



美 术 欣 赏

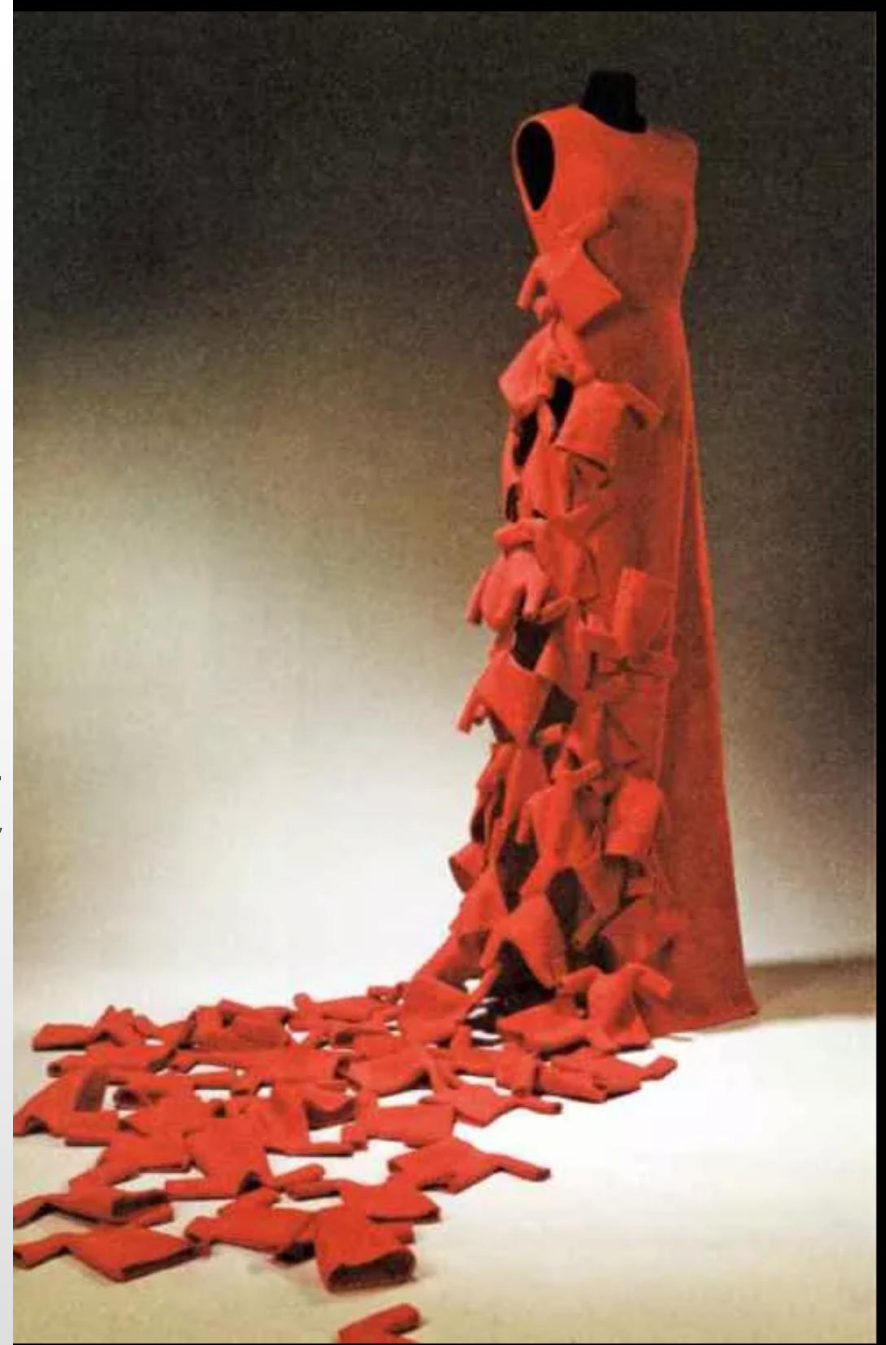
教师：薄燕

教研室：创意设计学院基础教研室

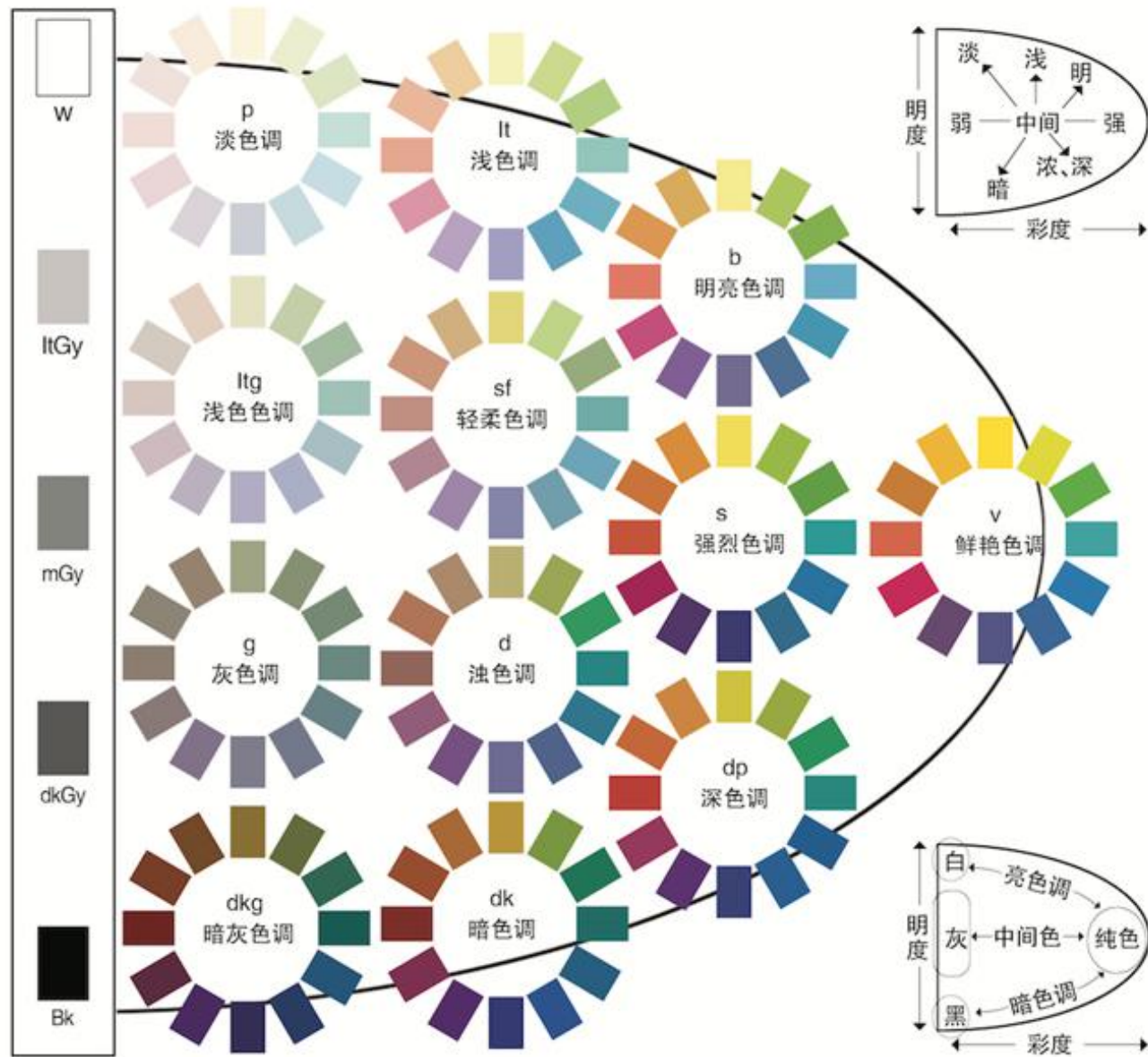
色彩能量

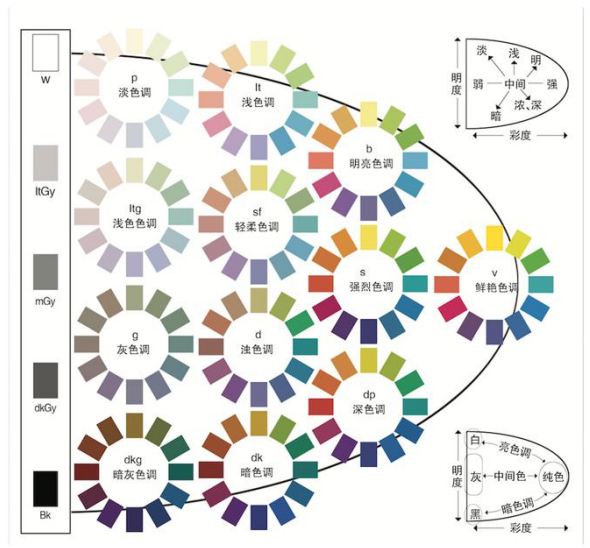
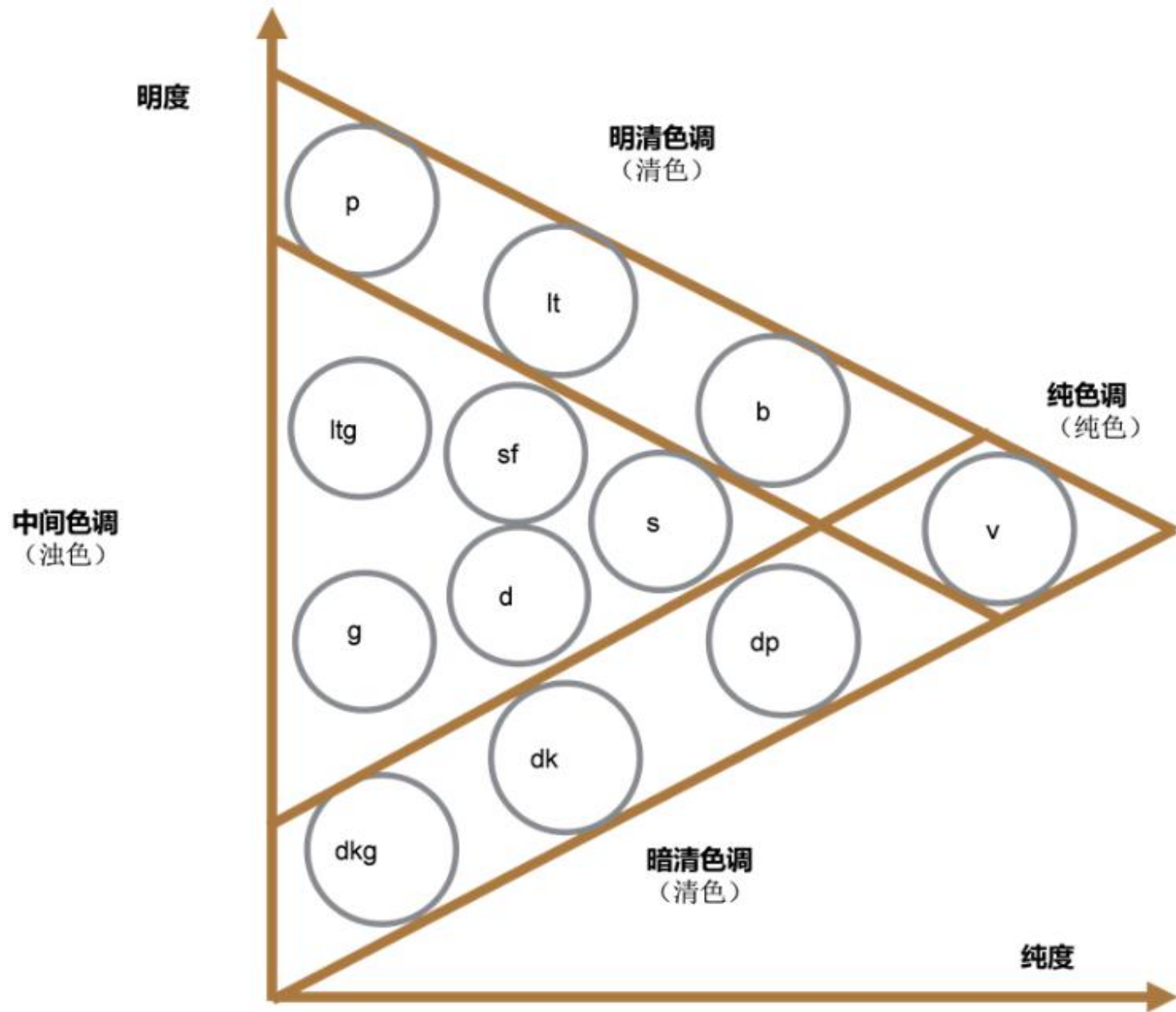
- 一、色调图分析
- 二、色彩的联想和情感
- 三、色彩搭配规律

题

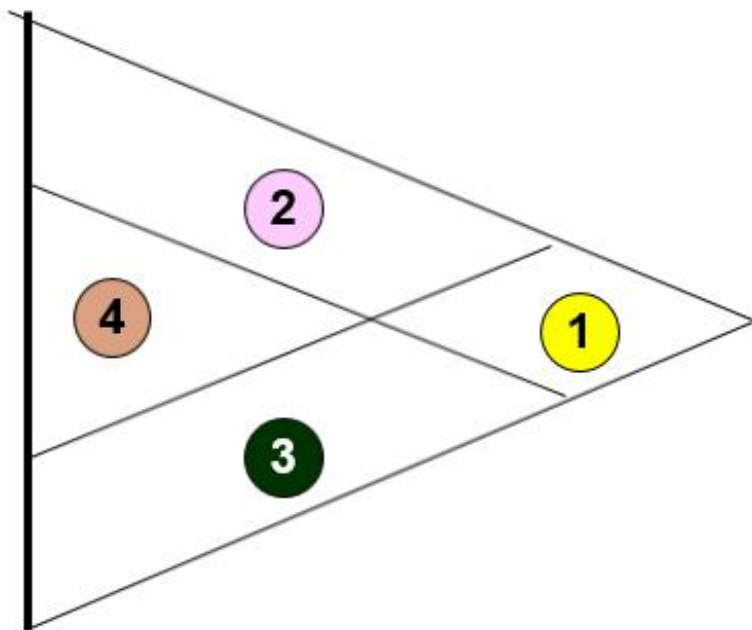




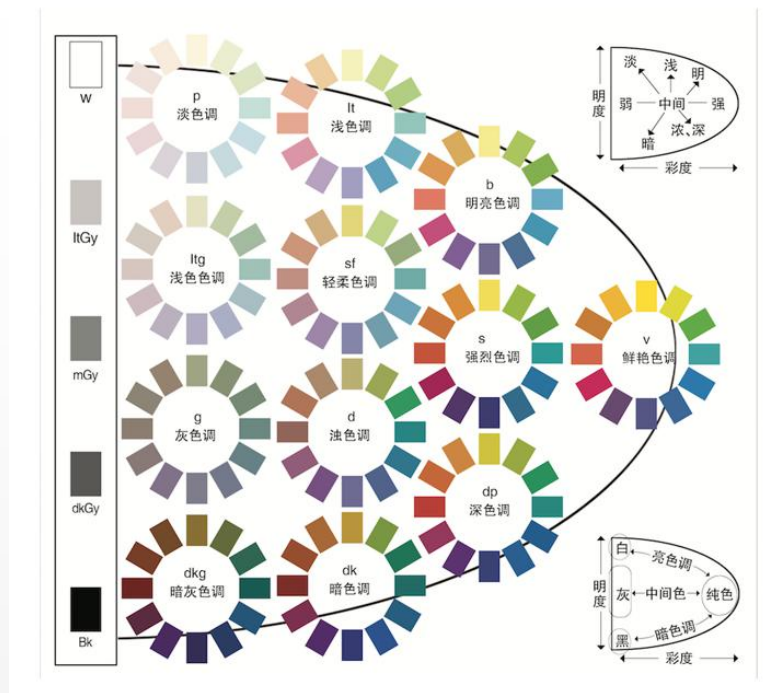


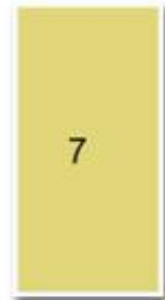
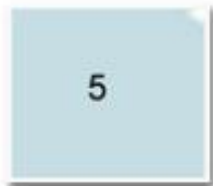
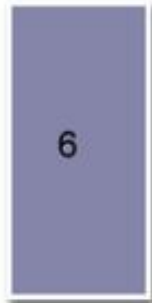
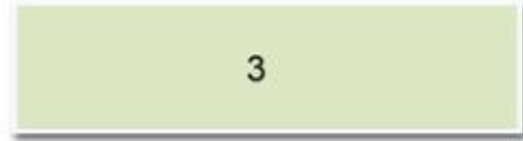
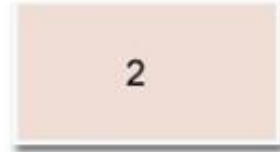
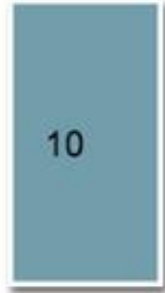


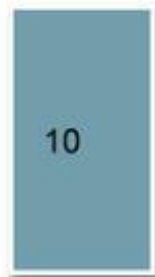
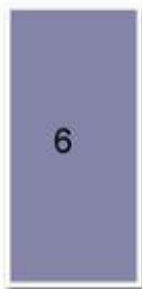
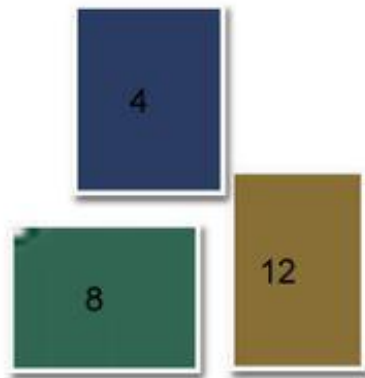
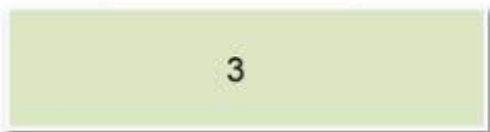
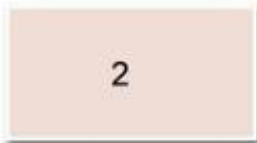
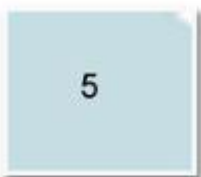
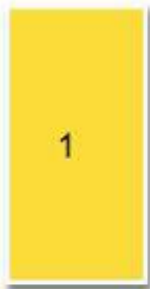
色调印象



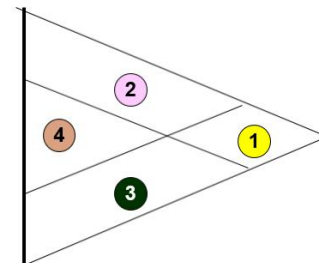
- ① 纯色区：能量感、人工化
- ② 明清色：活泼、轻盈
- ③ 暗清色：有力量、高级（民族感）
- ④ 温和、典雅（柔和，无攻击性）







色调印象



- ① 纯色区：能量感、人工化
- ② 明清色：活泼、轻盈
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热情 奔放



活力 动感



快乐 开朗



和平 健康



严谨 理性



高贵 妩媚



纯洁 浪漫



都市 知性



纯洁 高雅



神秘 摩登



大方 稳重



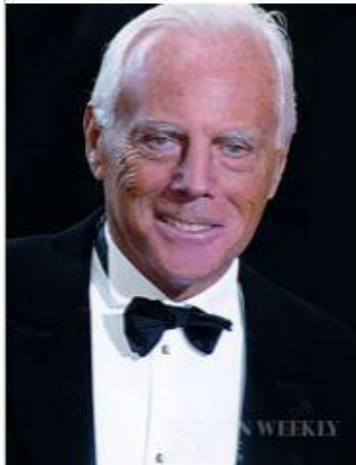


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MARC JACOBS



GIORGIO ARMANI



色彩的联想和情感

A. 联想物:

火焰、血、太阳、玫瑰。

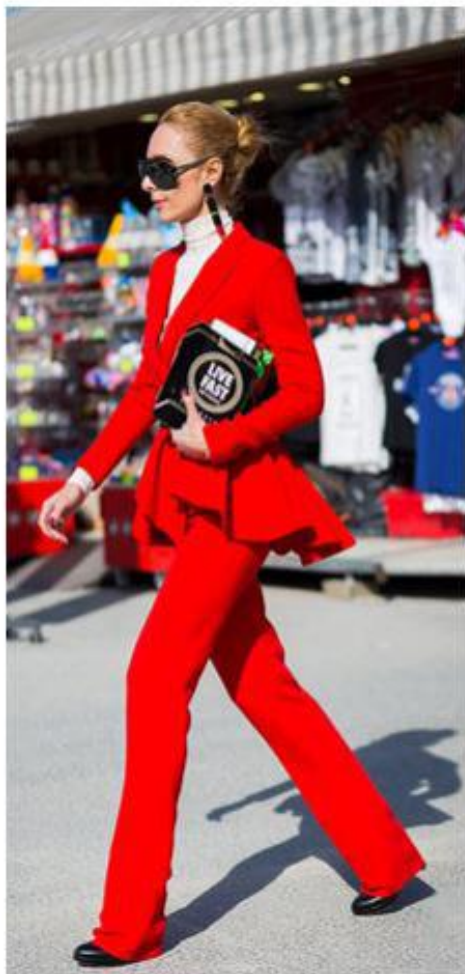
B. 正面情绪:

热情、兴奋、靓丽、勇气、活力。

C. 负面情绪:

危险、紧迫、炙热、愤怒。





积极 乐观 主动性强

希望得到他人的关注，富有感染力

色彩的冷暖和情感

A. 联想物:

光、麦田、柠檬、香蕉、月亮。

B. 正面情绪:

幸福、快乐、轻松、希望。

C. 负面情绪:

提高警觉、尖锐。





明亮 活泼 开朗

如果强烈抗拒亮黄色很有可能是亲密关系中很压抑，内心拒绝张扬与舒展

色彩的冷暖和情感

A. 联想物:

大自然、植物、树叶、蔬菜、青苹果。

B. 正面情绪:

健康、生机勃勃、清爽、新鲜、放松、年轻、平衡平和。

C. 负面情绪:

苦涩、没食欲。



色彩的冷暖和情感

A. 联想物:

校服、深海。

B. 正面情绪:

认真、刻苦、深邃、踏实浑厚。

C. 负面情绪:

孤立、严格、苛刻、忧郁。





实际年龄比较较小
心理年龄比真实年龄要小

清浅淡雅可爱年轻化色彩



白色黑色都是高预防色
但是两者预防方向不一样
白色预防攻击，
黑色拒绝深度交流，
白色的预防带有仙气
黑色预防是有深度的高人

黑白用色是我们讲师上台经常着装的颜色

在预示着她的有足够的专业度
一种是带仙气的高人很喜欢穿白色往往有洁癖

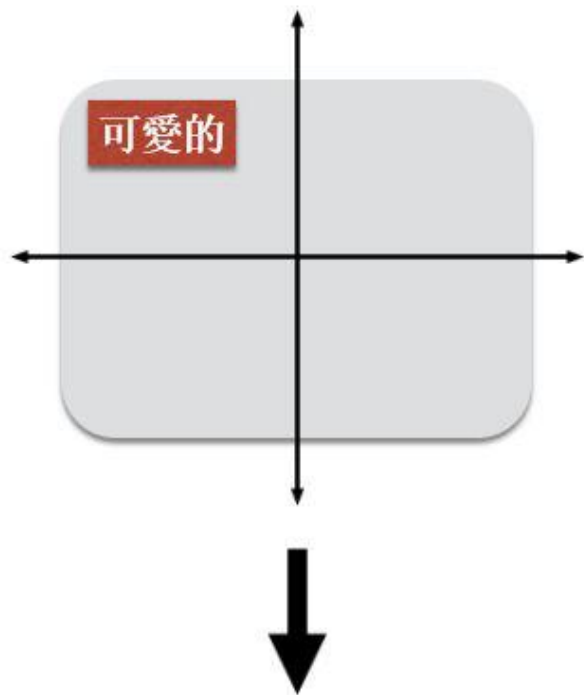
一种是带神秘的高人

一种是想显瘦

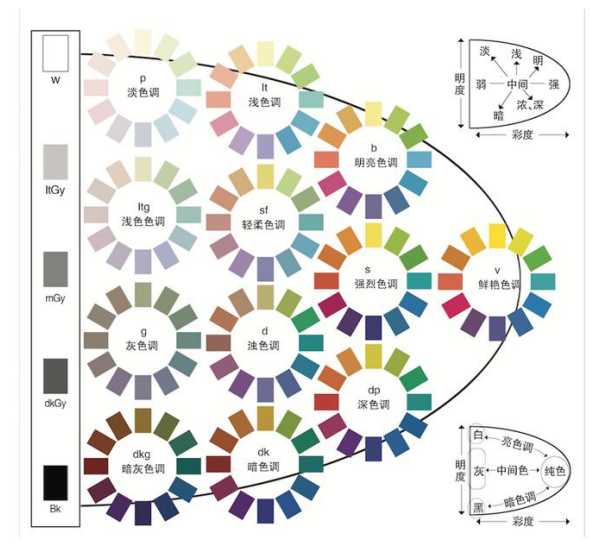
一种是容易搭不易出错安全

一种是穿衣高手能驾驭各种黑并穿出高级感
有品味的人

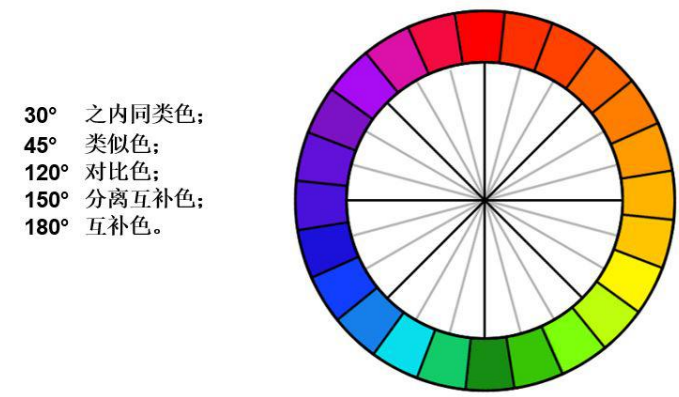
可愛、少女



浅多深少
暖色为主
艳色为主或色差大

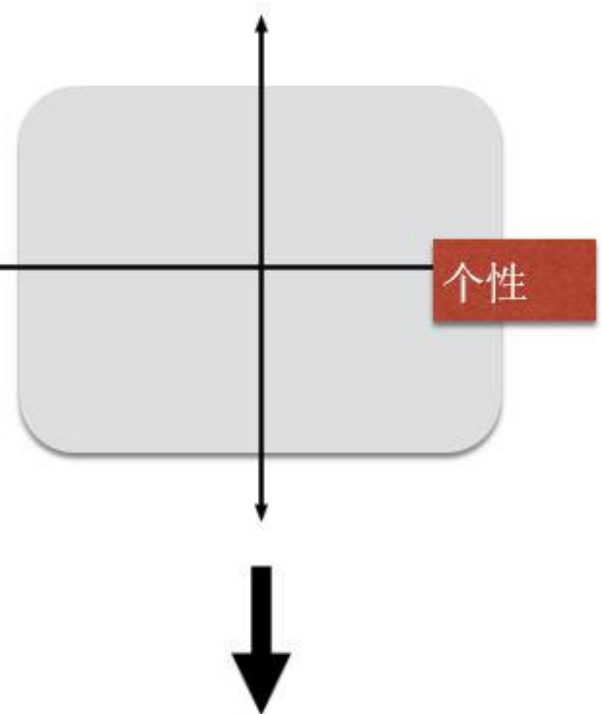


30° 之内同类色;
45° 类似色;
120° 对比色;
150° 分离互补色;
180° 互补色。

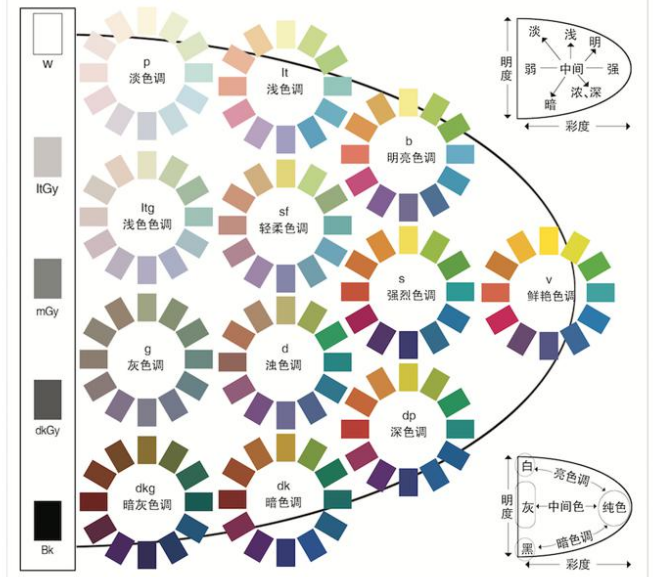


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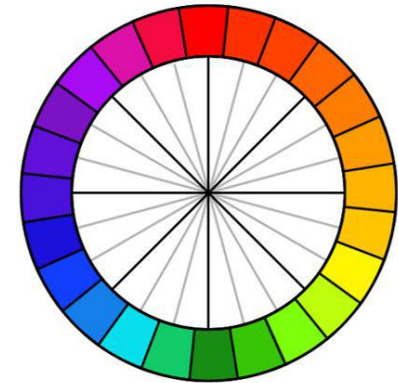
前卫.个性



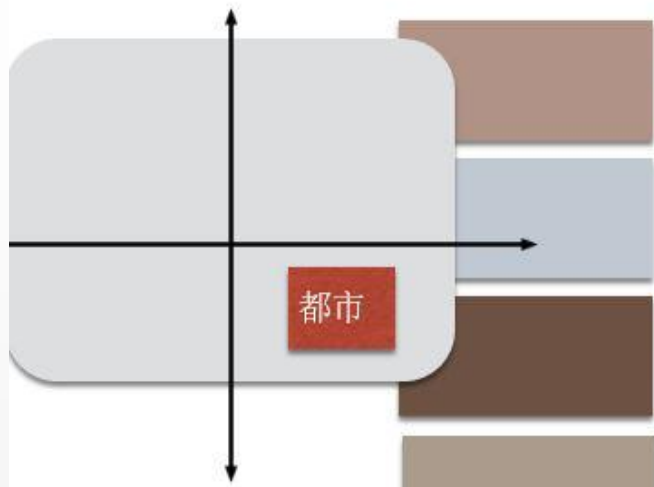
深浅面积随意
冷色为主
艳色为主或色差大



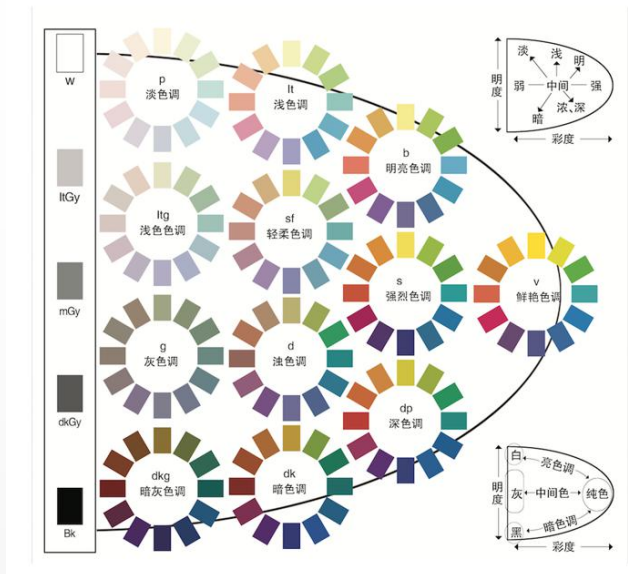
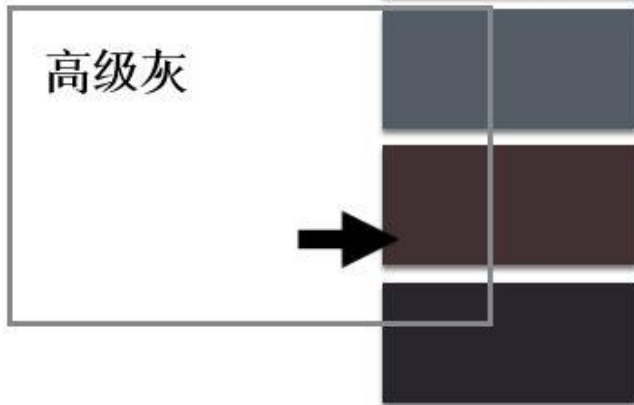
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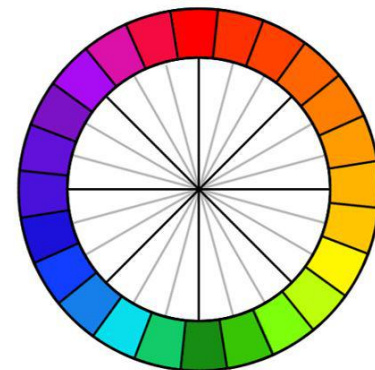
都市、洗练



高级灰

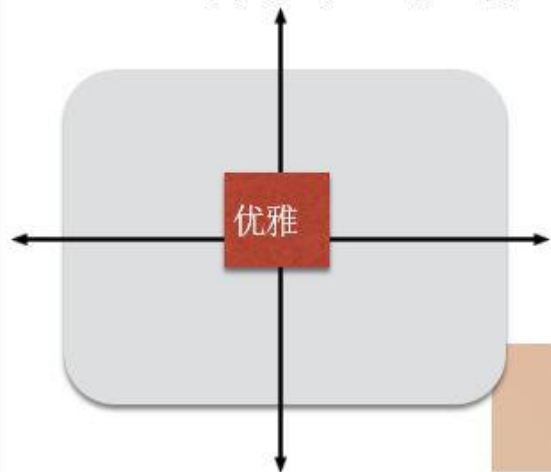


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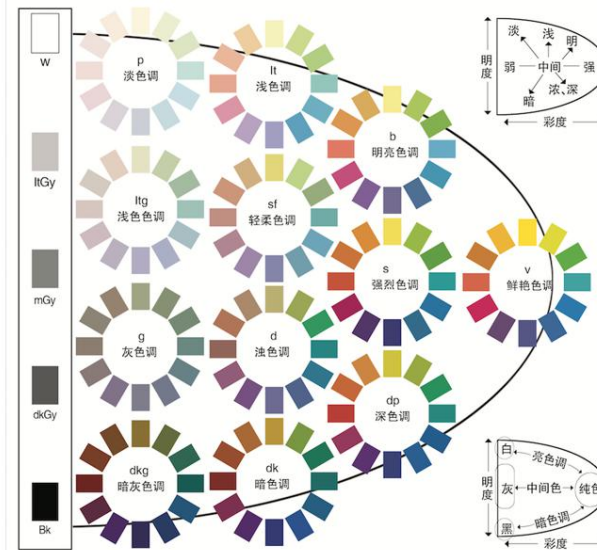
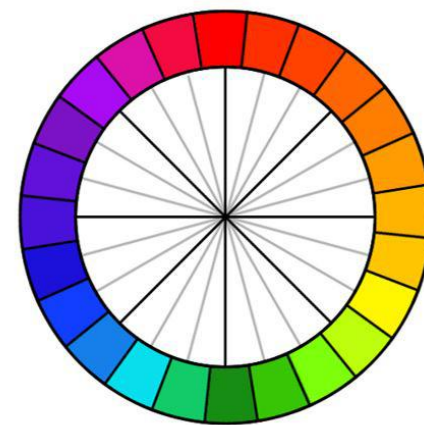


柔美, 优雅

优雅

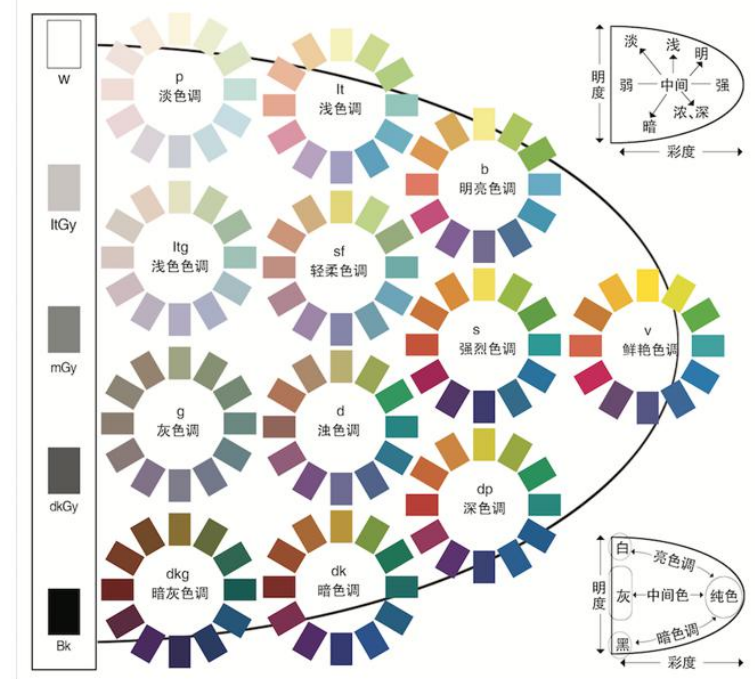
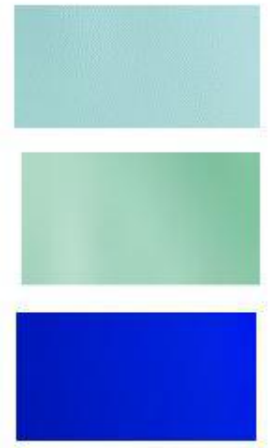
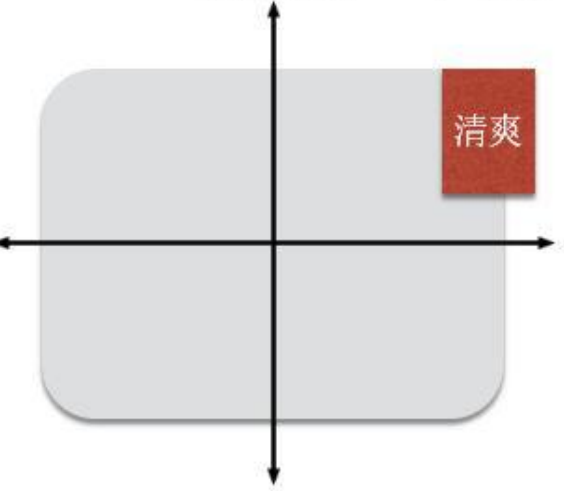


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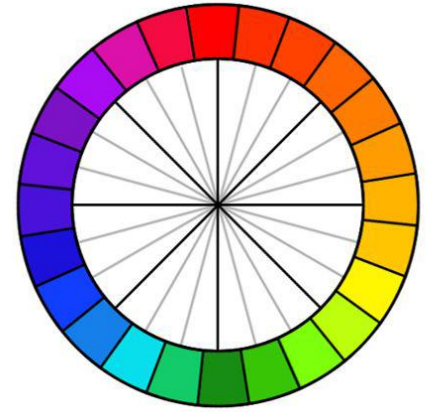


清爽, 年轻

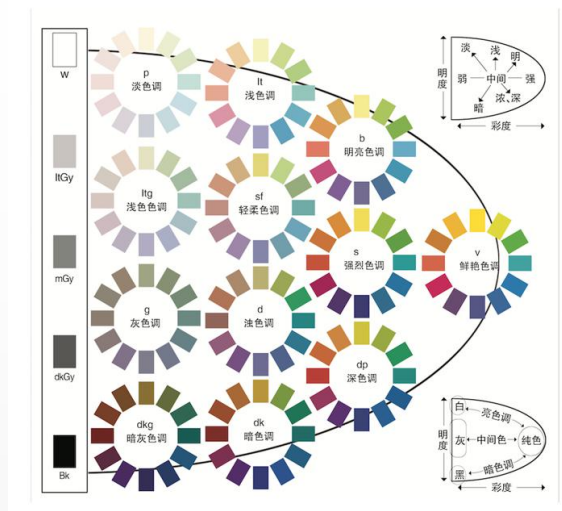
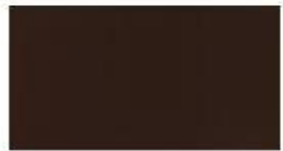
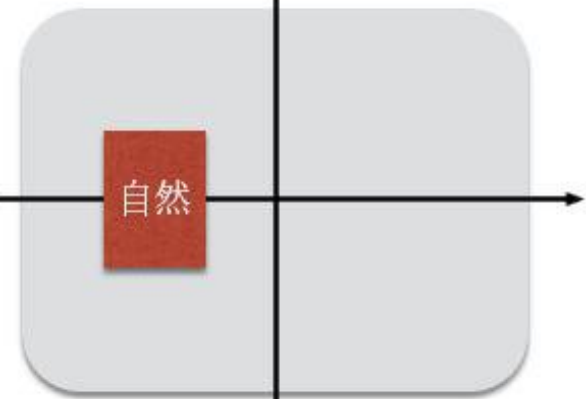
清爽



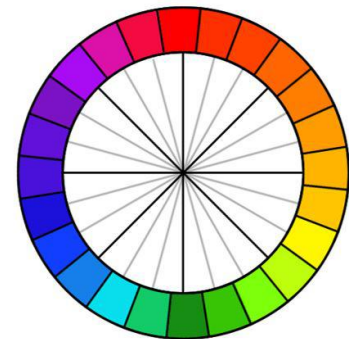
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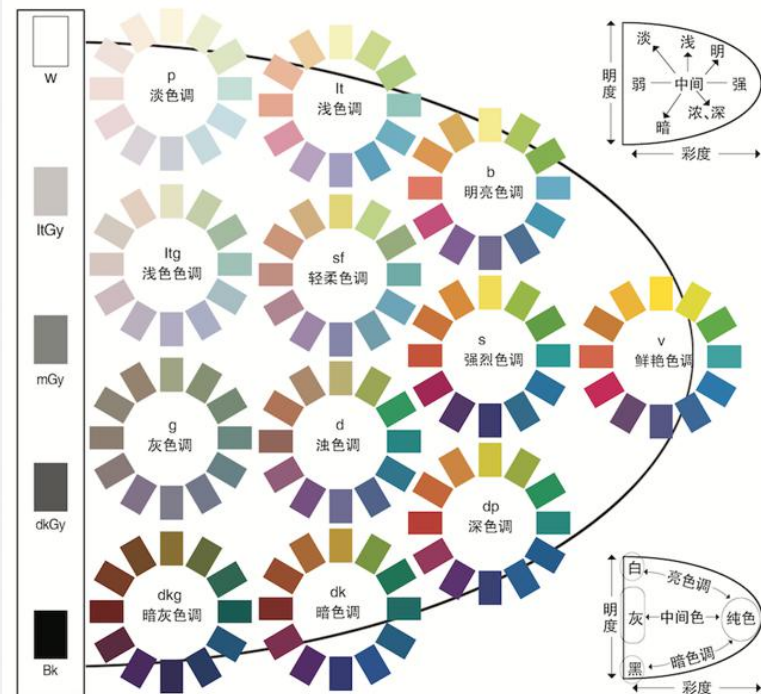
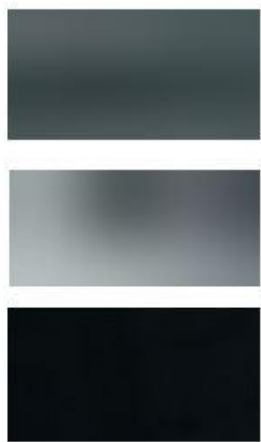
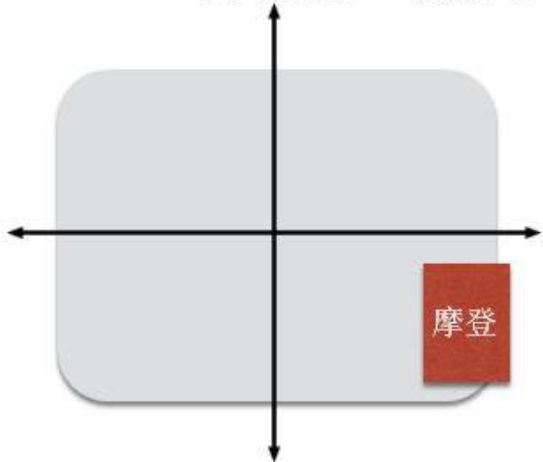
自然，朴素



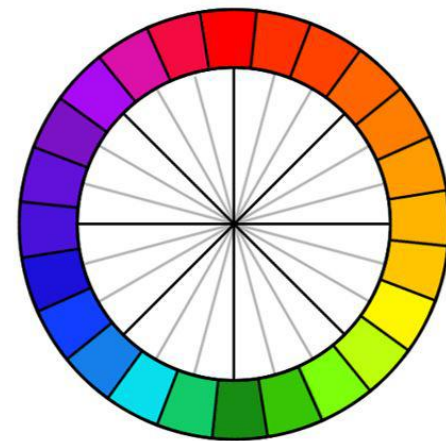
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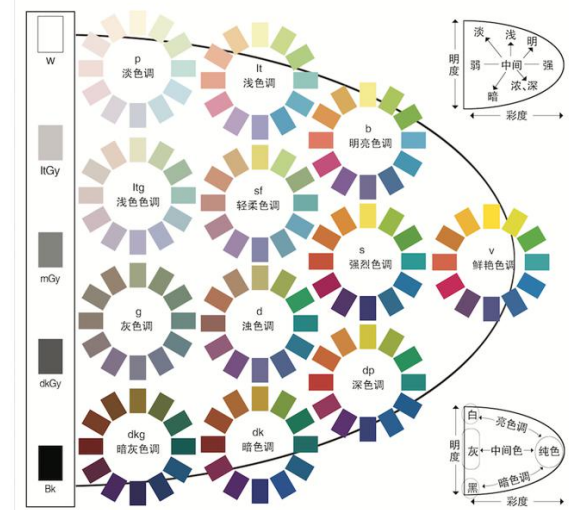
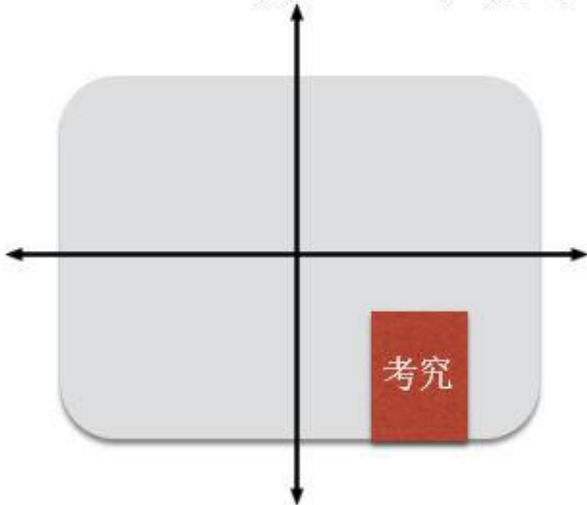
摩登，现代



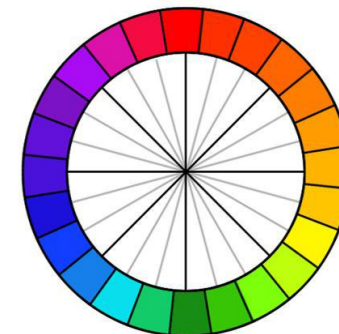
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考究, 高贵

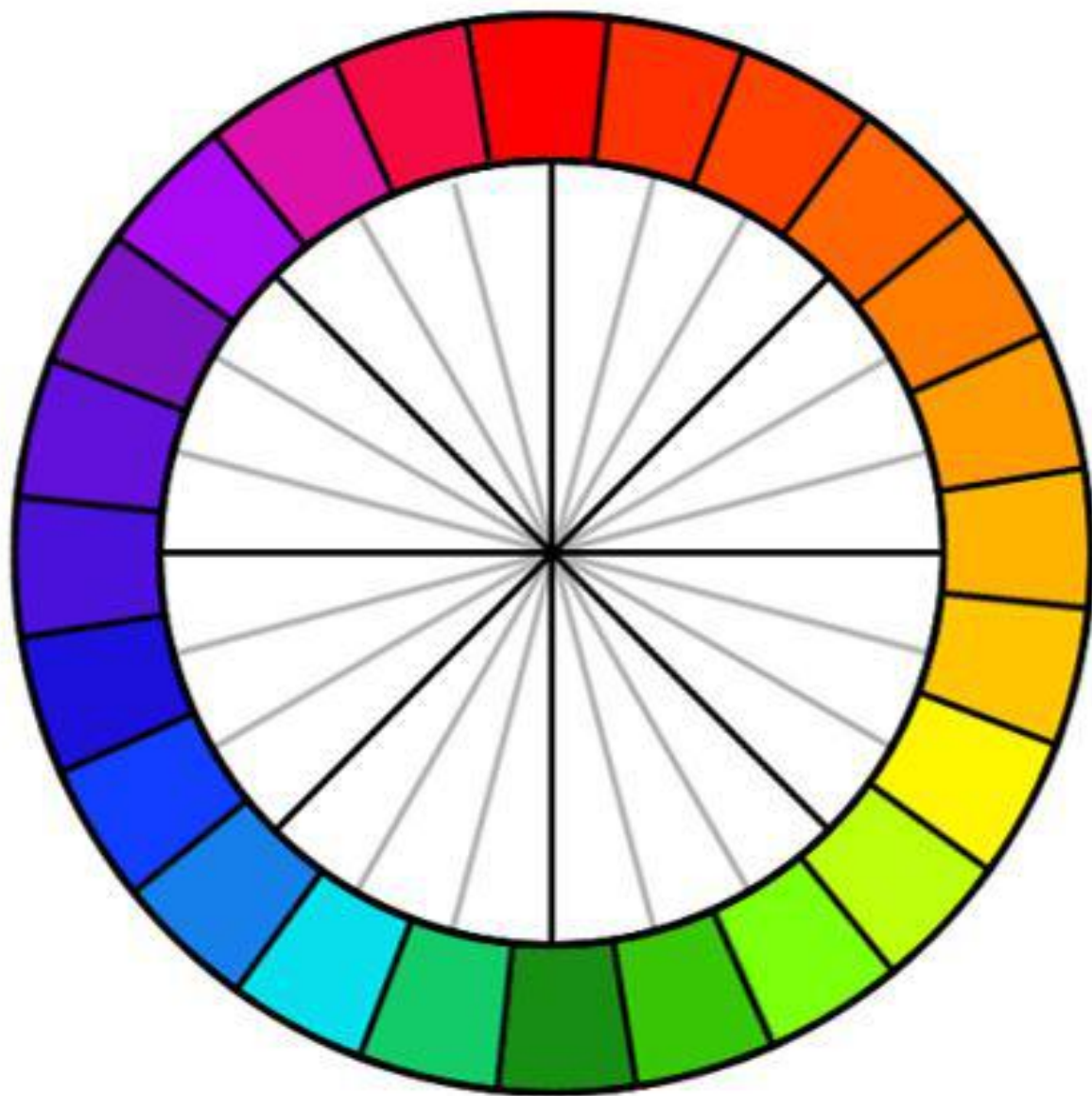


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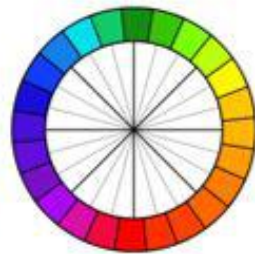
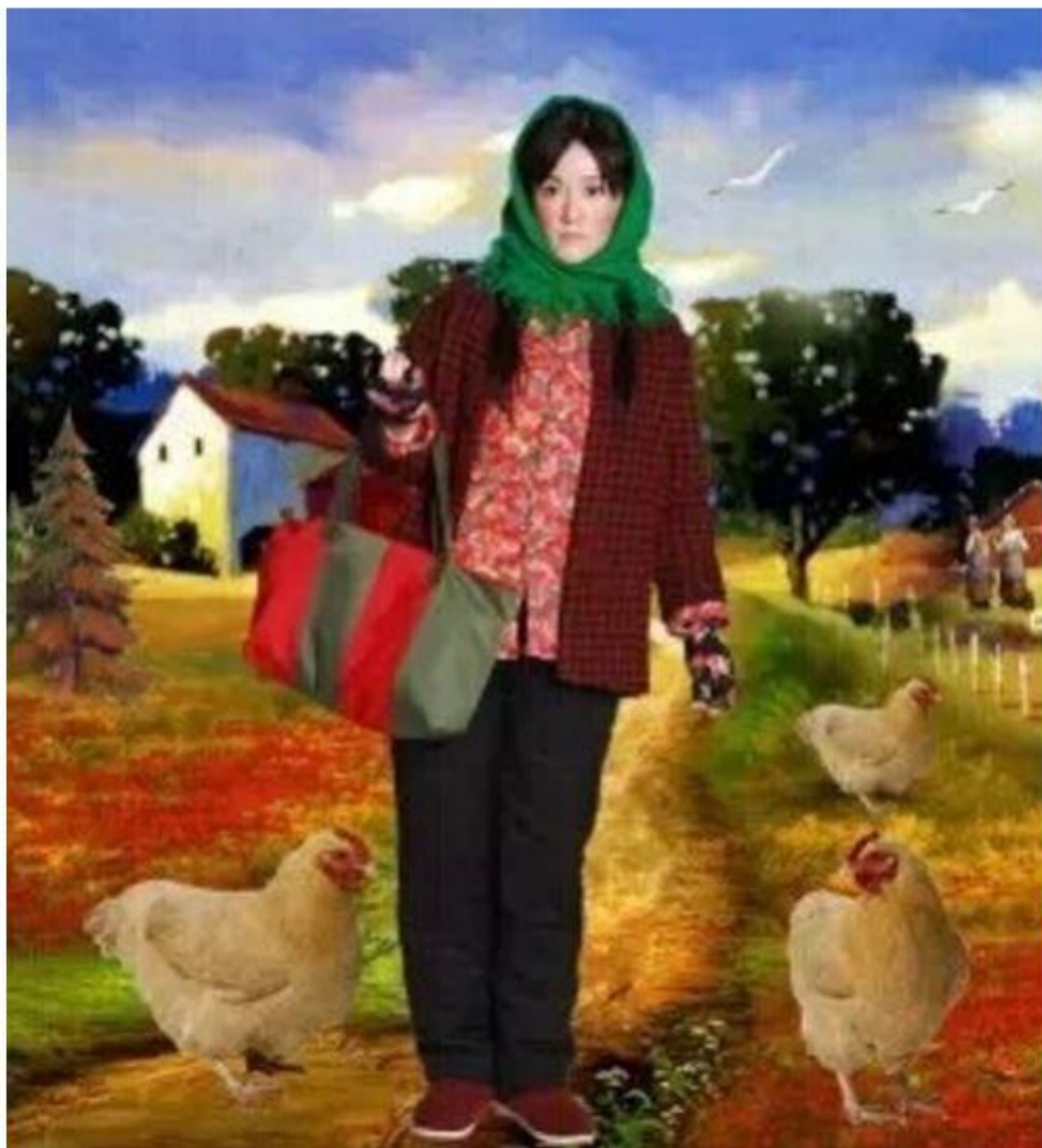


色彩搭配

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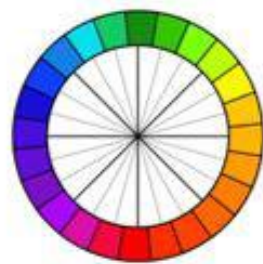


红色互补色搭配



- 30° 之内同类色;
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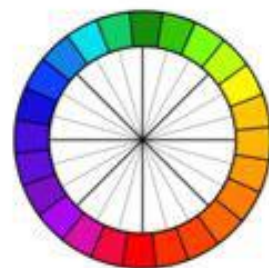
红色互补色搭配



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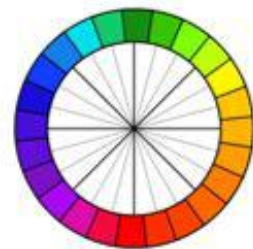
红色对比色搭配



- 30° 之内同类色;
- 45° 类似色;
- 120° 对比色;
- 150° 分离互补色;
- 180° 互补色。

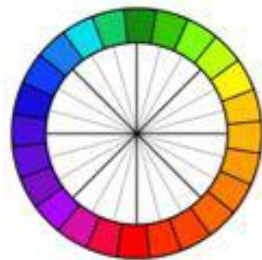


红色对比色搭配



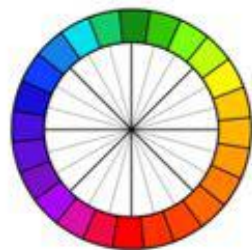
30° 之内同类色;
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红色类似色搭配



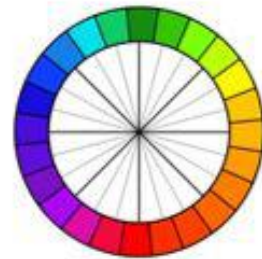
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红色类似色搭配

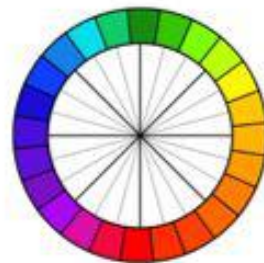


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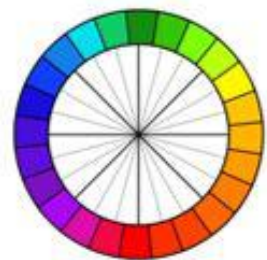
红色与无彩色系搭配



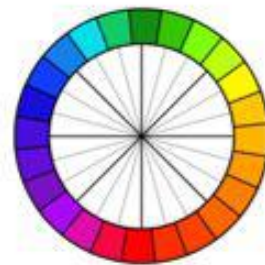
红色与无彩色系搭配



红色配饰焦点搭配



红色配饰焦点搭配



同一红色搭配

