USING MASTER COLORS' HVC COLOR COMPOSITION SYSTEM

The HVC Color Composition System provides a way to create a perfect underlying orderliness in a work of art, along with an almost infinite variety of color choices. It's the organization that creates harmony, not the colors themselves.

There are two aspects to our Color Composition System: the tool, which is our software, and its application, for which we recommend our nine Progressions. The HVC Color Composer, a plugin for Adobe's Photoshop and InDesign, determines the numerical distances between colors, and organizes those colors of a specified distances into palettes at the artist's request. To apply these numerical distances in a work of art, we recommend artists use one of our nine Progressions, which are listed below.

Our Progressions work similarly to the way scales or keys work in music. Numbers are the key to creating any meaningful harmonic system. In music, for one simple example, octaves are created by dividing a string in half, then half again, etc.

The HVC Color Composer, which comes up in Photoshop and InDesign as an enhanced color picker, finds all of the colors that are a certain specified distance from either one color, or two other colors. The closer the distance between two colors in Master Colors' HVC Color Space, the softer the contrast; the further apart two colors are, the stronger the contrast. HVC Contrast is the level of color relationships that you can attach a number to. Once you can attach a number to something, you can control it in a more meaningful and useful way.

When we talk about the idea of contrast, we usually think of value differences. When we at Master Colors talk about contrast, we are talking about more than just the value difference between colors. HVC Contrast is the combined contrast created by the total hue, value and chroma difference. Chroma measures how weak or strong a hue is.

Most of our progressions are based on combinations of simple doubling progressions. This creates a series of primary proportional relationships in the color composition of the artwork. These primary proportional relationships create the color harmonics. This is also essentially how musical harmony works.

Let's take a look at the relationships in Master Colors' First Progression, which is: 5, 10, 15, 20, 30, 40 and 80. There are 88 HVC Contrast steps in the Master Colors' system, 88 being the strongest contrast, which is the distance between black and white.

Ten HVC Contrast steps are what we would normally think of as one whole step. Five HVC Contrast steps then, obviously, would be a half step, which can be useful in some art genres, including realism, where a lot of relationships are almost gradational. So we have included the half step and the whole step in all of our progressions.

One of our progressions is based on the Golden Mean, otherwise called the Fibonacci sequence, which has never been seen by the human eye in color relationships. We have done a little experimentation with this progression, and it is very beautiful. In fact, artists already using the HVC Color Composer can see for yourselves by constructing compositions in Master Colors' Fifth Progression. We will be posting a Blog article soon showing what the Golden Mean looks like in colors.

THE SMART CHARTS

In this article we are taking a look at Master Colors' First Progression, and also introducing the idea of the Smart Charts. In Section 1, we show all of the HVC Contrast relationships against a white background. Many professional artists like to use swatches from commercial charts like Pantone and Munsell, as well as other commercial color charts, to try to create appealing color combinations. For the purposes of harmonic selection and color composition, the relationships between the colors in these commercial charts is unknown. If you do not know what the relationship between colors are, you can't control those relationship in an intelligent arrangement.

The Smart Charts work differently than other charts. They are already arranged in a coherent harmonic scheme in which all of the relationships between the colors are known and identified, so that artists already using the HVC Color Composer can pick up on themes they like in the chart. In Section 2 of the Smart Charts, each two-swatch combination is actually a 23-color Harmonic Power Pack. Each of the colors in the Smart Chart can be placed into a coherent harmonic composition where all of the relationships are known and controlled,

There is one rule for using the Smart Charts: **USE ONLY COLORS THAT ARE TOUCHING.**

For example, any color that is touching white can be used against white in your composition, even if the colors are not grouped near each other in the First Progression Smart Chart. The RGBs are given for all of the colors except the colors used to indicate the RGB numbers. Those RGBs can be obtained by using the eye dropper and checking the stats in the HVC Color Composer, or Photoshop

and InDesign's color pickers, if you do not have the Composer installed are just using the Smart Chart for harmonic selection purposes.

All of the numbers, each of which represents an identified harmony within the two-swatch Harmonic Power Pack, are 20 HVC Contrast steps from the swatch colors they are on. The three numbers on the white are 40 steps from the white. The two numbers below the swatches on white at left and right indicate the distance of the two swatch colors from the white. The middle number indicates the relationship between the two swatch colors. The little swatches in the upper corners are 30 HVC steps from the white.

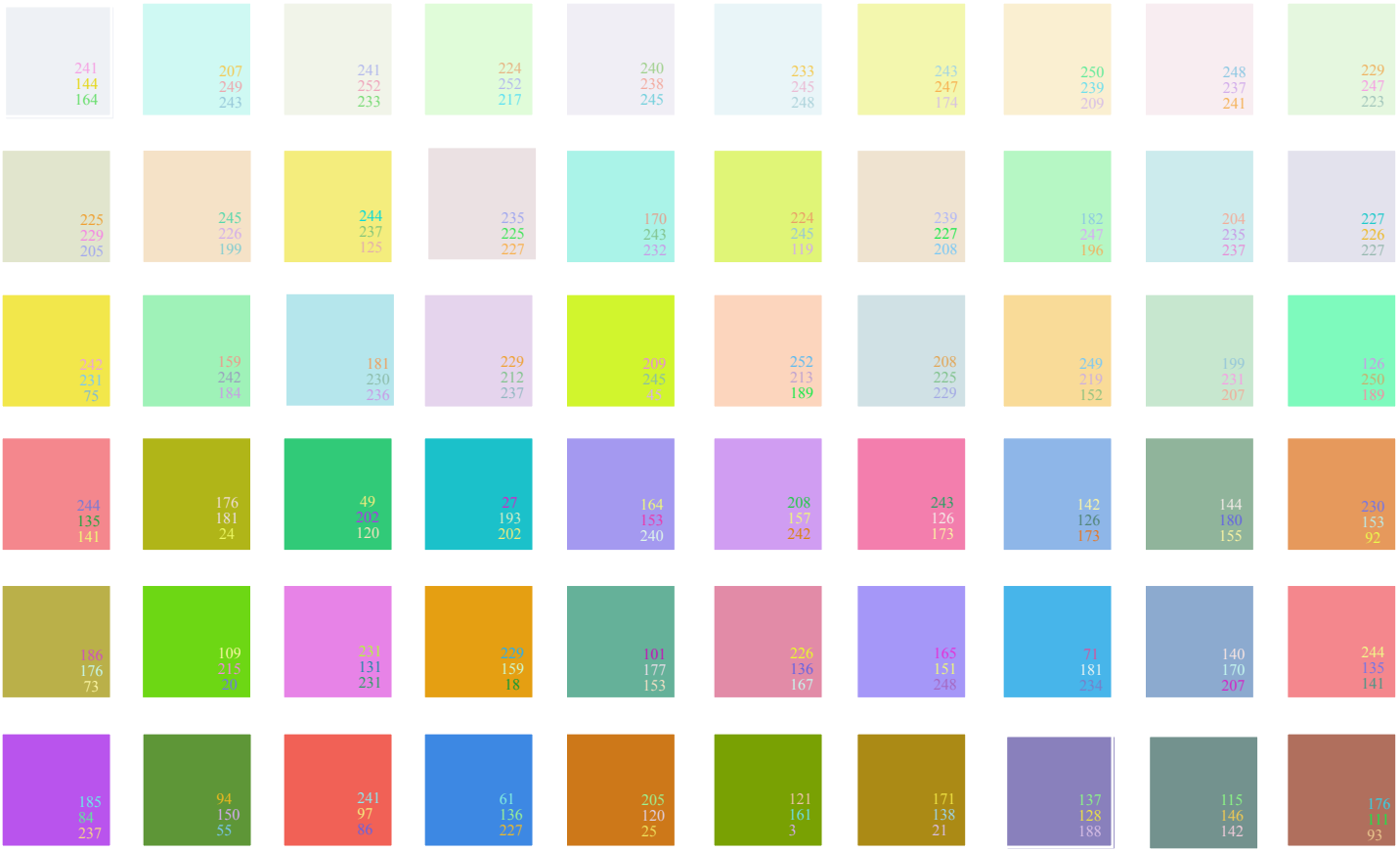
This chart represents only one of millions of possible harmonic combinations in the First Progression alone. The Master Colors' Progression System allows for an almost infinity diversity within a simple harmonic progression, which is unlike music, which uses the same seven notes over and over again. So, even though there are interesting similarities between music and color harmony, some of the differences are striking as well.

COLOR KEYS BY MASTER COLORS

FIRST PROGRESSION
5, 10, 15, 20, 30, 40 and 80.
SECOND PROGRESSION
6, 12, 20, 25, 40, 50, 80.
THIRD PROGRESSION
5, 10, 20, 25, 40, 45, 90 (88).
FOURTH PROGRESSION
10, 15, 20, 30, 40, 60, 80.
FIFTH PROGRESSION: THE GOLDEN MEAN
5, 10, 15, 25, 40, 65, 88.
The Golden Mean, otherwise known as the Fibonacci sequence, has been used for centuries in art, architecture and science. This is the first time we have been able to see what this useful and beautiful harmonic scale looks like in color. Give it a try with one of our templates.
SIXTH PROGRESSION
5, 10, 15, 20, 30, 60, 88.
SEVENTH PROGRESSION
5, 10, 20, 40, 80 (black and white), This is the progression offered by the HVC Color Composer's Auto-Range palettes.

THE SMART CHARTS

1st PROGRESSION: 5, 10, 15, 20, 30, 40, 80 PLUS (SECTION 1)



23-COLOR HARMONIC POWER PACKS (SECTION 2)