

I. Color Principles

A. Identify Hues and Hue Families

1. Recognize organization of the color wheel. Individuals taking the exam have their choice of color wheels:
 - a) Modern Color Wheel – Cyan, Magenta, Yellow primaries.
 - b) Traditional Color Wheel - Red, Yellow, Blue primaries.
2. Recognize hues related to pigments.
3. Recognize common, familiar, and/or fashion names for pigments and hues.

B. Recognize Value Patterns and Contrast Patterns and How To Use Them.

4. Define value.
5. Recognize variations of value.
6. Identify values of personal coloring (hair, skin, and eyes).
7. Identify low contrast and low contrast variables.
8. Identify medium contrast and medium contrast variables.
9. Identify high contrast.
10. Identify combination contrast.

C. Recognize Color Intensities/Color Qualities.

11. Recognize color intensities as an aspect or property of color.
 - a) Determine whether a color is of high (vivid) intensity.
 - b) Determine whether a color is of medium (moderate) intensity.
 - c) Determine whether a color is of low (muted) intensity.
12. Recognize color intensities as an aspect of personality or personal mood.
13. Assess the inherent visual impression of individuals in order to aid in selecting wardrobe components to support client goals for specific occasions.
14. How to wear the optimum intensities for the individual and/or occasion.
15. Recognize six color qualities.

Recognize differences between pure pigment, washed/tinted, muted with gray, muted with complements, muted with brown (*toasted*), and shaded with black by seeing a demonstration of and by hearing and reading the definitions of the look of each color quality.
16. Recognize personal color quality.
 - a) Recognize that each individual can be identified as having a particular color quality about their personal coloring.
 - b) Practice identifying each of the personal color qualities with pictures and live models.

D. Identify Variations in Color Temperature.

17. Recognize the variations in psychological temperature.
 - a) Identify what makes a color WARM.
 - b) Identify what makes a color COOL.

- c) Identify what makes a color NEUTRAL in color temperature.
- d) Identify combination temperature patterns.

18. Recognize the variations in relative temperature.

E. Identify Common Color Harmonies.

- 19. Recognize the differences between monochromatic, complimentary, analogous, triadic, neutral with color and neutral harmonies.
- 20. Recognize using various color harmonies in dressing.
- 21. Relate color harmonies to personal coloring.
- 22. Relate *Seasonal Harmonies* to particular celebrities.

F. Color Psychology

- 23. Identify the psychological messages of basic hue families.
- 24. Identify the psychological tendencies for the four Seasonal designations.

G. Importance of Identifying Personal Coloring.

- 25. Be able to recognize personal colors and their importance.
 - a) Identify hair related colors.
 - b) Identify eye related colors.
 - c) Identify skin tone related colors (five major categories).
 - d) Identify the relationship of related reds to skin tones and overall coloring.
- 26. Recognize the visual effects when personal colors are worn in clothing.
- 27. Recognize the importance of using personal colors for make-up selections.

H. The History of Seasonal Color Theory.

1720	Sir Isaac Newton	<i>Optiks</i> – Additive Color- first printed color wheel
1820	Johann Wolfgang von Goethe	<i>Theory of Colours</i> – Principles of Color
1855	Michele Eugene Chevreul	The Principles of Harmony and Contrast in Colors
1900s	Albert Munsell	Munsell Color Systems – Hue, Value, Intensity
1920s	Johannes Itten	Painter & Professor at Bauhaus Design Academy Seasonal color categories
1950s	Robert Dorr	The Color Key Program 1985
1942	Suzanne Caygill	Personal Color Analysis originated in U.S. <i>Color the Essence of You</i> , 1980
1969	Faber Birren	<i>Principles of Color, Psychology of Color</i>
1980	Carole Jackson	<i>Color Me Beautiful</i>
1994	Carla Mathis	<i>The Triumph of Individual Style</i> , 1994
2001	Sharon Chrisman	ColorQuick Personal Color Assessment Tool, 2001 Appearance Design System & Training

II. Color Analysis and Seasonal Harmony – Case Study Color Analysis

Make a palette for a model at the Exam.

Bring your lab or arrange to borrow one from the exam committee.

A. Identify personal coloring and colors that harmonize with the model. Find colors for all the categories below:

- 1) Formal Neutral
- 2) Dark Neutral
- 3) Alternate Neutral
- 4) Casual Neutral
- 5) Eye Related Color
- 6) Skin Related Color - Melanin Skintone
- 7) Skin Related Color - Blush Skintone
- 8) Related Red
- 9) Dramatic 1
- 10) Dramatic 2
- 11) Alternate 1 (Dramatic, Subdued, or In-Between)
- 12) Alternate 2 (Dramatic, Subdued, or In-Between)
- 13) Subdued
- 14) Metal
- 15) Print
- 16) Pastel

B. Identify Hue Pattern

C. Value Pattern

D. Contrast Level

E. Color Temperature(s)

F. Dominant Color Quality

G. Best Color Harmonies

H. Discuss with Model the types of colors that you chose and how to use them.

I. Demonstrate Interpersonal and Communication Skills.

III. Evaluation of the Case Study Color Analysis**A. GREETING**

How did you greet the client? (warmly, shyly, enthusiastically, hesitantly)

B. INTRODUCTION - EXPLANATION

How well did you explain what was going to happen? This is called "setting the stage".

C. QUESTIONS

How did you handle asking and answering questions?

D. PROCEDURE

How did the analysis progress? (physical movements, transferal of information)

E. CLIENT MANAGEMENT SKILLS

How effectively did you keep the client "on track"?

F. SEASONAL REFERENCE

How accurately and effectively did you type the client?

G. COLOR HARMONY

How harmonious was the quality of the color harmony chosen by you for the client?
(related, balanced, dissonant, unrelated)

H. CLOSURE

How effectively did you bring the session to a close and "tie a ribbon" on the consultation?