



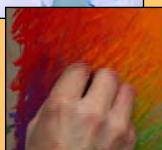
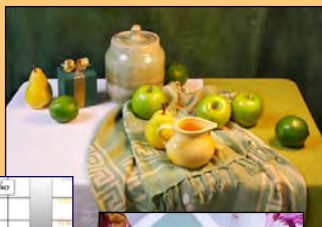
# Take the mystery out of color

with Donna Aldridge – an international award winning artist, writer and teacher with works in 25 countries.

[www.aldrigestudios.com](http://www.aldrigestudios.com)

## On these 3 DVDs, you'll discover:

- examples and techniques to **really SEE** and **MIX** your subject's colors
- **light's influences** and **uses** on any subject matter, plein air or studio
- how to **translate** color, **create** space, **direct** viewer's eye, **unify** areas
- showing **form** with both **value and color**
- turning "blah" pieces into **exciting paintings**
- how to make colors **glow!**, **POP** or **hide**
- and **much more!**



## SPECIAL FEATURES on each DVD:

**Tour** each Annotated Gallery of 48 Paintings by Donna Aldridge and 35 Guest Artists

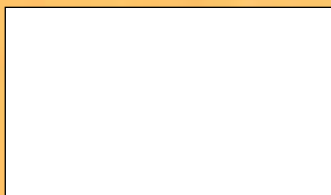
**Print** additional information on your Computer from included **Color Charts** and **PDFs**

Video Running Times approx. **1 Hour Each**  
Extensive Menus and Chapters

For **Oil • Watercolor • Pastel • Acrylic • Printmaking • Digital**



[www.artistsessentials.com](http://www.artistsessentials.com)  
Artists Essentials' DVD Series  
Mastering Color ©2005  
Donna Aldridge & Todd Kuhns  
Produced by Todd Kuhns  
[www.red40entertainment.com](http://www.red40entertainment.com)



Artists' ESSENTIALS Mastering Color 3 VOLUME DVD SET

# PAINTING WORKSHOP SERIES



## Mastering Color

3 Volume DVD Set

**1 Seeing the Light**

**2 Hue • Temperature Value • Intensity**

**3 Color in Action!**

*Learn vital concepts clearly presented in fresh and focused ways*



- How to **SEE** Color
- *Successful* Color Mixing
- **4** Qualities of Color and *How to Use Them*
- **5** Qualities of Light and Shadow *plus their Colors*
- *Relating* Values / Colors
- *Using* Contrast and Unity
- Reflected Lights / Reflections
- Hard to Soft Shadow Edges
- Color Shapes and Patterns
- Plein Air Painting plus Foliage Greens, Skies, etc.
- Effects of Changing Light in *Plein Air and Studio*
- *Strategy* of Primary Colors
- **3** Ways to *Gray* a Color
- *Relative* Value of Hues
- Problem-Solving Ideas
- Experiments and Tips
- For All Experience Levels

## DONNA ALDRIDGE

create stronger, more satisfying and successful paintings!

## The AE Mastering Color DVDs

offer many more opportunities to gain insights and useful information in addition to the video portions.

- **PLAY** and • **Chapters** access the many Video sequences
- **Special Features** accesses:
  - Gallery** with three Hallways of paintings to tour on each DVD. Each painting presents text.
  - DVD-ROM** offers the **Printable Charts** and **Info Sheets** PDFs to print from your computer
  - Calibration Guide** for the television, if needed

### To Access the DVD-ROM's material:

#### Windows XP PC

1. Insert the DVD in your DVD drive.
2. If the DVD video begins playing, stop it and exit the DVD player onscreen.
3. Right-click the "My Computer" icon.  
This is on your desktop or Start menue.
4. From the drop-down menu, select Explore.
5. Double-click the Documents folder icon.  
The data files are in this folder.
6. Double-click the clickme.html file and follow the instructions onscreen.

#### Apple Mac

1. Insert the DVD in your DVD drive.
2. If the DVD video begins playing, stop it and exit the DVD Player program.
3. Double-click the DVD icon on your Desktop to explore the disc.
4. Open the Documents folder.  
The data files are in this folder..
5. Double-click the clickme.html file and follow the instructions onscreen.



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*NOTE: these DVD discs will not work in CD-ROM or CDRW drives.*

# Artists' ESSENTIALS MASTERING COLOR

with DONNA ALDRIDGE

## VIDEO TABLE OF CONTENTS

### VOLUME 1: Seeing the Light! *where you'll discover:*

- effects of different lighting situations
- colors of various light sources and their use
  - to see and understand your subject's colors
  - for easier, more successful color mixing
  - to paint shadows with new life!
- methods to show form through both light/shadow & color
- ways to turn "blah" pieces into exciting paintings!
- techniques to create colors that glow

#### Subjects covered in Volume 1 include:

Five Qualities of Light and Shadow  
The Color of Lights and Shadows  
Light's Color + Local Color = Visual Color  
Using Light/Shadow Color Info for Mixing Paints  
Reflected Lights  
Power of Hard to Soft Shadow Edges

### VOLUME 2: Hue • Temperature • Value • Intensity

#### *where you'll discover:*

- ways to understand and work with the Four Color Qualities
- tips and experiments to really SEE and develop your colors
- how to use H•T•V•I as a "check list" to get exact colors
- solutions for sensing the right values
- techniques to create colors that glow
- why and how to constantly relate all your colors
- the power of grays and other low intensities
- great lessons exploring any one color family

#### Subjects covered in Volume 2 include:

How to SEE Color  
Four Qualities of Color and How to Use Them  
Strategy of Primary Colors  
Relating Colors to Each Other  
Three Ways of Graying a Color  
Relative Value of Hues  
White-based vs. Gold-based Color

◀ **Other Features Guide**, page left / **continue Contents**, page right ▶

### VOLUME 3: Color in Action! *where you'll discover:*

- how to evaluate and mix a particular color
  - based on local color, light's color and the surroundings
  - using the included printable PDF step-by-step guide sheet
- ways to turn "blah" pieces into exciting paintings!
- solutions for painting reflections
- mixing for atmospheric depth in landscapes
- ways to make something "pop" or "hide"
- experiments with grays . . . and more!

#### Subjects covered in Volume 3 include:

Mixing Colors  
New Ways of Seeing  
Contrast and Unity  
Color Shapes and Patterns  
Influence of Ground Colors  
Influence of Ground Colors  
Effects of Changing Light  
Plein Air Painting and Foliage Greens  
Whites and Grays

### Special Features on *each* Mastering Color DVD:

#### 48 Paintings in an Annotated Gallery

with Works by Donna Aldridge and 35 Guest Artists  
*Text for each work discusses how the artist successfully used various qualities covered in the DVD Video chapters*

#### Printable Color Charts and Information Sheets

**Donna Aldridge** PSA M-MAPS is an international award-winning painter, writer and teacher with works in galleries and private and corporate collections in twenty five countries. She is well known for her broad, spacious landscapes and luscious still lifes, and continues to enjoy painting the figure and portrait. She is fluent in a broad range of mediums in painting as well as in drawing, printmaking and digital.

**Color excites Aldridge most**, played out on the foundation of an elegantly-engineered composition with dynamic movement and balances, leading the viewer on a journey through each piece. A strong sense of light and shadow or atmosphere as well as richly-applied pigment are additional hallmarks of Aldridge's award-winning paintings.

www.aldrigestudios.com