•

Hunt-Gather-Analyze-Create One Color, Many Interpretations Mid Term Presentation

Description

How would you describe taupe? or citron? or periwinkle? Ask ten people and they will give you ten different answers. Color can be extremely subjective.

For this project you will gather specific color examples, then write about your findings and how you feel about the color. You can provide a history of the color, discuss it's first usage, and analyze how and where it's used today. Then you will create a composition of your choice. Your 3-5 minute presentation will be your mid-term project.

Step 1: Hunt and Gather

Each student will pick a random color. Then you will hunt, gather and analyze information about your color. You will need to collect a minimum of 15 examples, with 5 of them being from your environment [found objects].

Photograph the physical items against a neutral background, and organize your digital images for presentation. You will also need to create a spread for inclusion in your notebook.

Minimum Images:

10 - Digital

05 - Environment

Step 2: Analyze

Write a 300-600 word essay about the history of your color, cultural significance, and it's popular usage(s) today. Include its CMYK and RGB breakdown, or spot color information if you can find it. Print this out and save for your presentation and inclusion in your notebook.

DES.132/.Graphic Design II
Seattle.Central.College./.Winter.2016
<pre>Instructor./.Robynne.Raye./.bubbles@moderndog.com./.www.robynneraye/scca</pre>
Graphic Design 2
OT COLLECTION TO THE COLLECTION OF THE COLLECTIO
······································

Step 3: Create

Create an expressive statement, either in the computer or by hand in any visual medium you desire. For example, if the color is "pumpkin", you could paint a sunset in "pumpkin" gouache, build an abstract sculpture and paint it "pumpkin", bake a cake and color the frosting "pumpkin" or create a video about a dog using the color "pumpkin" in your animation.

Guidelines: Assigned color only, with tints or shades if desired. If you want to include typography, wording on the image will be the color name. So for example, a sunset painted in "pumpkin" with the word "pumpkin" somewhere on the painting.

Next, photograph and print out your creation against a neutral background for your presentation and inclusion in your notebook.

Step 4: Mid Term Presentation (Feb 10/11)

Present your color, examples and creation to the class. Be prepared to speak for 3-4 minutes on your color. Your goal is to make your lecture interesting and entertaining for your classmates.

Time Frame: 5 weeks

Deliverables include:

- + PDF Presentation (color examples and creative contribution)
- + Print out all components for inclusion in your notebook, including essay. Keep these copies in your notebook.

10% of final grade See syllabus for grading criteria