

Graphic Design Principles 1

Fall 2019 | COMD 1100 | Room 1122

Professor: María Paula Rennis

Project 4

color your selfie

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. 1 Bristol Board d 14x17" (minimum 90gr), blade knife/exacto knife, metal ruler/t-square, studio tac or twin tac, 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.

Technical Skills: Photoshop, Illustrator, Digital imaging.

Design Process:

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

1. Discover

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

- Looking at the color wheel, choose your favorite color and:
- Comparing with the Pantone Catalogue provided by Paula, color match it and take note of the **CMYK formulas and code number** using the template given to you.
- Looking at the color wheel find the **complementary** color of your favorite one, find the **triad**, and **3 analogous**.
- Fill in all the template info coloring the squares with their respective CMYK formulas and Pantone code numbers.
- Save the Illustrator file as **YourNameFavColor.ai**. You will need it to print and glue on the back of your final work.

Project 4 - Color your selfie
Name:
Date:

Favorite Color

C:
M:
Y:
K:

Pantone

Complementary

C:
M:
Y:
K:

Pantone

C:
M:
Y:
K:

Pantone

Triad

C:
M:
Y:
K:

Pantone

C:
M:
Y:
K:

Pantone

C:
M:
Y:
K:

Pantone

3 Analogous

C:
M:
Y:
K:

Pantone

C:
M:
Y:
K:

Pantone

C:
M:
Y:
K:

Pantone

8.5x11in Color printout of: Favorite color, Complementary, Triad and 3 Analogous, all CMYK formulas and Pantone code numbers.

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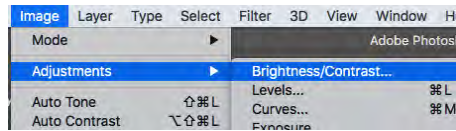


High Contrast Black and White image

2. Define

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

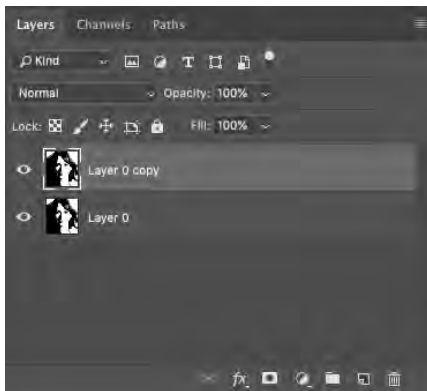
- If you don't have that image or need to re work on it, proceed to follow steps below:
- Open in Photoshop your black and white selfie image.
- On menu find Image > Adjustments > Brightness/Contrast, Curves, Exposure



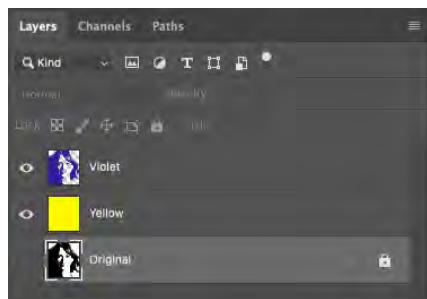
- Working with these tools, **achieve a high contrast black and white image that still shows your features.**
- Convert image to CMYK.
- Review with Paula and save image as: **YourNameBWHiCntrstCMYK.psd**
- Make sure your image is 150dpi and 5in wide.

Documentation and Feedback

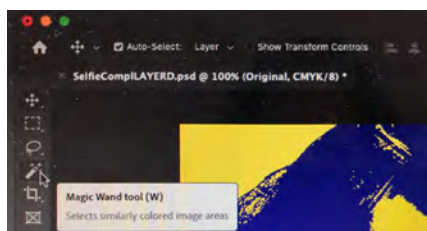
- In OpenLab, **under Categories (on right hand side),** choose **“Project 4 - Color your Selfie”, “Step 2 - Define”**
- Post your High Contrast black and white image.
- Write your favorite color and images of the color scales you will be working with.



#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 folded page. 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.

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#4

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

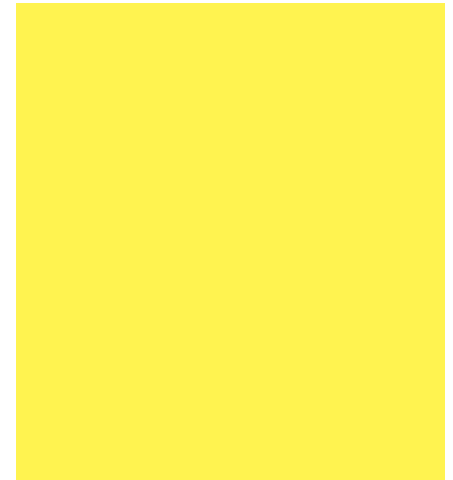
See #4 image above.



#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?

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.

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5. Critique & Deliver

- Using a Bristol Board 14x17", mount your 3 selfies color compositions with twin tac or studio tac.
- Mount the color swatches underneath the compositions, write neatly the name/kind of the composition.
- Protect your work with tracing paper.
- **On the back of your work mount the 8.5x11in color printout of your YourNameFavColor.ai**
- Bring your **finished** project to class.
- Be prepared to present, discuss and analyze your finished work in terms of concept, color, craft, what you learned, and the design process.
- State the following: your name, what you are presenting (title and design problem), which parts are successful and why, which parts are unsuccessful and why.
- Your peers and the professor will provide feedback.

Documentation and Feedback

- In OpenLab, **under Categories (on right hand side)**, choose **"Project 4 - Color your Selfie"**, **"Step 4-Deliver"**.
- **Post your selfie compositions (jpg or screenshots format) of your finished work and write about it.**
- Comment on at least one student.

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.

- **Bring your 3 compositions (.psd files, layered) to hand in to Paula for grading.**

