Graphic Design 2

Book Covers
applying color theory principles

Description

Create a visually distinctive book cover applying color theory principles from one of the books listed below. Design will be type only, no photos or illustration allowed (though shape and lines may be used). Pick from one of the three books below:

Option 1
Infinite Jest
David Foster Wallace
(9" x 5.65")

Option 2
Bone in the Throat
Anthony Bourdain
(8" x 5.3")

Option 3
The Handmaid's Tale
Margaret Atwood
(7.75" x 4.75")

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Step 1:

Using Adobe Illustrator, create 7 different layouts in black and white. Remember to work in layers. Use only type, and shapes or lines if desired. You are encouraged to have fun with the typography, the goal is to make your composition interesting as this will be the basis for the next 6 projects below.

Pick a typeface from the list below for the first 6 covers. You may use any weight or size from that typeface family, but please no type distortions, or "stretching"

Pick one typeface family to work with:

Avenir
Gotham
Furtiger
Baskerville
Sabon
Garamond
Clarendon

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Print out 7 book covers in black
and white and get instructor
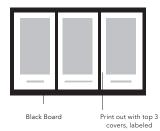approval before moving to
Step 2

Draw a .5 rule around the perimeter of your cover, then print out all 7 covers
on separate paper (see above). You must get your final layout approved by the
instructor before moving to the next step.

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Step 2:

Create a new layout from each of the color schematics below. For all of your book
covers, you may use the addition of "white" as in the color of the paper. Make
sure you are building your color using the CMYK color channels.

1. **Complementary:** color combination based on hues that lie opposite each other on
the color wheel; when used together at highest intensity they create the highest
level of contrast. Examples: Red & Green, Yellow & Violet, Blue & Orange

2. **Monochromatic**: color combination based on variations in value and saturation of
a single hue (adding white, black or gray to the color) Example: blue, navy blue,
azure (color is changed by the addition of various amounts of white, black or gray
mixed into the color). You must use a min. of 5 color "shifts" in your book cover.

3. **Analogous**: color combination based on 3 or 4 adjacent hues on the color wheel,
creating a harmonious color scheme. Example: Red-Orange, Red, Red-Violet and Violet
Use only pure hues, no other color tints or shades allowed.

4. **Tetrad**: Otherwise known as double-complementary. Made up of two pairs of
complements, creating bold, balanced color schemes. (Make a rectangle or square
on color wheel to find Tetrad colors). Use only pure hues, no other color tints or
shades allowed.

5. **Triad with Tint(s)**: Three colors equidistant (hues equally spaced around
the 12-spoke color wheel), creating a bold and diverse color schemes. Make an
equilateral triangle on the color wheel. Example: the primary triad - red, yellow
and blue. You must incorporate at least one or more color tint(s) or shade(s).

6. **Expressive**: Create a custom color palette. Choose color purely as expression.
Instead of following the predefined schemes discussed above, this palette isn't
based on formal rules. Keep in mind things like chroma, value, and saturation
when creating these kinds of color schemes. Using colors with similar chroma and
saturation can be effective as it creates a sense of cohesion. You can also try
one color with a high chroma among other colors with lower chromas as another
effective method as the higher chroma color can act as an accent.

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Time Frame: 3 weeks

Black Board   Print out with top 3
covers, labeled

Deliverables include:
+ Pick 3 of your favorite covers and mount on black board
  with minimum 1/2 inch border. [All 3 covers on the same board].
+ Print out all 6 covers on an 8.5 x 11 paper and
  label each color schematic in 7 pt. Avenir Book.
  Keep these copies in your notebook. See layout example:

25% of final grade
See syllabus for grading criteria

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Additional Color Theory Terms:

Primary Colors: Red, Yellow, Blue: those hues from which all other colors can theoretically be mixed, you also cannot mix any colors to make them.

Secondary Colors: Orange, Green, Violet: hues created by mixing two primary colors together. Examples: R+Y=Orange Y+B=Green B+R=Violet

Tertiary Colors: hues created by mixing a primary and secondary color together, or the two nearest primary colors located on the color wheel. The tertiary colors are: Red-Orange, Yellow-Orange, Yellow-Green, Blue-Green, Blue-Violet, Red-Violet

Split Complementary: In this scheme, instead of using colors that are opposites, you use colors on either side of the hue opposite your base hue.

Hue: the color quality identified by color names, such as "red"

Value: the degree of lightness or darkness in a color.

Tints: color mixed with any amount of white; moves towards white.

Shades: color mixed with any amount of black; moves towards black.

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Tone: color with any amount of gray

Saturation: refers to the strength or weakness of a color

Chroma: Color Pureness; how pure a color is [lack of black, white or gray]

Saturation: or intensity; the relative purity of a color. The more gray mixed in a color, the lower the intensity or saturation of the color. These colors are called " Tones" which is color mixed with gray [low intensity]

Temperature - Warmth or coolness: the degree to which how "hot" or "cool" a color is **Warm Colors** include reds, yellows and oranges, and are associated with warmth, warm colors generally appear to advance towards the viewer. **Cool Colors** include blues and greens, and are associated with cool qualities, cool colors tend to recede from the viewer

Subtractive Color: [CMYK and Spot Colors]
color made with pigments, when mixed it becomes darker Examples: paints, markers, watercolors, colored pencils, printer ink. Used by Graphic Designers and anyone who needs to print in color. Light is literally subtracted when it prints.

Additive Color: [RGB]
Adding light to color to illuminate it. Used by Multi-media designers and any designer whose work will appear on a screen.