



Shift the Color, Shift the Mood

by Margie Deeb

June 2009

What thrills me most about color is its emotional impact. One color lifts my mood and energizes me, another flames my passion, while another reminds me of who I really am, speaking to my heart in ways no words can. Experiencing this mystical power is color's magical spell. And I've been spell bound my entire life.

In the **January 2009 Margie's Muse *Making Your Monochromatic Magnificent***, we focused on how to make strong monochromatic color schemes. Let's turn our attention to them again, this time honing in on their most powerful ability: that of evoking emotion.

Because they feature one color, monochromatic schemes express emotions associated with that color and are psychologically powerful. They are strong communicators of mood, eliciting palpable reactions. If blue is your choice, your piece will speak either of peaceful reflection or of melancholy, depending on how you deal with the color properties.



Let's look at two monochromatic seed bead patterns I designed for my book, *Beading Her Image*. (The book contains the peyote, loom, brick, and square stitch versions of the patterns.) In "The Glamour" (right), various values and bead finishes of pinkish coral are combined to create a sensual, feminine impression. SaraBeth Cullinan's necklace to the left (from *The Beader's Color Palette*) displays a similar color scheme—strung rather than woven—and evokes a similar feel.

Now, look what happens (below) when the main color is changed. The piece elicits a totally different emotional reaction. The sensuality that the soft pinkish-corals evoked is gone, replaced by emotions the other colors bring forth. What do you they make you feel?



"The Glamour" from the technique and pattern book *Beading Her Image* by Margie Deeb which features 15 seed bead patterns for peyote, brick, and square stitch, and loomwork.

Design by Margie Deeb; executed by Frieda Bates.

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

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MARGIE'S MUSE

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The Art of Color for Bead Artists

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Now, rather than the effects of the vastly different color alterations that I showed you on "The Glamour," let's look at what *slight* hue changes bring about.

In *Beading Her Image*, the original pattern for "Grace" is designed in ambers and browns (see finished piece left). To the right, I've displayed "Grace" in the color palette of "The Glamour" from the previous page. But what happens when we shift the hues slightly away from these feminine pink-corals?

At the bottom I have shown "Grace" in A: warm pinks, B: muted mauves, and C: magentas. How much of an emotional change is elicited is subjective. You may sense more or less than I do.

I find the warm pinks of A to retain much of the feminine, sensuality of the corals in the upper right.

The muted mauves of version B appear more melancholy and quiet. And the piece looks older, like Victorian beadwork... a collector's piece I might find while browsing in an antique store.

Magentas, fuchsias and hot pinks always liven up the mood, and version C looks hotter and sassier than the pink-corals we began with at the upper right of this page.

When you consciously direct color to summon emotions you are working with the mystical power of color's magic. And that makes you part of color's magic. And that makes your art magical. Now go cast a spell!



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A



B



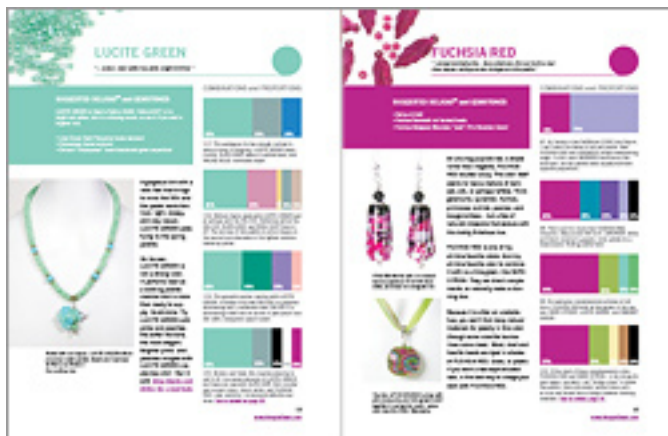
C



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Learn More About Spring Color in the Spring/Summer 2009 Color Report for Bead Artists



Includes...

- Pantone's 10 sizzling spring/summer 2009 colors
- suggestions, descriptions, and proven examples of how to work with each
- 40 brand new palettes
- full color photos of jewelry made with this season's colors
- Delica and Gemstones suggestions

Green is the color of spring 2009. According to Pantone® it will invigorate us and our wardrobes with three distinct tones: Vibrant Green, the calmer and sophisticated Dark Citron, and clean, clear Lucite Green (which you met in the [February 2009 Margie's Muse](#)).

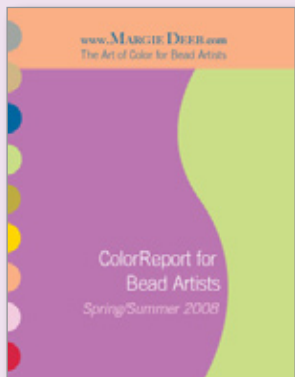
My latest publication, [The Spring/Summer 2009 Color Report for Bead Artists](#), features Pantone's ten colors of the season. Through words, palettes, and photos, I show you how to work with them to create cracklin' good bead art.

What, or Who, is Pantone?

[Pantone, Inc.](#) is the world-renowned authority on color. For more than 45 years, Pantone has been inspiring design professionals with products, services and leading technology for the colorful exploration and expression of creativity.

Each year, innumerable products and services are sold by Pantone and its hundreds of licensees in over 100 countries in the graphic arts, fashion, home, interior, plastics, architectural, paint, industrial design and consumer markets.

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



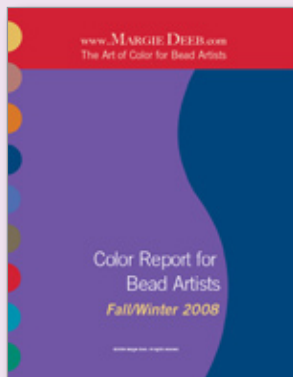
[Download the Spring/Summer 2008 PDF now](#)

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.



[Download the Fall/Winter 2008 PDF now](#)

Responses to Margie's *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



Master Color One-on-One with Margie

Take your artistry to a higher level. Spend 3 months learning from the master of color one-on-one. Examine your strengths and weaknesses, and get on the path to discovering your true color voice.

In this consultation process you will:

- Discover more of your color voice
- Raise your artistry to a new level
- Have your current work critiqued
- Create new work for critique
- Become an empowered artist

You and your artwork will be forever changed.

[Register now.](#)

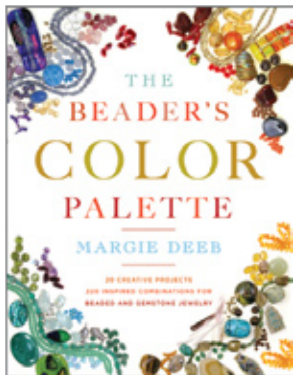


Learn the most critical secret to making dynamic, powerful color combinations. A 33-page PDF for instant purchase and download

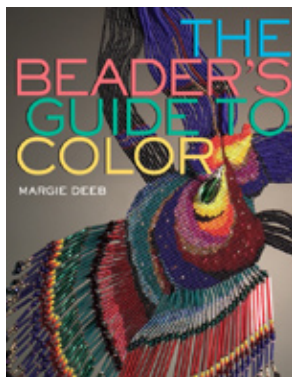
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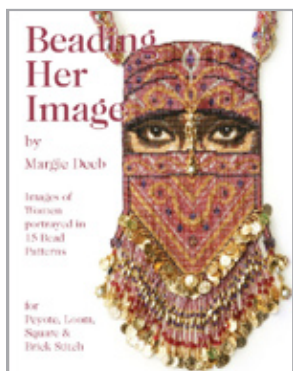
The Art of Color for Bead Artists



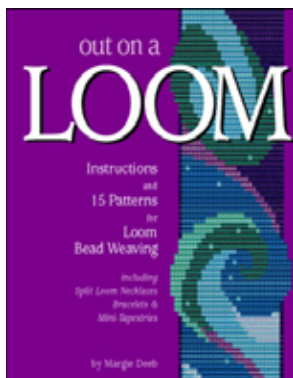
The Beader's Color Palette: 20 Creative Projects and 220 Inspired Combinations for Beaded and Gemstone Jewelry opens the door to worlds of color inspiration. Gather from history, culture, and our planet to create stunning color schemes for beaded creations. Gorgeous beaded jewelry illustrating 220 specific 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 soft cover 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:

colorforbeadartists.com

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