

TEACHING DIGITAL COLOR

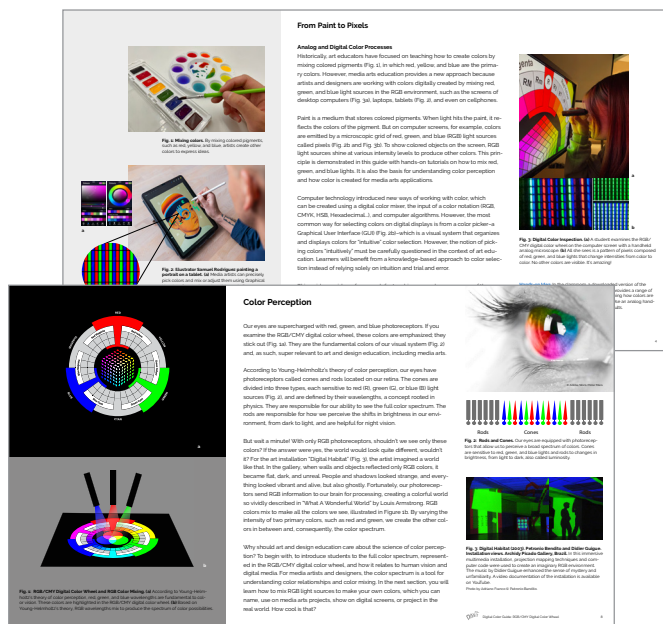
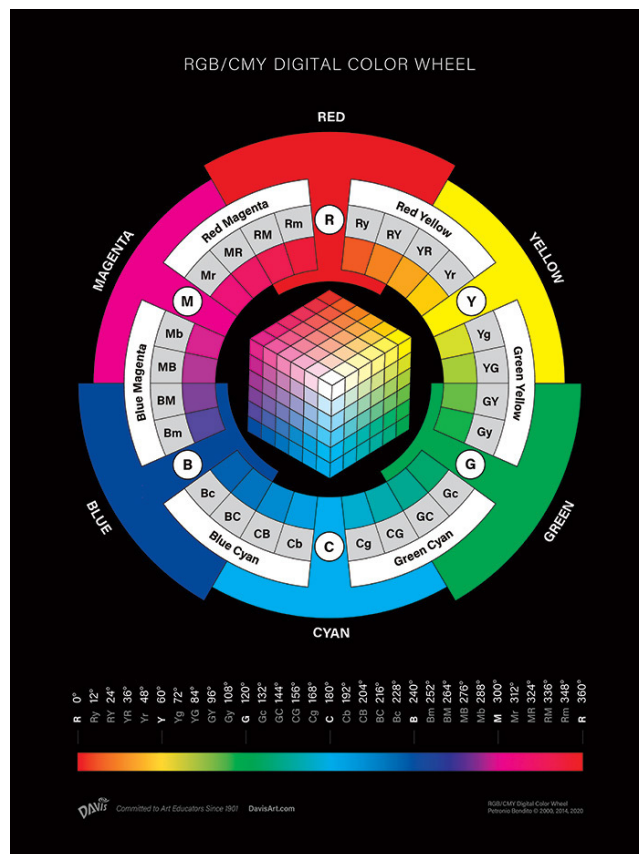
RGB/CMY COLOR WHEEL

By Petronio Bendito

Artists and designers often use color wheels to determine color relationships, but digital media is changing how we use and even see color. This means it's changing how we teach color theory and color design methods as well. Traditionally, students learn how to create colors by mixing pigments in the primary colors (red, yellow, and blue). However, **digital media provides new approaches**; today artists and designers work with colors created by mixing red, green, and blue light sources from the screens of computers, tablets, and cellphones.

The RGB/CMY Digital Color Wheel poster and teacher's guide provides a framework for teaching learners some of today's most foundational color concepts to ensure their interaction with color on digital screens is based on understanding digital color as opposed to intuition or trial and error.

PRINT POSTER + DIGITAL GUIDE



Designed to engage learners, this **full-size (18 x 24") poster** paves the way for exploring digital color. It comes with comprehensive support materials that provide innovative approaches to teaching digital color including a teacher's guide with:

- **Video Instruction** to help visualize important concepts, such as color mixing, formulas, the RGB color cube, digital color spectrum, and HSB color planes.
- **Practical activities and tutorials** for immediate use in lesson plans.
- **Detailed explanations** of RGB, CMYK, and HSB Color Systems.
- **Instruction** to increase color literacy for a better understanding of the expansion from traditional 10 and 12 step spectrums.
- **Guidance** for selecting and mixing colors in digital environments for use in media arts and design.



Learn more at **DavisArt.com/ColorWheel**.

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