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CLASS: **S5012** Lecture/PPT (2 hour)  
Monday, February 5th, 1:00-3:00pm  
Sponsored by Crescent Brands

TITLE: **Design Elements: Shades of Gray 2024**

DESCRIPTION: Designing with neutrals including grays, browns, and shades of primary colors can produce sophisticated high end dynamic results. With the trends in art embracing black, white and all grey tones alone can allow for infinite possibilities. As a follow-up class to Understanding Color this class goes more in-depth with color from moulding to mats and other design options that create natural grey tones. Neutrals are very powerful and with the 2015-16 home décor trends embracing shaded tones and monochromatic elements using shades of grey correctly can be profitable and inspiring.

BIOGRAPHY: She has been Mounting Editor for Picture Framing Magazine since 1991, featuring her monthly column "Mastering Mounting", also PFM author of "The Elements of Design", "The Design Process", "Digital Directions" and has a number of self published books including:  
*The Mounting And Laminating Handbook, **THIRD EDITION**, 2008*  
*The Mounting And Laminating Handbook, **SECOND EDITION**, 2002*  
*Creative Mounting, Wrapping and Laminating, 2000*  
*The Mounting And Laminating Handbook, 1997*

RESOURCES: Paschke, "Color & Art Trends 2024", Picture Framing Magazine, January 2024  
Paschke, Chris A., Paschke Online, <https://designsinkart.com/library.shtml>  
"Design Elements", PFM color series, 2018-2019  
"The Essence of Design", PFM, 12 part series, 2000-2001  
"Design And Critique", PFM series, 1997  
"The Design Process", PFM, 12-part series, 1994  
Articles by Subject page: West Coast Art & Frame PowerPoint and PDFs  
Perkins, Greg. GREAT FRAME DESIGNS. New Jersey: PFM Books, 2009.

OTHER WCAF 2024 CLASSES:

Mastering Mounting: **Sensitive Items**, Monday, 3:30-5:30pm  
Mastering Mounting: **Float Framing Trends**, Tuesday, 9:00-11:00am  
Mastering Mounting: **Handling Digitals**, Tuesday, 12:30-2:30pm

# DESIGN ELEMENTS: Shades of Gray 2024

## I. Intro and Review

Neutrals of black, white, gray, browns and greige  
Metallic Accents - gold and brass  
Lots of art = seen as groupings, rugs, wallpaper  
Every color (hue) has a tone

## II. Color Wheel Review and Theory

HUE: Name of pure color indicating position on wheel.

SHADE: Color plus black; darker than its normal value.

TINT: Color plus white; lighter than its normal value.

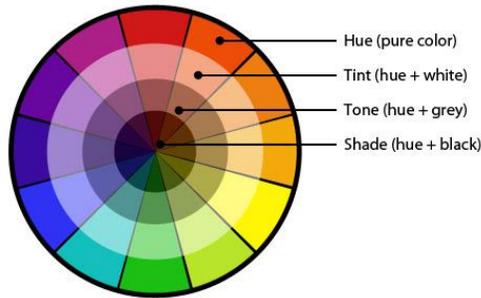
TONE: Color plus gray.

NEUTRALS: Surface colors which do not reflect any single wavelength but ALL at once.

NEUTRAL GRAY: Three primaries mixed together; black plus white.

MONOCHROMATIC: One color with various values added of black, white and gray.

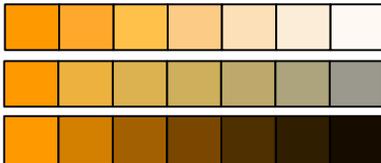
ACHROMATIC NEUTRALS: Colorless scheme of black, white and gray.



## III. Neutral Color Theory

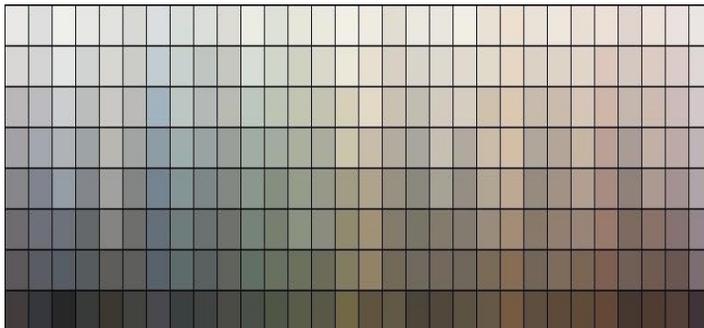
Tints, Tones, Shades

Black, white and gray have always been neutrals, now brown is added  
All tinted, toned and shaded colors are also neutrals



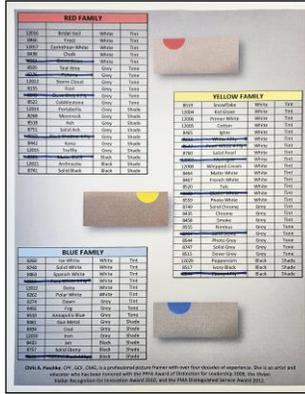
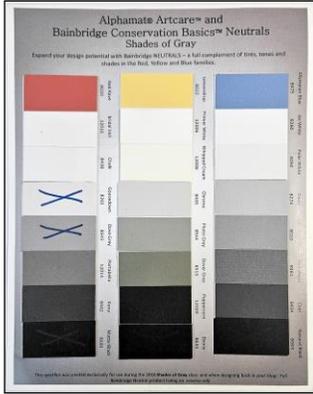
What's a Neutral?

Every color on the color wheel has a tint and shade in the color spectrum, which is a neutral.



Warm, Cool Hues  
 Sherwin Williams Wheel  
 Paint Samplers

Red, Yellow Blue Color Bases  
 Tints, Tones, Shades samplers  
 Bainbridge 2017, Crescent Brands 2024



#### IV. Neutrals in Framing

White as a Neutral

White on white is museum appearance = neutral on neutral does the same  
 Asian theory states the blank white page is a complete work of art  
 Framed samples of traditional vs. contemporary designs

Black as a Neutral

Black mat designs with assorted accents  
 Tiered mats, fillets, floated art  
 Black/neutrals as a grounding for bright art

B&W photography

Pale grayed etching with pastel French panel

Metallic Neutral

#### V. Neutral Monochromatic Palettes Monochrome Color Wheel

As Hues and Tints  
 What's a Neutral?

#### Monochromatic/Achromatic Samples

Grayed Color Tones in Art  
 Gray Monochrome Art  
 Brown Monochrome Art  
 Home Décor



#### V. Colors of the Year

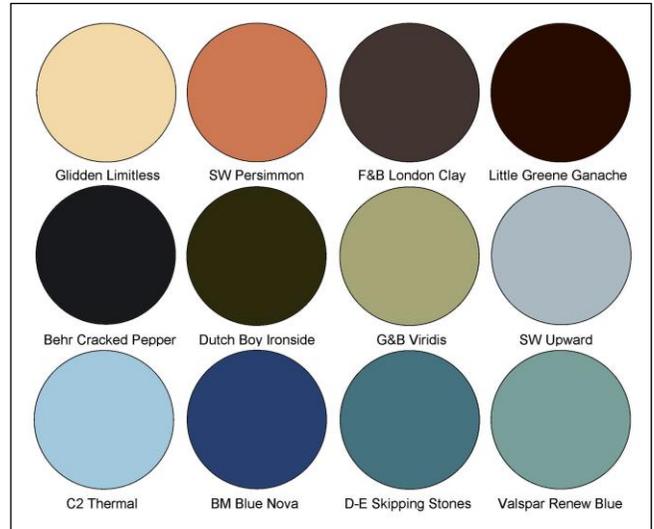
Key Color Evolution 2024 = International colors from Coloro + WGSN  
 Coloro is a color system based on hue, lightness and chroma  
 WGSN is the *World's Global Style Network*

*Intense Rust*  
*Midnight Plum*  
*Sustained Grey*  
***Apricot Crush*** (COTY)  
*Cool Matcha*



Paint Colors 2024

Glidden (PPG) = *Limitless*  
 Sherwin Williams HGTV = *Persimmon*  
 Farrow & Ball (UK) = *London Clay*  
 Little Greene (UK) = *Ganache*  
 Behr = *Cracked Pepper*  
 Dutch Boy = *Ironside*  
 Graham & Brown (UK) = *Viridis*  
 Sherwin Williams = *Upward*  
 C2 (PPG) = *Thermal*  
 Benjamin Moore = *Blue Nova*  
 Dunn Edwards = *Skipping Stones*  
 Valspar = *Renew Blue*



Pantone 2024 = *Peach Fuzz*



*Peach Fuzz* Palettes:

