COMD1 Graphic Principles 1/ dalvarez@citytech.cuny.edu

**Exploring Color Emphasis: BEZOLD EFFECT**

Project: This project explores the relativity of color. Surrounding and adjacent colors in a design affect our perception of it. These effects can be controlled by working with contrast, value, complementary color and warm and cool color. Make two three-color designs that are identical except for one of the colors. By changing that one color, you will create an effect in the second design that is very different from the effect of the first. This technique is based on a discovery by German meteorologist Wilhelm von Bezold, who was also a rug designer. He found he could create a completely different looking textile by simply changing one color in the design. The technique has become a standard for commercial design.

**Rough thumbnail sketch procedure:**

1. Exercise: Take 3 photos:

* An object from your past
* An object from your present
* An object that represents your future

2. Create a bold design inspired by these photos that will use only 2 - 4 colors and 3 - 5 basic shapes.

3. Make two identical small sketch versions of it (use stencil, tracing paper, etc).

4. Choose 3 colors for the first version using color pencil.

For version #2 change one of the colors so as to maximally alter the color impact of the design or the structure of the composition.

Note: Keep your design simple and bold. The two designs must be identical. Use the window or tracing paper to repeat design accurately in final version. Remember you are only changing one color in the second version of the design.

**Execution**: You can do this project on computer (see below for instructions if using Illustrator) or by painting in gouache, collage, etc. Both designs can be centered on one sheet of Bristol with an even white border around, or they can be touching (see examples in Powerpoint). Designs are centered with outside border. First sketch lightly in pencil. For second version tape project to sunny window or use tracing paper.

**Measurements:** Make your designs 2 rectangules of 10 x 6 inches each with a 2 inch border all around and a 1 inch border between the two designs. Alternately, you can do square designs.

**Color Guidlines:** Paint one design with gouache color. Paint the next design with the exact colors but change one color in all areas (shapes) where that color repeats. For a dramatic effect exchange warm and cool colors (opposite on color wheel). Or use analogous colors (next to each other on color wheel) in one version and change to a complementary color in the second version. You can also play with dramatically adjusting value and contrast. The goal is to radically change the design’s gestalt (appearance). You may also consider changing the color as a conceptual element of the design.

**Illustrator tools and their keyboard shortcuts:**

Selection tool - V

The basic mouse tool

* This tool is used for selecting or resizing shapes and lines
* To keep the dimensions of the original shape hold shift while resizing
* To keep the shape or line in the same place hold option while resizing
* To duplicate a shape or line select the item, then hold option click, drag and release

Pen tool - P

Your “brush” in Illustrator

* To create a line click to make anchor points where you want them then command click off to only have the line
* To create a shape make a line, add as many points as you need, then close the shape by going back to the original anchor point, hover over it till you see a small circle, then click to complete the shape.
* To make curved shapes or lines click and drag when making a new anchor point
* To make a straight line after a curved line either command click off the path then click the last anchor point used, or option click the anchor point you’re using and the line will be straight

Anchor Point tool - Shift+C

Editing tool for lines and shapes

* This tool and the direct selection tool work together for editing lines and shapes
* To edit a curved line shift click an anchor point, grab the handle that affects the line you want to curve, then move to your desired spot
* to make a straight line curved, click and hold the line and bend to the right spot

Direct Selection tool – A

Editing tool for lines and shapes

* To move an already placed anchor point, click and hold the anchor point then drag to the place you want it
* To move more than one anchor point shift click the anchor points you want, hold the last one, then move to the desired spot

Ellipse tool – L

Circle and ellipse/oval making tool

* Click and drag to make an ellipse or oval
* Hold shift to make a perfect circle

Rectangle tool – M

Rectangle and square making tool

* Click and drag to make a rectangle
* Hold shift to make a square

Select All - Command+A

* Selects every layer that isn’t locked or hidden
* Can be used to delete, move, copy, or duplicate all

Undo - Command+Z

Redo - Command+Shift+Z

Save - Command+S

To save your piece as a .jpeg go to file, export, export as… then use the drop down menu to make the .jpeg. changing the original file from .ai to .jpeg will not work and may corrupt your file.