

Project 4

color your selfie

Graphic Design Principles 1

Spring 2020 | COMD 1100 | Room P125

Professor: María Paula Rennis

OBJECTIVE

To create 3 Color Compositions with your Selfie:

- 1 Complementary Composition.
- 1 Triad Composition.
- 1 Analogous Composition with 3 colors.

To achieve a unified chromatic composition with defined visual hierarchy and an area of emphasis, based on photographic portraits.

Materials: Your selfie, color wheel, sketch pad. 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.

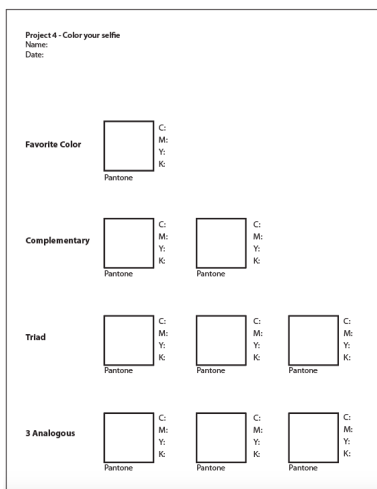
Technical Skills: Photoshop, Illustrator, Digital imaging.

Design Process:

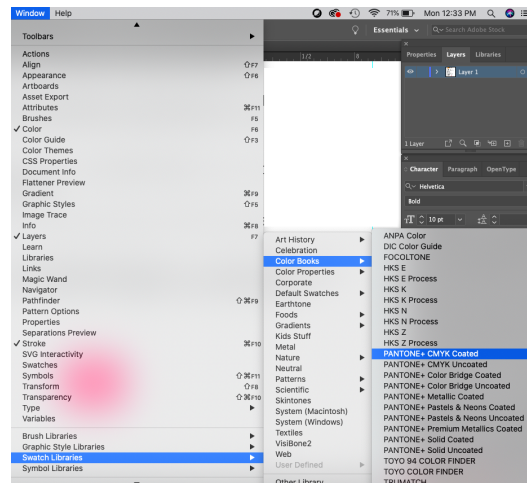
1. Discover
2. Define
3. Develop
4. Deliver

1. Discover your favorite color on the color wheel and research on the Pantone catalogue the CMYK formula and Pantone code number.

- Looking at the color wheel, choose your favorite color and:
- Download from OpenLab course site under Project 4 - Color your selfie > Favorite Color Template. See image below
- 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.
- Looking at the color wheel find the **complementary** color of your favorite one, 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.



< Favorite color template. Complementary, Triad and 3 Analogous CMYK formulas and Pantone code numbers.



< Pantone Book Illustrator location. Use CMYK Coated formulas and Pantone code numbers to fill in YourFavColor template.

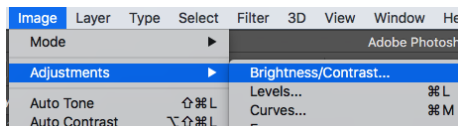


High Contrast Black and White image

2. Define

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

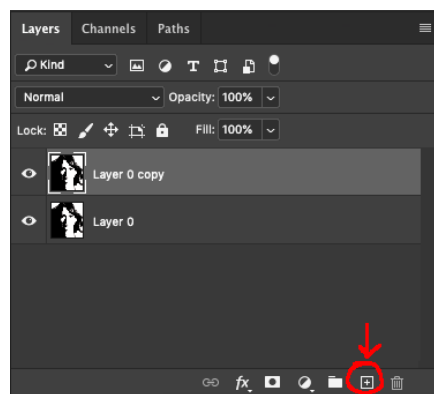
- If you don't have that image or need to re work on it, proceed to follow steps below:
- Open in Photoshop your black and white selfie image.
- On menu find Image > Adjustments > Brightness/Contrast, Curves, Exposure



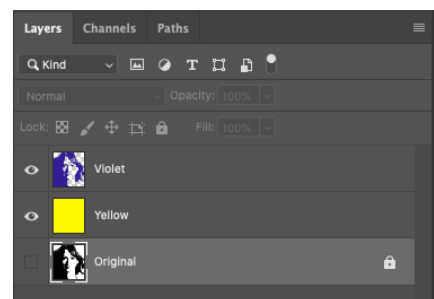
- Working with these tools, **achieve a high contrast black and white image that still shows your features.**
- Convert image to CMYK.
- Review with Paula and save image as: **YourNameBWHiCntrstCMYK.psd**
- Make sure your image is 150dpi and 5in wide.

Documentation and Feedback

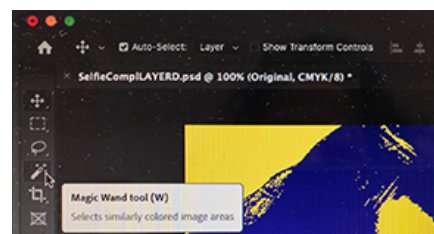
- In OpenLab, under **Categories (on right hand side)**, choose “**Project 4 - Color your Selfie**”, “**Step 2 - Define**”
- Post your High Contrast black and white image.
- Write your favorite color and images of the color scales you will be working with.



#1 Create new layer



#2 Name & lock layers



#3 Magic Wand -Tolerance 50

3. Develop

- **1 Complementary Composition.**
- **1 Triad Composition.**
- **1 Analogous Composition (with 3 colors).**

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

Start with Complementary Composition. 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 **2 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.



#4

• With the Magic Wand **select the black areas** >Edit >Fill >**Color it with your favourite** CMYK selected color at 100% opacity for your complementary composition. Name the layer (YourFavColor) or (Your Complementary Color)

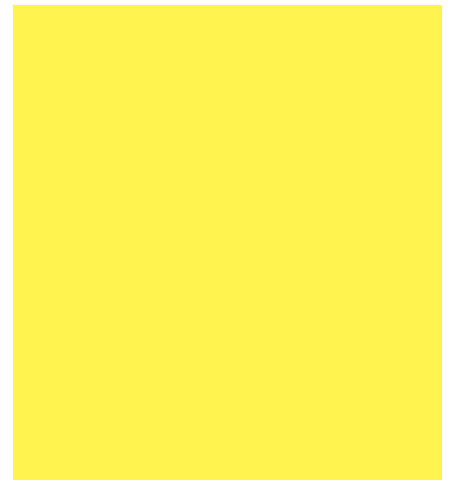
See #4 image above.



#5

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

See #5 image above.



#6

• 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 **complementary** composition. Name the layer (YourColor) Background.

See #5 image above.



#7 Sample of Final Complementary Composition.

• The Final Complementary Composition should match the pair of CMYK Complementary colors shown on your file named YourNameFavColor.ai
See #7 image on the left side.

• Following the same steps you will compose your Triad and Analogous Color Selfies.

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

Documentation and Feedback

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

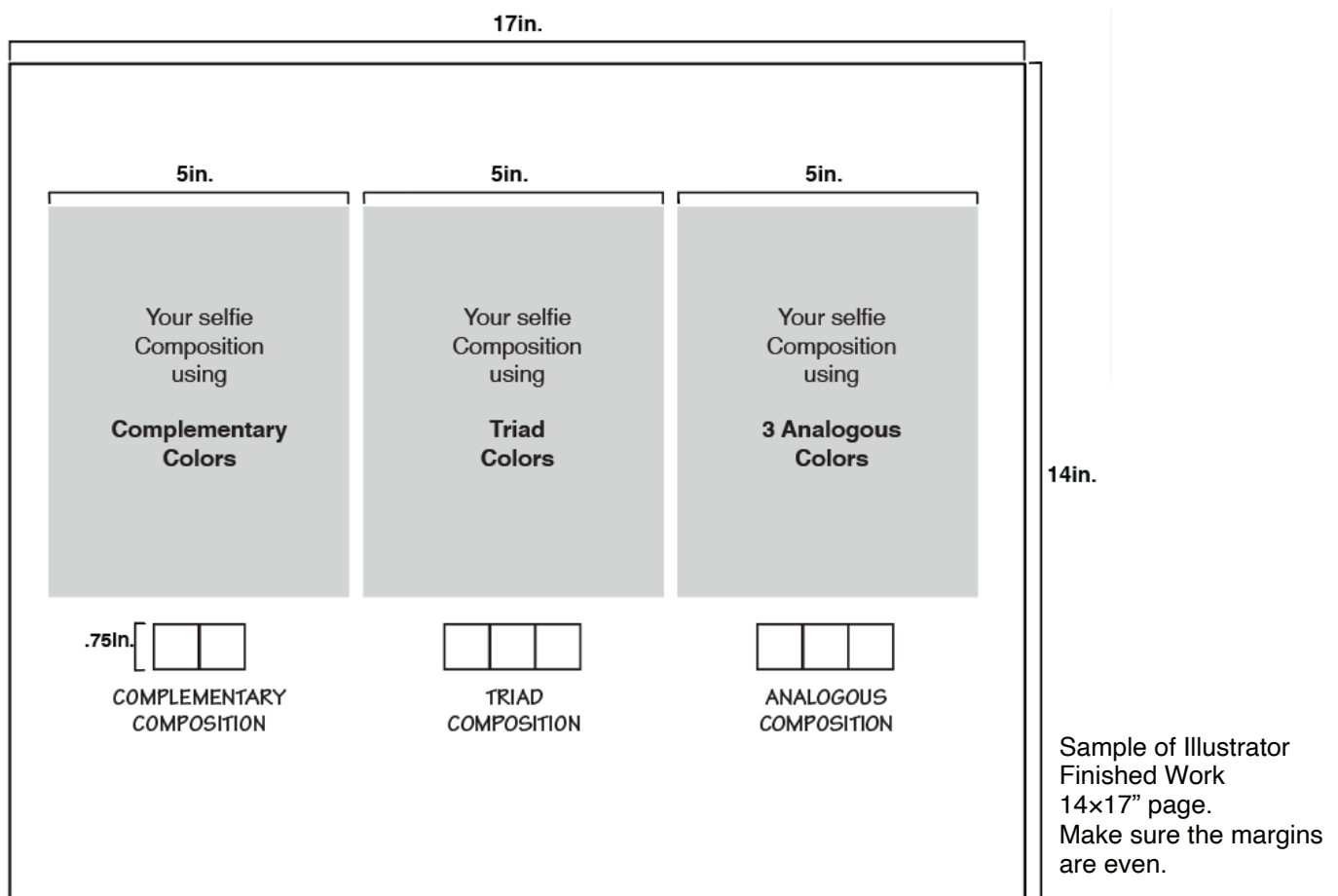
• Write about your favorite color. Research about the characteristics, the social and Cultural meaning of that color. Write about it. Why did you choose it? Does it bring any memories?. Does it match your personality? Is it related to a place, an item, a person, or something?

All your 3 Selfie compositions should be posted on OpenLab:

- **1 Complementary Composition, YourName-ComplComp.**
- **1 Triad Composition, YourName-TriadComp.**
- **1 Analogous Composition (with 3 colors). YourName-AnComp.**

5. Class critique, deliver, documentation and feedback.

- Using Illustrator, create a 14×17” horizontal page. Place your 3 selfies color compositions 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.



UPLOAD TO CLASS DROPBOX for final grading

In the folder called Project 4 - Color your Selfie:

- **Create a folder** with your name (Last, First)
- In that folder create **2 Subfolders: Sketches and Final**
- In **Sketches folder** upload all your **color wheel, research, exploration, trials and sketches**.
- In your **Final folder** upload **your 3 final compositions (.psd files, layered)**