

# **Graphic Design Principles 1**

Professor: María Paula Rennis

### **OBJECTIVE**

To create a color composition Andy Warhol-style with your selfie, using a color triad from the color wheel. To achieve a unified chromatic composition with defined area of emphasis, based on a photographic portrait.

**Materials:** Your selfie, color wheel, sketch pad, double tack, double sided tape. Illustrator, Photoshop. Free Dropbox account (or similar) or USB flash drive to save your work.

**Concepts:** Color Study, color wheel, complementaries, triads, analogues, shades, tones, tints, visual hierarchy, accent, compositional flow. CMYK, RGB, Pantone catalogue code numbers and graphic use.

**Technical Skills:** Photoshop, Illustrator, Digital imaging.

Design Process: 1. Discover

2. Define

3. Develop

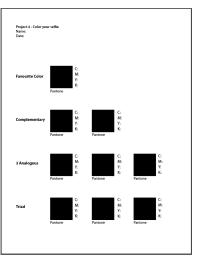
4. Deliver

### 1. Discover

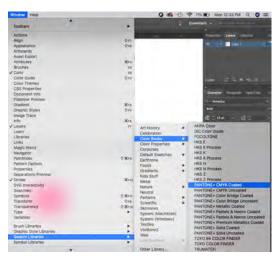
Your favorite color on the color wheel and research.

Research about your favorite color. Write about the characteristics, the social and cultural meaning of that color. Why did you choose it? Does it bring any memories? Does it match your personality? Is it related to a place, an item, a person, an event? or something else?

- Download from OpenLab course site under Project 4 Color your selfie > Favorite Color Template. See image below (A)
- Open the pdf file in Illustrator and fill in the template info coloring the squares with their respective **CMYK formulas** and **Pantone code numbers**. See Pantone Book Illustrator location on image below (B).
- Looking at your favorite color on the color wheel find the **complementary** color, find the **triad**, and **3 analogous** and the respective Pantone code numbers.
- Save the Illustrator file as YourNameFavColor.ai. You will need it to hand in together with your final work.



< (A)
In Illustrator fill in
Favorite color template.
Complementary,
3 Analogous
and Triad
CMYK formulas and
Pantone code numbers.

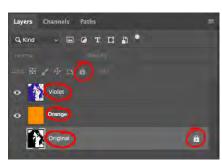


< (B)
Pantone Book
Illustrator location.
Use CMYK Coated
formulas and Pantone
code numbers to fill in
your favorite color template.

High Contrast Black and White image

# 

#1 Create new laver



#2 Name & lock layers



### 2. Define

Choose the most contrasted black and white image you might have from P3 that shows all your features.

- If you don't have that image or need to re work on it, proceed to follow the steps below:
- Open in Photoshop your black and white selfie image.
- On menu find Image > Adjustments > Brightness/Contrast, Curves, Exposure



- Working with these tools, achieve a high contrast black and white image that still shows your features.
- Convert image to CMYK.
- Review with Paula and save image as: YourNameBWHiCntrst.psd
- Make sure your image is 150dpi and 5in wide.

### **Documentation and Feedback**

- In OpenLab, under Categories (on right hand side), choose "Project 4 Color your Selfie", "Step 2 Define"
- Post your YourNameFavColor.png (Screen Shot) and the high contrast black and white selfie naming it YourName-BWhiCntrst.png (Screen Shot)
- · Comment minimum on one peer.

### 3. Develop

### An Andy Warhol-style selfie using a Triad Composition

All Photoshop Compositions will be explained step by step by Paula in class.

Proceed to follow steps below:

- Open in Photoshop YourNameBWHiCntrstCMYK.psd
- On Window >Layers >Unlock it double clicking on layer
- **Duplicate image** by dragging the layer to the bottom right corner on an icon that looks like a square with a plus sign inside. See #1 image on the left side.
- Repeat procedure ending with 3 layers of your selfie and 1 for background color.
- Name the layers with your selected colors as shown on #2 image on the left side.
- Lock the bottom layer by clicking on the lock icon (top center-left). See #2 image on the left side.
- On the side Tool Panel search for the **Magic Wand**. Set **Tolerance at 50** (On top menu). See #3 image on the left side.

#3 Magic Wand -Tolerance 50



 With the Magic Wand select the black areas >Edit >Fill >Color it with your favorite CMYK selected color at 100% opacity for your triad composition.
 Name the layer YourFavColor or

(One of the colors of your Triad)

See #4 image above.



• With the Magic Wand select all the white areas and delete them all.

See #5 image above.



• Create a new layer
Layers>New and fill in Edit>Fill in>
Color it with one of the CMYK
selected colors at 100% opacity for
your triad composition.
Name the layer

See #5 image above.

YourColor Background.



#7 Sample of Final Triad Composition.

- Following the same steps once more you will compose your Triad Color Selfie.
- The Final Triad Composition should have a creative accent, an area of emphasis.
- The Final Triad Composition should match the CMYK Triad colors shown on your file named YourNameFavColor.ai See #7 image on the left side.

## CLEAN THE IMAGES, NO WHITE OR BLACK COLOR SHOULD SHOW.

• After cleaning it up, experiment changing color places and spaces, changing background and foreground color placement and changing accent and accent areas. Take screen shoots of all experimentation process to post in OpenLab.

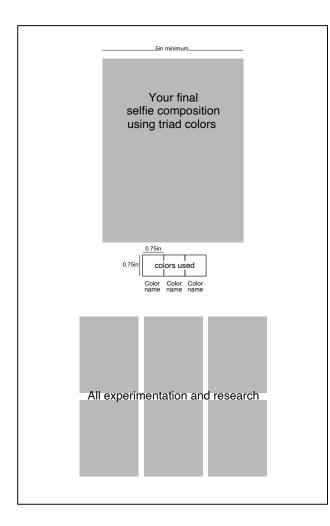
### **Documentation and Feedback**

• In OpenLab, under Categories (on right hand side), choose "Project 4 - Color your Selfie", "Step 3-Develop".

## Post all your experimentation process.

· Comment minimum on one peer.

- 4. Deliver Class critique, documentation and feedback.
- Using Illustrator, create vertical a tabloid (11x17in) size page. Place your Triad selfies color composition following instructions and measurements from the image below.
- Take a screen shot of the full page. Post it in OpenLab class site under Categories (on right hand side), choose "Project 4 Color your Selfie", "Step 4-Deliver".
- In the post, document your thoughts about this project. Think about what you learned, what you could have done better and how you will apply what you learned to your next project. Consider and respond to the comments made in class during the critique.
- · Comment on at least one student.
- Be prepared to present in class, discuss and analyze your finished work in terms of concept, color, craft, what you learned, and the design process. Which parts are successful and why, which parts are unsuccessful and why.
- · Your peers and the professor will provide feedback.



Sample of Illustrator Finished Work 11×17" tabloid page.

Make sure the margins are even.

# **UPLOAD TO CLASS DROPBOX for final grading following file naming system from OpenLab.**

Under YourName folder > Project 4 - Color your Selfie upload:

- Collage color wheel .jpg or png (screen shot)
- Writing research about your favorite color .doc, .pages, .txt or .pdf
- Fav. color template filled in saved as .pdf or .png (screen shot)
- All research, exploration, trials and sketches saved as .png (screen shots) or .jpg
- Final TRIAD composition (.psd file, layered ONLY). Flattened artwork will not be accepted.