

DESN 110 Graphic Design I

Color Harmony/Contrast Design Project

OBJECTIVE

Create interesting and appealing design that is suitable for demonstrating the different color harmonies and color contrasts discussed in class to observe the effect color and value has on a composition. Learn how to use color and value to control depth, proportion/scale, unity, variety, atmospheric conditions, and emphasis.

REQUIREMENTS

- The design should include at least 10 to 15 shapes of any kind and also include your name (first or last or both). The design should be visually interesting and appealing. The design can have a specific theme or realistic subject or may be purely abstract.
- The design must have enough variety and contrast of shape, size, etc. to make an interesting design and be versatile enough to demonstrate the six different color harmonies and contrasts.
- The same design will be used for each color version. Each version will demonstrate one of the six color harmonies in the specified locations:

1. **Top Left: Complimentary** Use complimentary colors to make a bright and energetic feel.
2. **Top Middle: Monochromatic** (Saturation Contrast) Use different intensities to show atmosphere/depth
3. **Top Right: Quadratic** (Hue Contrast) Show contrast through different hues.
4. **Bottom Left: Analogous** (Light and Dark Contrast) Use a variety of values to show depth.
5. **Bottom Middle: Split Complimentary** (Warm and Cool Contrast) Make the design mostly warm or cool, then add a splash of the opposite temperature for a focal point.
6. **Bottom Right: Triadic** (Simultaneous Contrast) Use at least two areas of 50% gray. Use intense hues to make the gray areas take on the tone of an opposite hue.

METHOD

1. Sketch out ideas for the design to work out the composition and theme.
2. Create the design in black and white with other values as needs to build the basic design. Use the Type Tool to choose a typeface and size and spacing, etc.
3. Once the composition is worked out, copy it five times and align it to match the diagram on the board. Add a second layer above the designs and create a white compound path to mask out the edges of the design into perfect squares.
4. Print the color design on the Ricoh 413 using 11" x 17" paper. Mount to index stock and trim to paper size. Print file as grayscale fitting it onto letter size paper Mount this print centered on the back side of the index stock. Apply cover sheet with 1" glue flap on back.

SIZE

6 designs of the same composition at 4" x 4". See diagram on board for layout.

GRADING

25% of the grade will be based on meeting the color harmony and contrast requirements.

25% of the grade will be based on the interest and appeal of the composition, along with the appeal of the colors

25% of the grade will be based on meeting the physical requirements and the quality of trimming and mounting

25% of the grade will be based on meeting the deadline and critique attendance and participation.