

MAT 135 :: Graphic Design 1 :: Principles

PROJECT 3 :: Color Basics and Color Interaction

THE BASICS: Apply color schemes according to the specs below. Use your creativity and intuition to interpret the manner in which you actually apply the colors. Again, the goal is to activate the space; however, color is now the main objective. Your chosen compositions should already stand alone successfully.

COLOR INTERACTION: In this part of the project you will learn color is relative; a certain hues appearance is due to the interaction with the surrounding color(s). You will influence the way a given color appears by manipulating the surrounding colors. Do not forget to remove the black outlines from the template shapes before saving.

Requirements

THE BASICS:

- Select two designs, you believe to be most effective, from the 15 examples from the POINT part of project 2
- Select two designs, you believe to be most effective, from the 15 examples from the PLANE part of project 2
- Create the following five color relationship combinations:
 1. Complementary
 2. Triad (Primary or secondary)
 3. Tetrad
 4. Split Complimentary (Split Complimentary Triad)
 5. Analogous

COLOR INTERACTION:

- Use the following templates and be sure to turn off or delete the black borders.
 1. Relativity
 2. Reversed-Ground
 3. Subtraction
 4. Color-Mix

Design Process

THE BASICS:

Your task is to apply the above color relationship combinations in a 'discriminating' manner. Use your intuition to determine where, and how much of each color to use. Apply each of the above color combinations to each of the four design selections. Do not mix color combinations. When complete, you will have four examples of each color relationship combination applied to your designs.

COLOR INTERACTION:

All exercises will use the supplied templates. Each template will contain the geometry and directions necessary to complete. Experiment. These exercises will take some time. Execute the exercises to the best of your observational abilities.

Final Output

Save each file as a native Illustrator document. Keep the original file/template name. Nest the files within a folder, be sure to label each folder with an appropriate and descriptive name. You should organize all files within a "Project 02" folder inside your *student* folder.

Final Presentation

All digital files within a folder clearly labeled "project_03" written to the class server (Your student folder). Be prepared to present your work in class.

Evaluation

This project is worth 50 Points toward your final grade. The following criteria are the means for evaluation:

- Meeting project component requirements > 5 points
- Intuition/Creativity for Color selection > 10 points
- Depth of Exploration > 20 points
- Presentation aesthetics > 10 points
- Meeting Deadline requirements > 5 points