

# DESN 110 Graphic Design I

## FINAL PROJECT – Color Harmony/Color Properties Project

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### OBJECTIVE

- Learn to create color harmony within a design while utilizing color properties.
- Design element and design principle relationships will be applied and demonstrated in the design – specifically, line, shape, type, space, color, and value will be used in the design to demonstrate how they contribute to unity, variety/contrast, balance, emphasis, and proportion/scale.
- Texture may be used, but is not required. Rhythm and motion may be demonstrated, but not required.

### REQUIREMENTS

- One composition must be designed demonstrating use of the design process, as we have practiced throughout the semester.
- The composition will consist of any number of lines and shapes that can be generated within Illustrator, along with your complete first and last name in whatever typeface you choose from what is already installed on the computer. Make the type and other elements interest – overlapping, etc.
- The size of the compositions must be 7.5" x 4.5" (horizontal)
- The final composition will be created in Illustrator and duplicated four times onto a 17" x 11" document with .5" in between them. You must determine the size of the outside margins. (see diagram in class)
- Each of the four designs will demonstrate a different color harmony that was discussed in class. All four designs will be the same composition, but using different combination of hues.
- You must decide what order the designs will appear on the paper that will make the most interesting and appealing arrangement.
- The final printed paper with all four designs will be mounted to index stock and trimmed to 17" x 11".
- The cover sheet will need to come from the LEFT side.
- The color harmony and hues used in each of the four designs must be clearly indicated on the back of the design.
- Using the provided form, you must indicate how the design meets the specified element and principle relationships.

### METHOD

1. Look for at least three different typefaces on the computer. Set the letters of your name in at least three or four different sizes on a page for use in thumbnailing. Create any other shapes necessary at various sizes.
2. Generate thumbnail layouts to the correct proportion to thoroughly explore the design possibilities.
3. Choose the design that will be the most successful at demonstrating the design element and principle relationships, along with the color harmonies and properties to be produced in Illustrator. Be careful to not over-simplify the designs, otherwise it will be more difficult to accomplish these goals.
4. Create the first design, then drag off copies and align the other three. Work with the color swatches that you created in the previous exercise to choose the colors. Other variations of the hues may be created.
5. Print the designs on 17" x 11 paper using the Ricoh 413 printer. Mount, trim and attach cover sheet. Neatly and clearly indicate color harmonies and hues on the back.
6. Fill out the provided form and provide with final project at time of critique. (Wed., Dec. 9)

### GRADING

Grading will follow the guidelines outlined in the course syllabus with these exceptions. The concept portion will be based on the use of the color properties and harmonies. The design portion will be based on the use of elements and principles and the accuracy of the corresponding form. Technique will include the design process.

**NOTE:** The instructor will not be answering any design related questions, nor any questions regarding techniques that have been previously discussed in class. This final project is intended to indicate what you have learned during the semester.