

type 1: color 1

the first part of our color exercise is to gain control or at least awareness of some of color's visual properties and how those can be manipulated through hue, value and chroma interactions. the next part will be to begin to associate colors with their psycho-cultural roles. we will look at your solutions next class.

design problem

problem one: create multiple color swatch solutions for various contexts

parameters

› please select 1, 2 and 3-color palettes for the following businesses

- regional transit authority (buses, light rail)
- local natural food grocery store
- social media service
- upscale cuban restaurant
- international shipping company

you may use the same colors in the three palettes – meaning that the colors you use in the 1 and 2-color can be added to one more for the third, or you can completely rethink it based on the expended choices.

considerations

color is one of the more difficult aspects of design to teach. the perception of color is entirely subjective and it's use is guided largely by convention, taste and contemporary cultural values. having said that, it also responds – like typography – to context. what is the client trying to transmit in their use of color?

please try and use the contexts provided as well as a basic understanding of the psychology of color to choose these palettes. you should place each business on its own page and place each set of three colorways on that page. on the opposite page please write a brief paragraph about what guided your thinking.

from now on, please use the color books from Pantone™.

terms:

- › figure
- › ground
- › hue
- › value
- › chroma
- › gamut
- › RGB/additive
- › CMYK/subtractive
- › spot
- › process
- › pantone system
- › contrast
- › proportion
- › harmony

discuss at the beginning of class 01/28