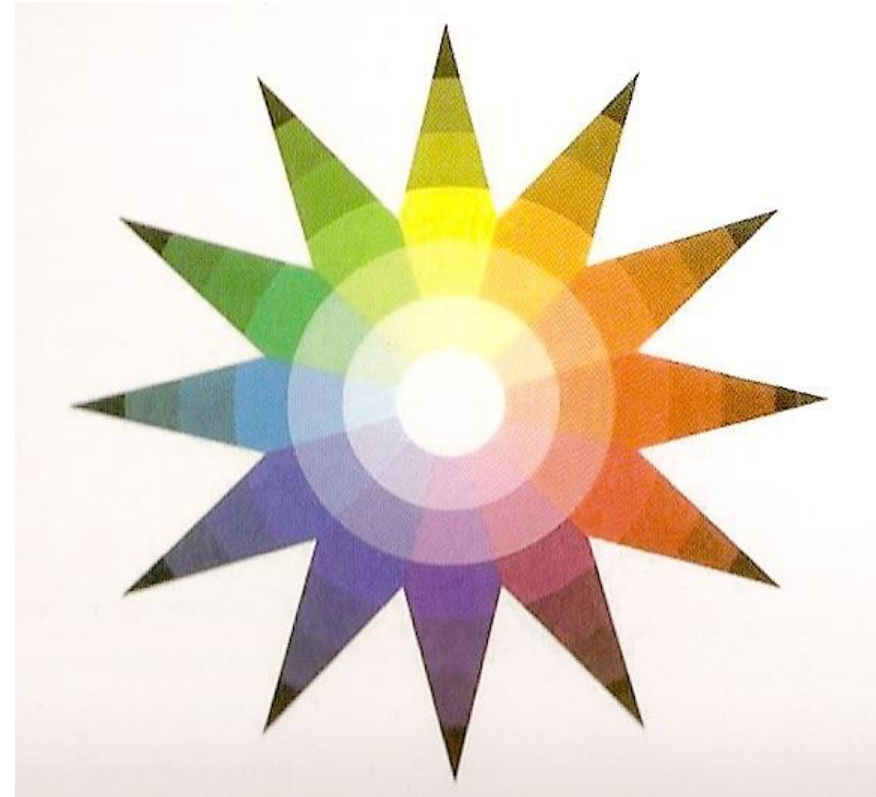


# Cor na Bauhaus

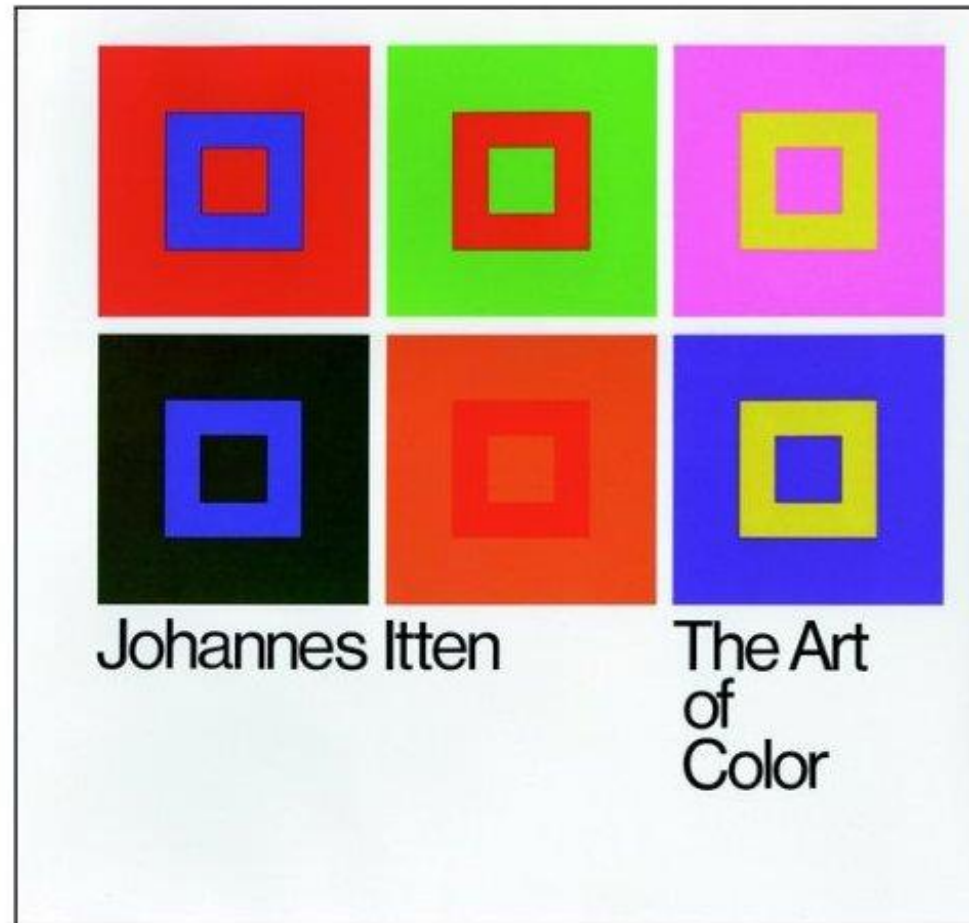
- Johannes Itten (1888 – 1967)
- Não se limitou a analisar a cor cientificamente. Estudou os efeitos psicológicos e espirituais sobre as pessoas.
- Acreditava que a harmonia das cores é inteiramente subjetiva. Segundo ele, cada pessoa deve, com o tempo, desenvolver sua própria paleta cromática.



# Johannes Itten



# Johannes Itten



# Cor na Bauhaus

- Josef Albers (1888 – 1976)
- Aluno de Itten, desenvolveu uma arte com uma marca muito pessoal, usando proporções matemáticas para criar equilíbrio e unidade.
- Seus princípios deram origem à op art (arte óptica), que usava como recurso o campo emergente da psicologia perceptual.



# Josef Albers



## Sistemas Psicológicos da Cor

- Johann Wolfgang Goethe: estudo dos efeitos da cor sobre o espectador.
- Pioneiro do estudo das relações psicológicas da cor.



## Sistemas Psicológicos da Cor

CINZA

— POSITIVO: Neutralidade psicológica

— NEGATIVO: Falta de confiança, desânimo, depressão, hibernação, falta de energia.



## Sistemas Psicológicos da Cor

# AZUL

— POSITIVO: Inteligência, comunicação, confiança, eficiência, serenidade, dever, lógica, frescor, reflexão, calma.

— NEGATIVO: Frieza, altivez, falta de emoção, antipatia.

## Sistemas Psicológicos da Cor

### **MARROM**

— POSITIVO: Seriedade, calor, natureza, naturalidade, confiabilidade, apoio.

— NEGATIVO: Falta de humor, angústia, falta de sofisticação.

# Sistemas Psicológicos da Cor

## VERMELHO

— POSITIVO: Coragem física, força, calor, energia, sobrevivência básica, “lute ou fuja”, estimulação, masculinidade, agitação.

— NEGATIVO: Desafio, agressão, impacto visual, tensão.

## Sistemas Psicológicos da Cor

### VIOLETA

— POSITIVO: Consciência espiritual, refreamento, visão, luxo, autenticidade, verdade, qualidade.

— NEGATIVO: Introversão, decadência, supressão, inferioridade.

## Sistemas Psicológicos da Cor

### VERDE

— POSITIVO: Harmonia, equilíbrio, frescor, amor universal, repouso, restauração, reconforto, consciência ambiental, paz.

— NEGATIVO: Tédio, estagnação, desinteresse, abatimento.

## Sistemas Psicológicos da Cor

# PRETO

— POSITIVO: Sofisticação, glamour, segurança, segurança emocional, eficiência, substância.

— NEGATIVO: Opressão, frieza, ameaça, angústia.

## Sistemas Psicológicos da Cor

### AMARELO

— POSITIVO: Otimismo, confiança, auto-estima, extroversão, força emocional, simpatia, criatividade.

— NEGATIVO: Irracionalidade, medo, fragilidade emocional, depressão, ansiedade, suicídio.

## Sistemas Psicológicos da Cor

### ROSA

— POSITIVO: Tranquilidade física, feminilidade, nutrição, calor, amor, sexualidade, sobrevivência das espécies.

— NEGATIVO: Inibição, claustrofobia emocional, fraqueza física, castração.