

## Exercise 5: color

the next logical step after scale and value is color. color is one of the more difficult elements that a designer deals with – largely because it is so subjective. while there is a good deal written about color interaction and color symbolism – generally terms of agreement about color – the perception and response to color remains defined by taste, education, social strata, and personal subjective response. our first efforts with color will simply be to get a handle on the interaction of color through experiments.

### design problem

using the same composition you are to observe the interactions of the application of color through a series of experiments.

### parameters

› you are to use the same information as before with the following changes:

- your name is to be 48pt and your address is to be 10pt
- you may separate your name and address, but keep the address block together
- please use the same composition for all

› you are to create 17 designs all on a 36px36p field:

- value
  - monochrome – high value contrast
  - monochrome – low value contrast
  - different hue – high contrast
  - different hue – low contrast
- chroma
  - intense figure / intense ground
  - intense figure / dull ground
  - dull figure / intense ground
  - dull figure / dull ground
- hue
  - three color – cool x 3 proportions
  - three color – warm x 3 proportions
  - three color – neutral x 3 proportions
  - 2 color + 20% gray x 3 proportions
  - 2 color + 50% gray x 3 proportions
  - 2 color + 80% gray x 3 proportions

### considerations

these studies are largely for your benefit. the idea is to get a sense of how color works in a perceptual way and what are the factors in determining that. the attempt is also to create the most pleasing color arrangements within each context.

**due at the beginning of class 09/27**