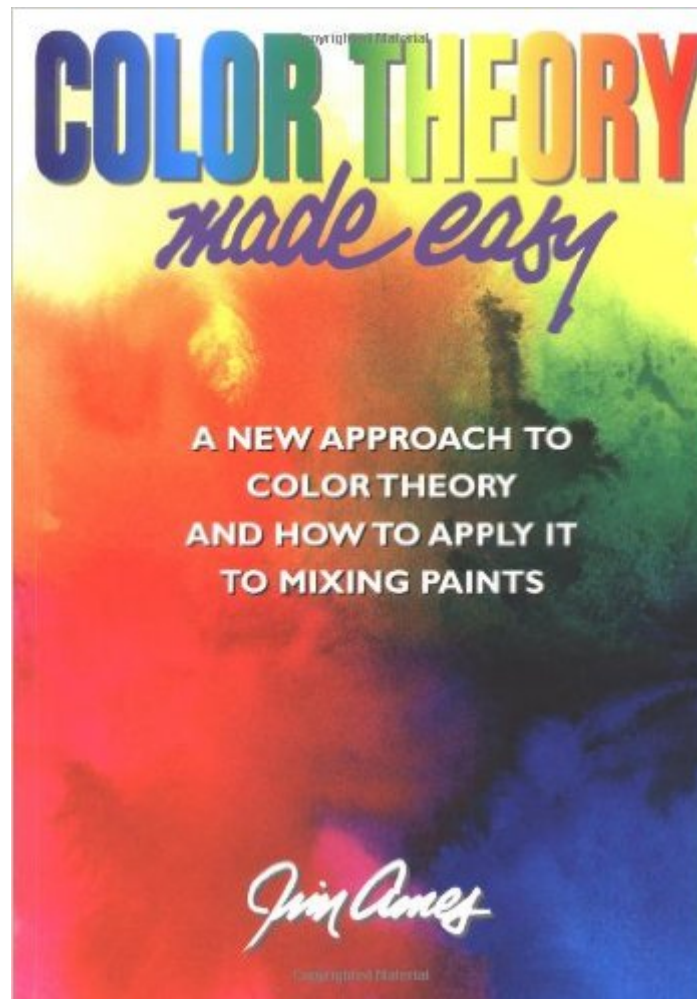


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# Color Theory Made Easy: A New Approach To Color Theory And How To Apply It To Mixing Paints



## Synopsis

Traditional color theory can be confusing to artists, especially when they try to use inaccurate color wheels as guides to mixing their colors. Now, *Color Theory Made Easy* presents an alternative approach that cuts through the tangle of established but contradictory concepts that gives artists a universal theory that really applies to their work. Most artists have been taught that red, blue, and yellow are the primary colors—hues that cannot be created from any combination of other colors. However, as a result of years of study, author and artist Jim Ames has concluded that the true primary colors are cyan (a greenish blue), magenta (a violet red), and a yellow that does not lean toward either cyan or magenta. In *Color Theory Made Easy*, Ames explains the importance of these three colors as the basis for all our thinking about color. Using friendly, clear language and colorful diagrams, the author lays the foundation in Chapter 1 for applying his color theory in art. He shows that all colors in nature are composed of varying percentages of cyan, magenta, and yellow. Chapter 2 builds on this with a survey of the pigment colors artists actually use. Here the author offers an essential education concerning paint selection, and he lists currently available tube colors that are the most accurate in terms of the true primaries. The final chapter explores color mixing principles based on cyan, magenta, and yellow, and applies these principles through a series of watercolor demonstrations. In this illuminating book, Jim Ames has broken new ground and given us a workable color theory that is both simple and indispensable.

## Book Information

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## Customer Reviews

This book says it is color theory made easy. It is and the authors views on the way we view color

were surprising and very interesting to me. The explanations are clear and he is not afraid to make definite recommendations. I now have a clear understanding of the potentials in blending colors. This book gave me a lot of confidence going forward. So.....here I go!

The book is clearly written with many full color examples of color theory application. It is written for the artist who wants to understand the practical side of color theory. The information presented in this book is directly applicable to solving color problems. Mr. Ames focuses on the three primary colors and how to mix other colors from them.

As strange as it may sound, the system laid out in this book actually won me top prize at a really nice art show- something I never dreamed possible- BEFORE I EVER READ THIS BOOK!! I had purchased three colors on my way to a free hotel night with my family, and they just HAPPENED to be the three colors Jim says are the true primaries (cyan, magenta, permanent lemon). It was a total coincidence that I chose those three to purchase on my way there with a piece of paper and cheap brush. Those were the only colors I had with me. I found the principles to be completely true through my experimentation. All of this quite by accident!! I just found this book recently and was shocked to find out why I enjoyed using these primary colors so much and why my paintings suddenly took on new life! Jim even breaks down a few colors by brand to let you know which are closest to pure primaries. There are excellent photos of examples of how to use the colors as well and compliment the "new" primary scheme with the other paint colors as well. The principles in this book really work! My top prize in the art show can attest to that.

Combined with Michael Wilcox's book, "Blue and Yellow Don't Make Green," this book will help make sense of the enormous number of colors available to the watercolor artist today. Many watercolor artists recommend specific colors just because they've been using them for years, or they confuse the issue by trying to talk about staining versus non-staining, opaque versus transparent, granulating versus non-granulating. Those are all important qualities to know about a paint, but even more basic to that is what color it is and how it will mix with other colors. If you understand the color theory presented in this book and in Michael Wilcox's book, then you will be quite capable of creating a wide range of quite satisfactory colors from just a few well-chosen basics. (Not that you have to stick with just a few basics.) What I found particularly valuable in this book is that the ideas \*work.\* I am not so sure about his theory about \*why\* they work, but the fact is that they do. The information in this book both overlaps to some extent and is complementary to

Mr. Wilcox's book, so I highly recommend that you get both books. Between the two, you will have enough grounding in sound, applicable color mixing procedures that you will be able to confidently mix any two colors you want and have a very good idea what you will get as a result.

Because watercolor colours name's aren't the same as acrylic and oil, it just doesn't make sense at all to me, and to say "made easy" I didn't think so, but i'm sure it's a great book for watercolorists!

I just finish the book. i am not a painter but this book gave the basic, and more, theory on colors and how to use them. I study graphics and design in computers and today I can select colors and understand why i was selected them. this book belong to all of those that want to know how to understand colors and how, for instanse, to make a deap design or how to manipulate your color in the artwork. use this book!

I took watercolor classes from Jim Ames at the Flint Institute of Arts for about five years and I loved his approach to color! He was an excellent mentor for the students of various levels in his classes. I have always been surprised that I have never seen color taught quite like he taught it anywhere else because to me it made so much sense! Highly recommend his book.

This is a good referance material for comprehensive study of colors. I find it very useful when I have to use complementary colors and choosing colors from different brands. The author did in depth study on how to mixing different colors with various outcome. It helps me a great deal to choose the colors I want to use in my paintings.

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