



## exercise final: color

color is another important tool for designers. color obviously adds to the visual reception of any message and it is crucially important to understand how color works in order to apply it effectively. the first thing to understand is that color is subjective. we all experience the same color differently, but like other aesthetic evaluations, there is enough similarity in response for us to be able to make general assumptions. the next thing to understand is that color is mutable. on different days in different lighting conditions, the same color will look different. time and mood affect color reception. the colors you favored as a child are not likely the same colors you like today. the visual world you grew up in also affects your awareness and reception of color

### design problem

select a piece from each of your 5 previous studies and add color to them. use a maximum of 2 colors; one for the figure, the other for the ground. You should have 6 color variations for each of the 5 studies. These will be put in a final format whose template will be on the website and in Canvas.

### parameters

> there are not parameters here as much as thoughts about experimentation. try each piece in each of the following ways:

- 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
- gray
  - one color figure / ground 20% gray
  - one color figure / ground 50% gray
  - one color figure / ground 80% gray
  - 20% gray figure / color ground
  - 50% gray figure / color ground
  - 80% gray figure / color ground

these are experiments to get you thinking about how color affects compositions, but also how color interacts and creates different possibilities and problems.

**due by the beginning of class tuesday 10/06**