

# COLOR THEORY

Colors can have an impact on learners' attitudes, emotions, and effectiveness of learning.



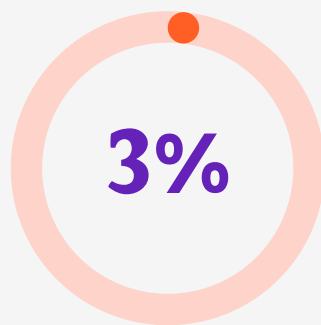
- Hue represents the color's **POSITION** around the wheel.
  - Brightness indicates the amount of **BLACK** mixed with the hue.
  - Saturation indicates the amount of **WHITE** mixed with the hue.
- (Kimmons, 2020)



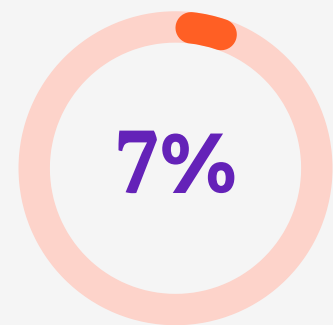
Do you believe that color can affect a learner's attitudes or emotions while learning?



YES



NO



MAYBE

In total, **777** LinkedIn members from four major ID groups participated in the poll: **Instructional Design Central** (n = 322), **Association of Talent Development** (n = 105), **E-Learning 2.0** (n = 235), and **eLearning Global Network** (n = 115).

## TIPS FOR COLOR USAGE

- **Monochromatic:** Use one dominant color and its desaturated versions for variation.
- **Analogous:** Use two or more nearby colors on the color wheel.
- **Complementary:** Use colors that are on opposite sides of the wheel.
- **Complex:** Use three or more colors that are equally positioned around the wheel.

Read more about color theory on [elearningdesigners.org](https://elearningdesigners.org) 

