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Colors to Choose

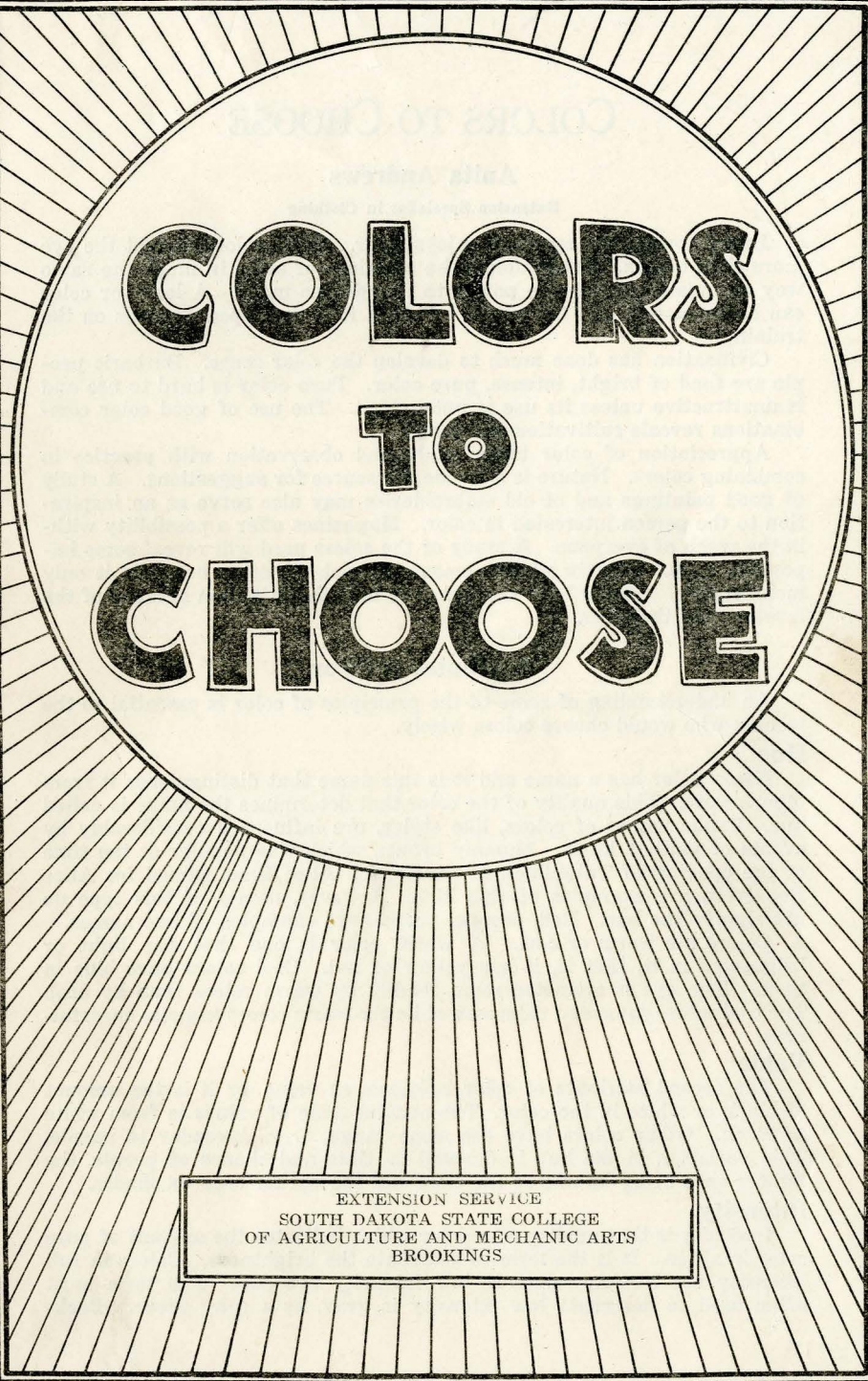
Anita Andrews

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**COLORS
TO
CHOOSE**

EXTENSION SERVICE
SOUTH DAKOTA STATE COLLEGE
OF AGRICULTURE AND MECHANIC ARTS
BROOKINGS

COLORS TO CHOOSE

Anita Andrews

Extension Specialist in Clothing

Every normal eye sees and enjoys color. Some colors attract the eye more than others. Color affects the emotions of some in much the same way as music. It has the power to change the mood. A love for color can be developed, and the extent to which it is developed depends on the training.

Civilization has done much to develop the color sense. Barbaric people are fond of bright, intense, pure color. Pure color is hard to use and is unattractive unless its use is understood. The use of good color combinations reveals cultivation and taste.

Appreciation of color takes study and observation with practice in combining colors. Nature is a wonderful source for suggestions. A study of good paintings and of old embroideries may also serve as an inspiration to the person interested in color. Magazines offer a possibility within the reach of everyone. A study of the colors used will reveal some important facts. Certain advertisements attract attention but hold it only momentarily. Others have the power to hold the attention because of the loveliness of the color.

Attributes of Color

An understanding of some of the principles of color is essential to the woman who would choose colors wisely.

Hue

Every color has a name and it is this name that distinguishes it from other colors. This quality of the color that determines the name is called hue. Trade names of colors, like styles, are influenced considerably by events of various kinds. Mummy brown, which was popular at the time of the opening of Tutankhamen's tomb and Alice Blue, named for Alice Roosevelt, are examples of this kind. However, names of this type do not signify the hue. Red, orange, purple, are examples of hue names.

Colors are warm or cool. A warm color is one that has light or brightness in it, that is, it has yellow or red. Cool colors have blue in them. The eye is attracted more readily by warm colors than by cool. The cool colors suggest a calmness while the warm colors suggest cheerfulness.

Value

The second attribute of color is known as value, or it is the amount of black or white in the color. The neutral scale of values is from white to black. Other colors have the same range, e. g., lavender to purple. This variation in the hue is denoted as tints and shades of purple, the lighter ones being known as the tints and the darker ones as shades.

Intensity

Intensity is that quality of a color which indicates the amount of pure color in a hue. It is the term to designate the brightness. Colors in full intensity are bright; colors in low intensity are dull. The term most often used to designate low intensity is gray, as a gray green. Back-

ground and foundation colors should be of low intensity. Colors in full intensity should be used only in small amounts.

A pleasing combination of colors is known as a harmony. Rules may be made for combining colors into harmonies, but so many factors such as amount of the different colors used, the dark or light (value) and the intensity enter in, that rules are hard to follow.

An excellent idea for the beginner in the study of color is to experiment in forming color combinations. This is made easier if a little study is given to the color wheel.

The color wheel is a standard for measuring colors.

A few things may be observed about the wheel. There are three colors known as primary colors. These are the colors which cannot be made by mixing other colors. They are red, yellow, and blue. It is the blending of these three colors which gives the other colors.

Red and yellow equals orange
 Red and blue equals violet
 Blue and yellow equals green

Orange, violet, and green are known as secondary colors.

Colors which lie opposite each other on the color wheel are called complementary colors. Examples of complements are:

Red and green
 Yellow and violet
 Yellow-green and red-violet

One Hue Harmony

A single hue harmony is a combination of different tints and shades of varying intensities of one hue. This harmony is an attractive one to use. Variety may also be gained by using different textures of materials, e. g., a combination of satin and crepe.

Neighboring Harmonies

Coloring which lie next to each other on the color wheel can be combined very nicely to form a pleasing effect.

Such harmonies as the following are neighboring harmonies:

Yellow and orange
 Blue and lavender
 Blue-violet and red-violet

Harmony of Contrast—Complementary

Colors which lie opposite each other on the color wheel when used together form a harmony of contrast. If full intensity of the colors is used, it is very bright, but very pleasing effects may be secured by varying the intensity and values. One color should be low in intensity, and used in large amounts.

White:—White reflects all colors, so colors used with it appear much brighter. For this reason, figures in white appear larger. White is becoming to most complexions, unless through contrast the very sallow skin is made to appear darker.

Black:—Black absorbs color and is not good for the sallow complexion. When used in very small quantities it accents otherwise weak colors. Black is becoming to the stout figure, for it makes it appear smaller.

Effect of Color on the Wearer

The effect of color on the wearer cannot be too strongly emphasized in choosing materials for the costume. The colorings of the skin, the hair, the eyes, and the proportions of the figure must be taken into consideration. It is possible to bring out the best features and to subordinate the less attractive ones. That is the first rule in the selection of any color. The health, age, use, and season will also play a big part in the selection of color.

A healthy skin does not offer the problems that sallowness and pallor do. A sallow skin is made more yellow by wearing blue, purple, yellow, yellow-green, and many shades of tan and brown. Dark values take away color from the face. Therefore, black and dark blues make pale people more pale, and sallow, and they emphasize lines of fatigue. It follows, then, that too much color in the face can be subdued by dark values.

To bring out color in the face, use light values of a color. Tints such as light green, pink, etc., will do this.

Women with rather neutral colored hair and eyes should avoid tans and grays, as they tend to make them seem even more colorless.

Intense colors reflect themselves or their complement on the face of the wearer. A slight rosy flush in the cheeks may be emphasized by using a blue-green or green. For this reason care must be taken or undesirable colors in the skin will be brought out in just the same way.

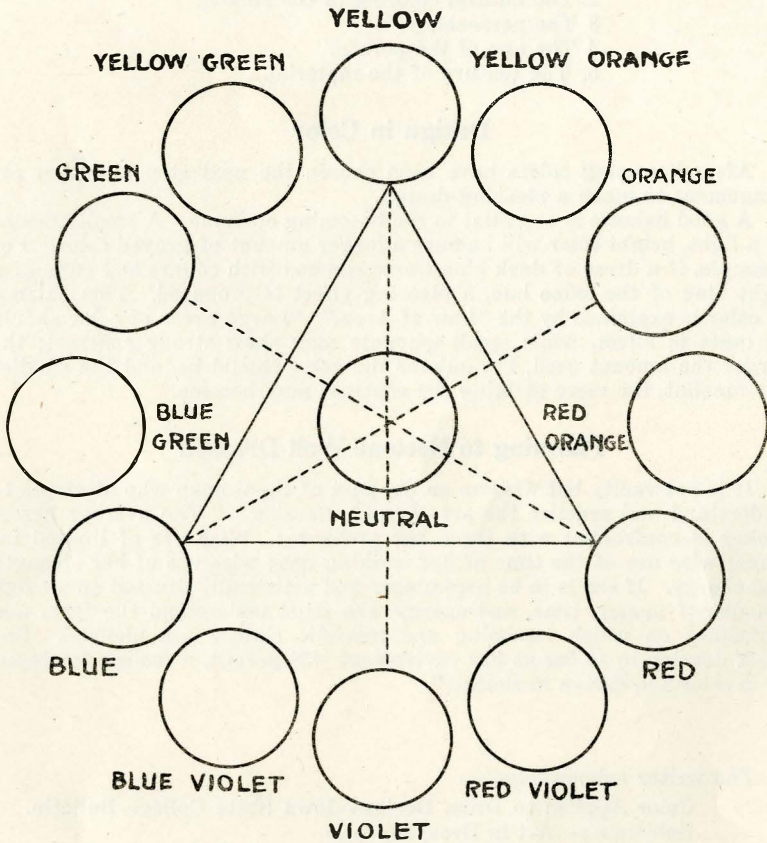
Becomingness of a Color

Women are classified according to their personal colorings as blonde, brunette, and auburn haired or the versatile in-between type. A color is becoming when it emphasizes the best points in an individual and does not make her appear over-large, or very thin, and when pleasing characteristics of the personality are brought out. The skin should appear fresh and clear, and probably should have the first consideration from a color standpoint. A woman must analyze herself critically in order to determine what are the points she wishes to emphasize. After this analysis the simplest rule for her to follow is to "choose for the larger areas of color, colors of an intensity that harmonize with the intensity of her own coloring. Vivid colors will make a delicately colored person appear colorless in comparison, and pale colors on a vivacious brunette are just as unattractive.

Color charts are made, suggesting colors for various types, but types within themselves vary to such an extent that these tables seem valueless at times. Personality is the important thing, and there is much opportunity to express this personality through color in dress.

A color is not becoming unless it is suited to the age of the individual. Every woman should dress according to her season in life. No large person should try to wear intense colors as they should be used in small spots. Children may wear pure dainty colors because of the perfect, unblemished color of their skins. The mature woman will find her best colors among the neutralized and quiet tones.

Texture of a fabric must be taken into consideration along with color. It affects the appearance of a woman's build, coloring and personality. Materials of the same hue and value may look different because of tex-



COLOR WHEEL

Note—The Prang System is used.

ture. A stout woman may look well in a flat crepe dress but look much larger in a dress of the same color made of satin.

The factors which must be considered, then, in choosing a color that is becoming are:

1. The size of the person.
2. The natural coloring of the person.
- 3 The personality.
- 4 The age of the person.
5. The texture of the material.

Design in Color

After becoming colors have been chosen the next step is proper arrangement to make a pleasing design.

A good balance is essential to the becoming costume. A small amount of a light, bright color will balance a larger amount of grayed color. For example, if a dress of dark blue were trimmed with collars and cuffs of a light blue of the same hue, a pleasing effect is produced. This balance in color is explained by the "Law of Area." "Large areas of color should be quiet in effect, while small amounts may show strong contrast; the larger the amount used, the quieter the color should be, and the smaller the amount, the more striking the contrast may become.

Planning to Become Well Dressed

It is not vanity but wisdom on the part of the woman who attempts to understand and practice the art of good dressing. "The average homemaker is confronted with three big problems: Wise use of limited income; wise use of the time of her working day; wise use of her strength and energy. If she is to be becomingly and artistically dressed on a small amount of money, time, and energy, she must understand the facts and principles on which becoming and artistic clothes are planned. She must develop in so far as her environment will permit, a feeling for beauty in color and design in clothes."

The writer acknowledges—

Color Applied to Dress Design—Iowa State College Bulletin.
Goldstein's—Art in Everyday Life
Color in Dress—University of Minnesota Bulletin

Myself as I See Me

Self Analysis Chart

Check the words that most nearly describe you:

A. Personal colorings.

Hair	Complexion	Eyes
blonde	clear	dark blue
light brunette	sallow	light blue
dark brunette	rosy	dark brown
auburn	pale	hazel
intermediate	fair	green
gray	olive	gray

B. Figure

short	tall
slender	stout
average	

D. Colors I Should Like to Wear

1. _____
2. _____

C. Colors I Have Been Wearing

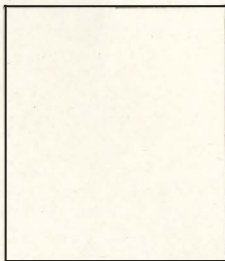
1. _____
2. _____
3. _____

E. Colors that are Best for Me

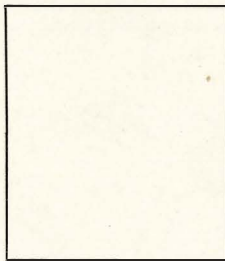
1. _____
2. _____
3. _____
4. _____

F. Suggestions for Color Combinations for Myself for:

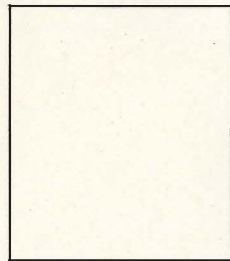
(Paste pieces of materials to be used in proportion to amounts used in dress)



1. House Dress



2. Street Dress



3. Best Dress

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