## Color Theory Exercises

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10 Step Gray Scale
Neatly cut chips, abutting in one long column
Using guache, water, and a brush, make a series of l" x 2 " swatches ranging from black to white.

At one end of the series is the blackest swatch you can achieve; at the other is nothing lthat is, the color of the paper.) Between these two, each step should appear to be evenly \& gradually progressing from dark to light. No sudden jumps.

Paint larger areas, cut the 1 " $x$ " " swatches out of them. You may paint more steps than you use,in the end you'll choose the 10 steps that make the best even and gradual scale.


Start with clear water and a drop of guache. If you start with pure ink and try to lighten it, you will end up adding a LOT of water.

Choose your best 10 swatches, neatly cut them to $l^{\prime \prime}$ x $2^{\prime \prime}$ rectangles, and mount them on an $81 / 2^{\prime \prime}$ x ll" sheet of bristol. Make the edges meet exactly so that no slivers of paper show between.

Add it to your notebook.

## Expressive Color Wheel

12 Part Color Wheel: Mixing Gouache
Produce a visually interesting and expressive color wheel of primary, secondary and tertiary colors to compare and contrast traditional color schemes for a variety of visual effects using gouache.

Helpful Tips:
Don't mix in too much water. A little water thins the paint slightly and allows it to brush on smoothly. Too much water will make it transparent. You are striving for the consistency of yogurt.

Damp but not wet brush: Don't stick it in a paint pod dry, wet it first.
Outline shape first, then fill in
I found this helpful video: https://www.youtube.com/watch?v=uxrp9ifivA4

Remember when finished to to add it to your notebook.

## Color Theory Exercises



## Found Color Wheel

Group Project: Found Objects, 12 Part Color Wheel

Produce a color wheel of primary, secondary and tertiary colors to compare and contrast traditional color schemes for a variety of visual effects with found objects (packaging, photos, yarn, fabric, Lighters, garbage, beads, toys, postcards, etc)

Each person should be contributing weekly. Check in often and make sure you are getting all 12 colors. Photograph your wheel against a neutral background and add it to your notebook.


## Personal Color Palette

Understanding personal and psychological aspects of color

Step One: Pick out 3 images/examples that represent you. These images can be printed off websites, taken from magazines, be someone else’s business card, poster or postcard, etc. Take into consideration how color represents you and your personal brand. Take into account the emotional and psychological attributes of color.

Step Two: Pick three words that represent you. These should be concise and descriptive. Try to think deeper about what these words say about you ~ try not to use words like "fun" or "cool", but instead words like "relentless" or "determined".

Step Three: Pick 3 colors (could be tints or shades) that match with the images and the words you chose. Don't pick your favorite color.

Step Four: Match each image/example with one of your words that you chose and use the color for the words. Display them nicely on letter size paper and add to your notebook.


## Website Color Palettes

Color on the Web

Considering that many websites share communication and smoothness of navigation as goals, choose websites which demonstrate some of the following qualities:

Part A: Color enhances organization.
The website functions clearly and smoothly. You don't have any doubts about how to move around. Color is used to aid navigation.

Part B: Color impedes the ability of the site to function. The website navigation is confusing. Color is an obstacle.

Print out a characteristic page of the two websites for your class notebook, and create color blocks (palettes with RGB breakdown). Write $2-3$ sentence summary of your findings, and why it works or doesn't work.

