



Ch-ch-changes

by Margie Deeb

November 2008

Let's review the very important color phenomenon of our changing perceptions: Our perception of colors changes according to their surroundings.

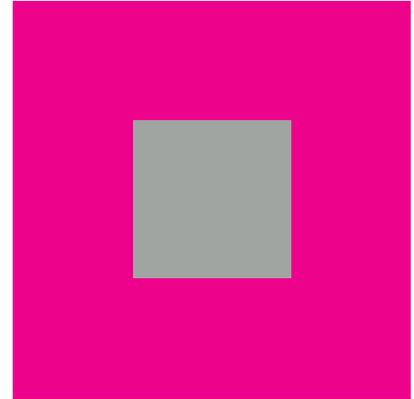
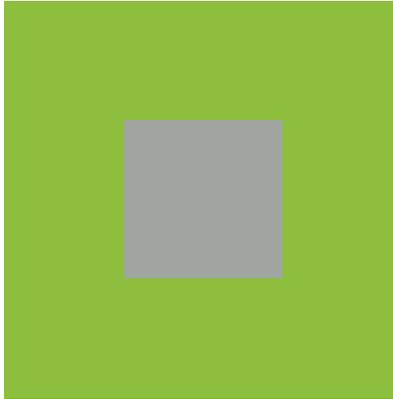
The same color will appear different depending on the colors that are close to it, even in the same light. And since we rarely see a color by itself, the visual differences can be astounding. Hue changes easily. And value change - the degree of lightness or darkness of a color - is a common occurrence.

NOTE: In the examples on the right, you'll be able to discern color changes more if you look at a hard copy (a print). When looking at the monitor you are seeing rays of direct light, not the color reflected back to you that you see on a print.

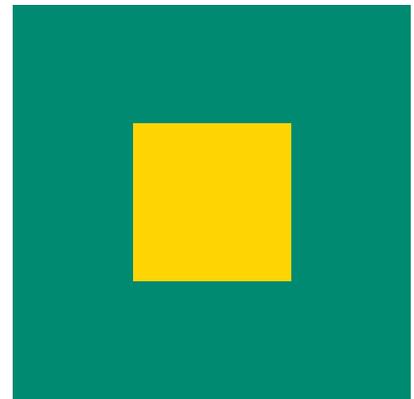
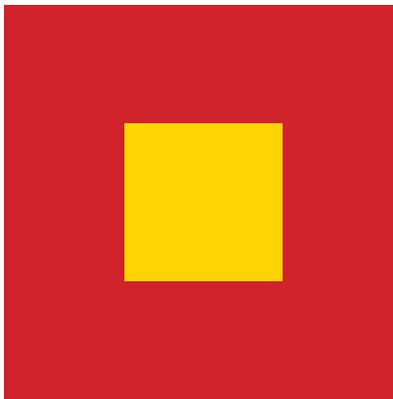
In example 1, not only the value but also the color changes. The smaller squares are actually identical; the visual differences are caused by the differing background colors these squares are placed against.

In example 2 the vibrant yellow appears the same despite the surrounding colors. That's because bright colors are optically changed very little. Its the more muted, quiet colors, especially greyed neutral ones that change optically, like the one in the inner square of example 1.

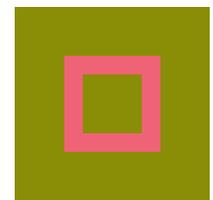
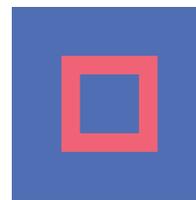
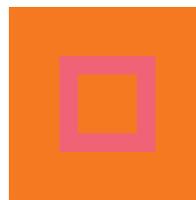
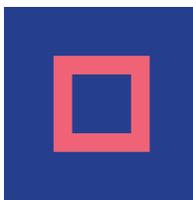
Why is knowing this phenomenon important and how can you work with it? Always make test swatches, or



1: Hue and value appear different in the inner squares because of the visual influence of the bright surrounding colors



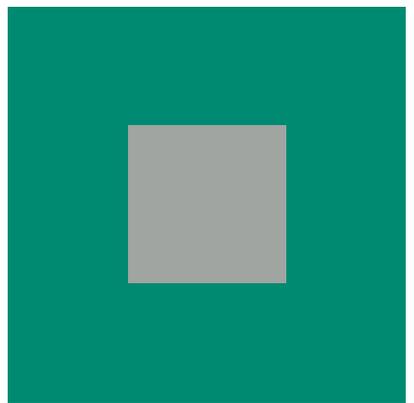
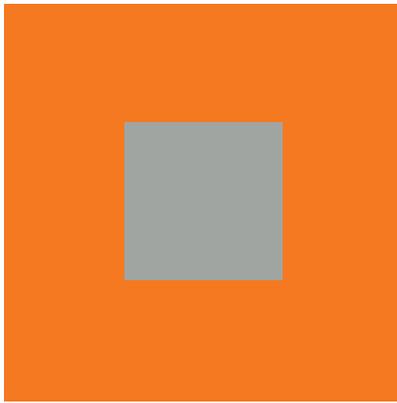
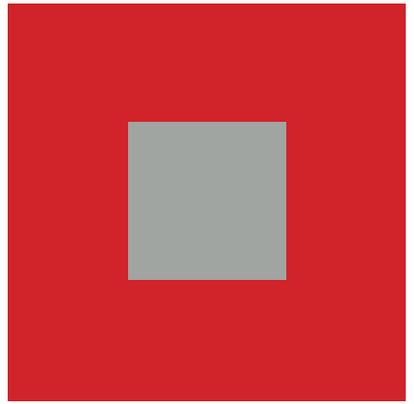
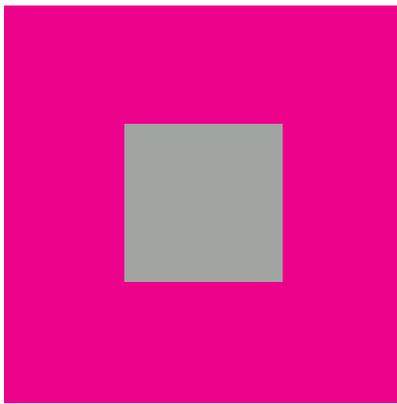
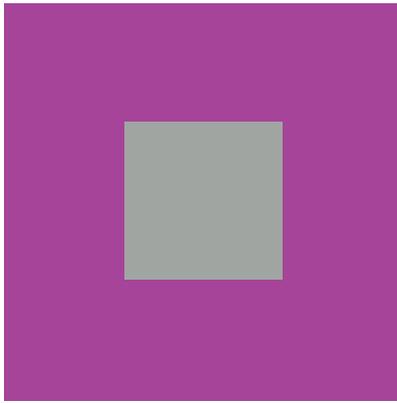
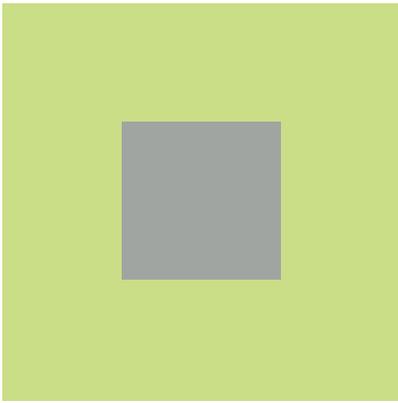
2: Despite the color surrounding it, the bright vibrant yellow appears the same



3: Though identical, the value and hue of the inner squares appears different because of the visual influence of the surrounding colors

beaded test samples with your colors. The main culprit of these kind of changes are when you have colors very similar in value, or almost but not exact

complements. Often, if you can change the brilliance of one of your colors, you'll diminish the effects, and get a more true combination.



Just for fun, watch the inner gray square shift color and value as you survey this colorful checkboard. And then there's those small, soft, gray squares between the corners of the colors that your mind creates!

For more of Margie's Muse, visit MargieDeeb.com/muse

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The Art of Color for Bead Artists

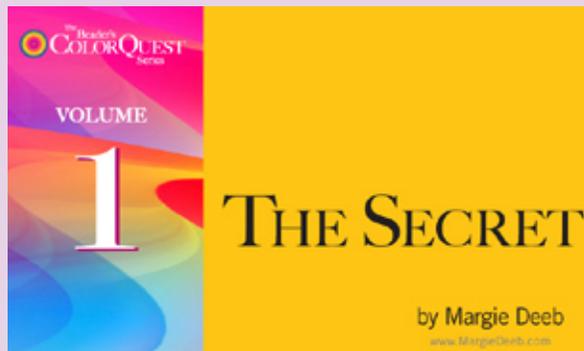
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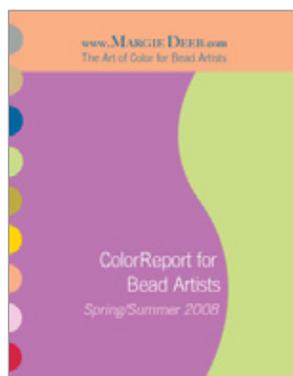
Each PDF is easy and fun to read. It presents information with multiple examples, diagrams, and self-quizzes that make the light bulb in your head turn on over and over again. Read them on your computer or print them.

Volume 1: The Secret

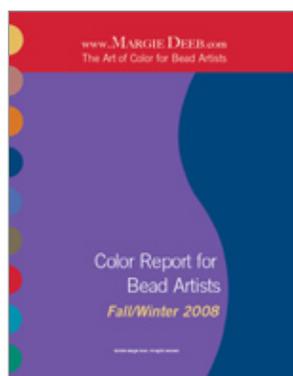
Learn the most critical secret to making dynamic, powerful color combinations. Margie and artists from the Medieval times forward agree that mastering this one concept can catapult your work into another level. (33 color pages. \$4.95 USD)



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[Download the Spring/Summer 2008 PDF now](#)



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How Have You Lived without the Color Report for Bead Artists?

Each season the *Color Report for Bead Artists* will expand what you can create in any medium - by introducing you to color combinations you've never used or even seen before. These seasonal PDFs contain over 40 palettes, descriptions, photos, gemstone and Delica bead suggestions, and ideas based on Pantone's fashion color report.

One of the most fun aspects of creativity is color: using new colors and harmonies. If you're like me, your beadwork soars when you're challenged and inspired. And it becomes exponentially more fun.

It thrills me to work with colors I've never seen or tried. Watching how the hues interact with each other and how I interact with them gives me such joy. And I want to learn more, go further, reach higher and create more.

Join me in exploring the exciting new colors of each season. \$9.95 USD

Responses to the Spring/Summer 2008 Color Report for Bead Artists:

"I really like the color report - particularly because there are colors that I probably would not have considered or noticed and this gives new directions to travel. I also REALLY appreciated the listing of the gemstones."
- Kathy L.

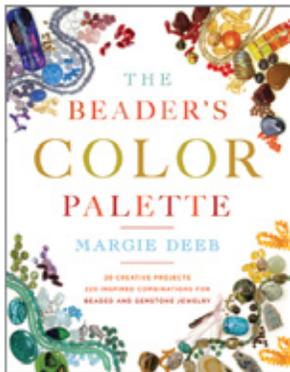
"Very helpful. I tend to work in certain palettes over and over again, but seeing a different palette helps me move out of my comfort zone."
- Susan K.

"I appreciated the fact that you mentioned your initial reaction to some of the Pantone colors for this season and yet after exploring them, your reaction to them changed. It reminds me to be open to colors I might not usually consider for jewelry (or wearing)."
- Rosalynn B.

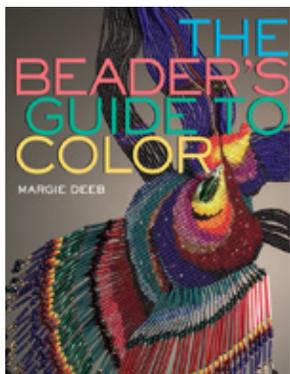
"I know I will not care for every season's colors but The Color Report for Bead Artists still gives me an idea of what to look for when designing for the next season. It is very helpful knowing that what I make will work with what is in the stores for those months."
- Betty

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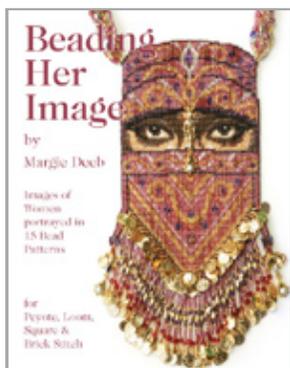
The Art of Color for Bead Artists



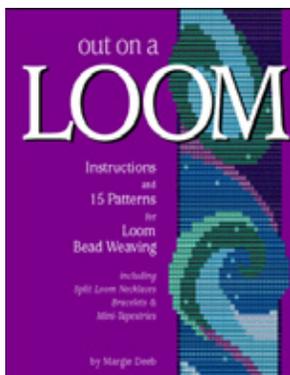
The Beader's Color Palette: 20 Creative Projects and 220 Inspired Combinations for Beaded and Gemstone Jewelry opens the door to worlds of color inspiration. Gather from history, culture, and our planet to create stunning color schemes for beaded creations. Gorgeous beaded jewelry illustrating 220 specific palettes for glass and gemstone beads make *The Beader's Color Palette* a coffee table book of inspiration for color lovers working in every medium. Includes detailed instructions for stringing, finishing, looming, and off-loom stitches. (Paperback, 192 pages)
\$24.95 US Dollars



The only book of its kind written specifically for bead artists, *The Beader's Guide to Color* teaches bead artists of all levels everything they need to know about color to create unique and vibrant beadwork designs. Margie discusses psychological and symbolic color associations, and ways in which color can be used to create and accentuate pattern, rhythm, and movement. 21 color schemes are described and illustrated in detail with accompanying projects for all skill levels. (Paperback, 144 pages)
\$21.95 US Dollars



Beading Her Image illustrates the power and beauty of the feminine in 15 seed bead patterns for **peyote, brick, square stitch, and loomwork**. Women from a wide range of times and cultures are woven into tapestries, necklaces, and bracelets. The stunning and gorgeous color palettes that artist Margie Deeb is known for adorn each piece. Includes loom building instructions, finishing split loom necklace instructions, and peyote, brick, and looming instructions. (Paperback, 44 pages)
\$19.95 US Dollars



Out On A Loom is a creative journey through color, design, and form for the beginning to intermediate level seed bead artist. The softcover book features 32 full-color pages of detailed instructions, patterns, illustrations, and diagrams for creating loom woven bracelets, mini-tapestries and split loom necklaces. Professional and creative finishing techniques are provided so each finished project can be a work of art. (Paperback, 36 pages)
\$19.95 US Dollars

Artist, designer, musician, and color expert



Margie Deeb is the author of several books, including the popular *The Beader's Guide*

to Color and *The Beader's Color Palette*.

She teaches color courses for artists, interior designers, and bead artists. Her free monthly color column, "*Margie's Muse*," is available on her website. She produces a free graphically enhanced podcast, "*Margie Deeb's Color Celebration*," available on iTunes.

Her articles have appeared in *Bead & Button* and *Beadwork* magazines, and she writes a regular color column in *Step-by-Step Beads*. She has appeared on the PBS show "Beads, Baubles, and Jewels" speaking about color. Visit Margie's website for her books, patterns, jewelry, inspiration, and more:
www.MargieDeeb.com

Margie's Blog:

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The Art of Color for Bead Artists
April 2008

The Beader's Color Palette
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Color Report for Bead Artists Spring/Summer '08
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By the way, this month's "Margie's Muse" is an excerpt from the "Cultures of Our World" chapter of the book.

Margie's Muse
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This month learn to work beautiful patterns with historical motifs of Latin America. Get inspired from *The Beader's Color Palette*.
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