

The funny thing about color: why color theory is useless

Nathan Tillett and **Kimberly Tillett**
Regent University, USA

Color is one of the most important design elements, if not the most important. Research from the Institute for Color Research reveals people make a subconscious judgment about an environment or product within 90 seconds of initial viewing, and between 62% and 90% of that assessment is based on color alone. Whether intentional or not, colors give meaning to design. They spur emotions and express values. Color theory explains how color is organized. It is excellent for labeling what has been done. It gives us terminology for describing color palettes. The funny thing about color theory is how interesting it seems and how useless it is.

Biography

Nathan Tillett has completed his Master in Fine Art from The Academy of Art University, San Francisco, California USA. He serves as Program Direct for Regent University's BFA in Graphic Design and as Professor of Computer Animation in Regent's BA Computer Animation program.

nathtil@regent.edu