

Please make a copy of this document and rename it **LASTNAME_Color**.

Complete the work below and turn it in on **GoogleClassroom**.

DAY 1: Basics of Color Theory

After spending last week taking a look at the impact of fonts, this week we will take a closer look at color.

According to Color Matters, a web site dedicated to -- well, you guessed it! -- color, "Color plays a vitally important role in the world in which we live. Color can sway thinking, change actions, and cause reactions. It can irritate or soothe your eyes, raise your blood pressure or suppress your appetite." In other words, color impacts us... a lot.

Please [click here](#) to read about color theory basics, also from Color Matters.

As you read, please take some notes on the following:

The Color Wheel	<p>"A color circle, based on red, yellow and blue, is traditional in the field of art. Sir Isaac Newton developed the first circular diagram of colors in 1666. Since then, scientists and artists have studied and designed numerous variations of this concept."</p> <p>The three primary colors are...</p> <p>Secondary colors are... These colors are formed by...</p> <p>Tertiary colors are... These colors are formed by...</p>
Color Harmony	<p>"In visual experiences, harmony is something that is pleasing to the eye. It engages the viewer and it creates an inner sense of order, a balance in the visual experience."</p> <p>Color harmony formulas:</p> <p>An example of an analogous color scheme would be... because...</p> <p>An example of a complimentary color scheme would be... because...</p> <p>An example of a nature-based color scheme would be... because...</p>

<p>Color Context</p>	<p>“How color behaves in relation to other colors and shapes is a complex area of color theory.”</p> <p>For example...</p>
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Pantone of the Year

In yearbook, and in the design world at large, we design using pantones. Pantone is a company that was established in New York in 1962. According to their web site, **“Pantone provides a universal language of color that enables color-critical decisions through every stage of the workflow... More than 10 million designers and producers around the world rely on Pantone products and services to help define, communicate and control color from inspiration to realization... The Pantone Color Institute™ provides customized color standards, brand identity and product color consulting as well as trend forecasting... Pantone Lifestyle brings color and design together across apparel, home, and accessories.”**

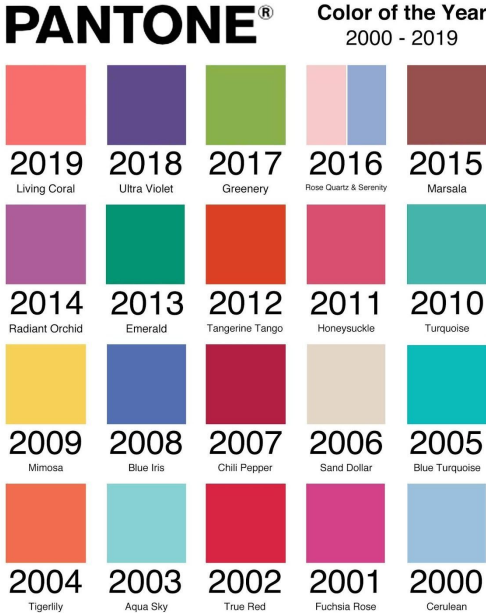


Did you know that every year there is a “pantone of the year” as part of Pantone’s trend forecasting? This year the color is “classic blue.”

Click [here](#) to read more about this color. “Instilling calm, confidence, and connection, this enduring blue hue highlights our desire for a dependable and stable foundation on which to build as we cross the threshold into a new era,” the Pantone company notes.

(BTW, notice how this is so close to the main blue of our book -- wasn’t that a lucky coincidence?)

Here are the other Pantone Colors of the Year since its inception in 2000:



DAY 2: Color In Sight I A [Short] Documentary on the Details of Color in Design by TEALEAVES

<https://www.youtube.com/watch?v=IhmoFo3cGDQ>

Documentary Overview:

"There are many products that are well designed, but don't get the traction they deserve because the color's not right." In an increasingly digitally connected world, research has shown that the average human attention span has fallen to eight seconds- one second less than that of the goldfish. With such a competitive landscape, only the best brands can convey their message and connect with people almost instantaneously.

Color In Sight brings together 11 experts of industry, gathered around one powerful, little detail: color. We explore how top brands—ranging from Nike and Pantone to OPI and Herman Miller—think about and use color in the most effective and compelling way. By hearing their own experiences, the goal is to bring about an appreciation for the detail of color selection and how it can have a large impact on the perception of products and services enjoyed by many.

As you watch the documentary, please **take some *brief* notes below** -- five key takeaways for you.

- 1.
- 2.
- 3.
- 4.
- 5.

ACTIVITY: Design Your Own Color Palette

1. Please pick an emotion that you want to convey through color. Feel free to use this [emotion list](#) to help you get specific in choosing an emotion.

Selected emotion =

2. Choose a palette of three to five colors that communicates that emotion. To help you select your colors, here is a color wheel and a [link](#) with standard pantones. Remember to consider *color harmony* as you choose colors. While you can look at complimentary colors across the color wheel, you can also consider triadic color schemes or any of these others [here](#). Also consider color context, how the colors work together.

My color palette =

3. Explain on a paragraph why you chose these colors to evoke your specified emotion.

Why these colors for this emotion =

PLEASE BE SURE TO SUBMIT YOUR WORK VIA GOOGLE CLASSROOM BY FRIDAY AT 11:59PM
(or before I wake up on Saturday!)