

COLOR ANALYSIS PROJECT

BY: ISIS YOUNG

INTRODUCTION

Hello, my name is Isis Young, and this is my color analysis project. As you proceed to read this project, you will see my detailed, custom made, color wheel, my cross merchandising strategy, and my nature display, with a series of explanations with it. A lot of work was put into this project, and I hope it's not only unique to look at, but also correct. Hope you enjoy it.

Let's get started!!

COLOR GROUP: BRIGHT TONES

BRIGHT COLORS

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The color group I have chosen for my project is Bright Colors. I used bright colors, because it's the most common type of color group, displayed in stores. Bright colors visually appeal to consumers. These colors are attention grabbing, and influence strong emotions. For example the color red, can spark numerous emotions within an individual. Red symbolizes anger, rage, energy, and sometimes sensuality. Depending on the cross merchandising of a store, store leaders, and associates, may design their store in red, based on those themes, I listed. Bright colors are also very attractive, if a consumer has a child. Children are more attracted to, and spend more time looking at bright colors. When companies design coloring books with crayons included, toy trucks for little boys, and dolls for girls, they normally would use bright colors, like red, blue, pink, yellow, and orange. These colors are visually pleasing to children, and this may influence parents/guardians to buy for the kids.

THE COLOR WHEEL

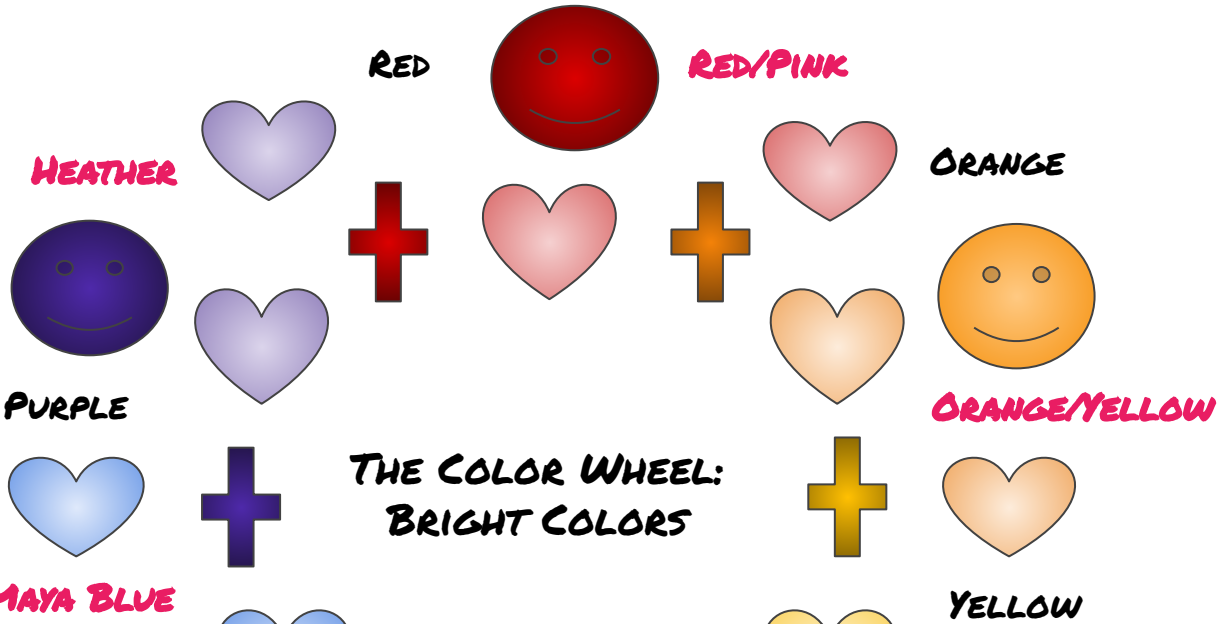
THE COLOR WHEEL

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Bright Tones were used for the color wheel. I didn't want the same basic, kind of wheel that is regularly used, when creating color wheels. I wanted mine to be different, I wanted to be creative. My color wheel is made of smiley faces, hearts and crosses, to make my project fun, and unique to skim through. The smiley faces, and crosses represent the original colors, while the hearts represent the undertones. Example, the red smiley/cross is an original color, and red/pink heart is it's undertone. The primary, secondary and tertiary colors are labeled, on the left and right side of the next slide.

PRIMARY COLORS

- RED
- BLUE
- YELLOW

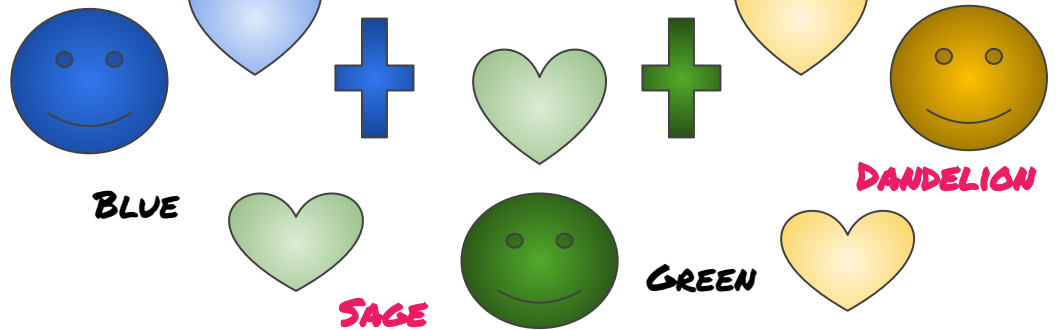


TERTIARY

- RED/PINK
- ORANGE/YELLOW
- DANDELION
- SAGE
- MAYA BLUE
- HEATHER

SECONDARY COLORS

- GREEN
- ORANGE
- PURPLE



THE CROSS MERCHANDISING STRATEGY

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Cross merchandising, is a form of visual merchandising that involves displaying complementary products, next to each other. My strategy for cross merchandising, is to make sure the color products are neatly organized, and presentable, to attract the consumer. I want the colors to almost hypnotize them, so they can look at the products, ask questions, and potentially buy the product(s). I strategically put photos of different products, in fragrance stores, to give the impression that the color coordinated products are in front of one shelf. Similar to walking in a store, you see a shelf of something you like, then another colorful area behind the shelf, catches your attention.



THE NATURE SCENE

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I chose a pretty Marc Jacobs perfume ad, for my nature scene display. The name of the perfume is called LOLA, by Marc Jacobs. Again, I didn't want to use something basic for my project. I wanted to be as creative as possible, to get the viewer's attention. I didn't want to use a nature scene, with too much green in it. Green is too common, when mentioning nature. I wanted to show the different colors of nature, where green isn't always the main color, so I chose this advertisement. I picked four gorgeous colors that popped at me from this ad. Three of these colors are shades (Pink, Red, Purple) and one is a tint (Light Pink).



Light Pink

Pink

Red

Purple

THE END!!

Thank You for reading. Hope you enjoyed looking at my project, as much as I enjoyed making it!!