

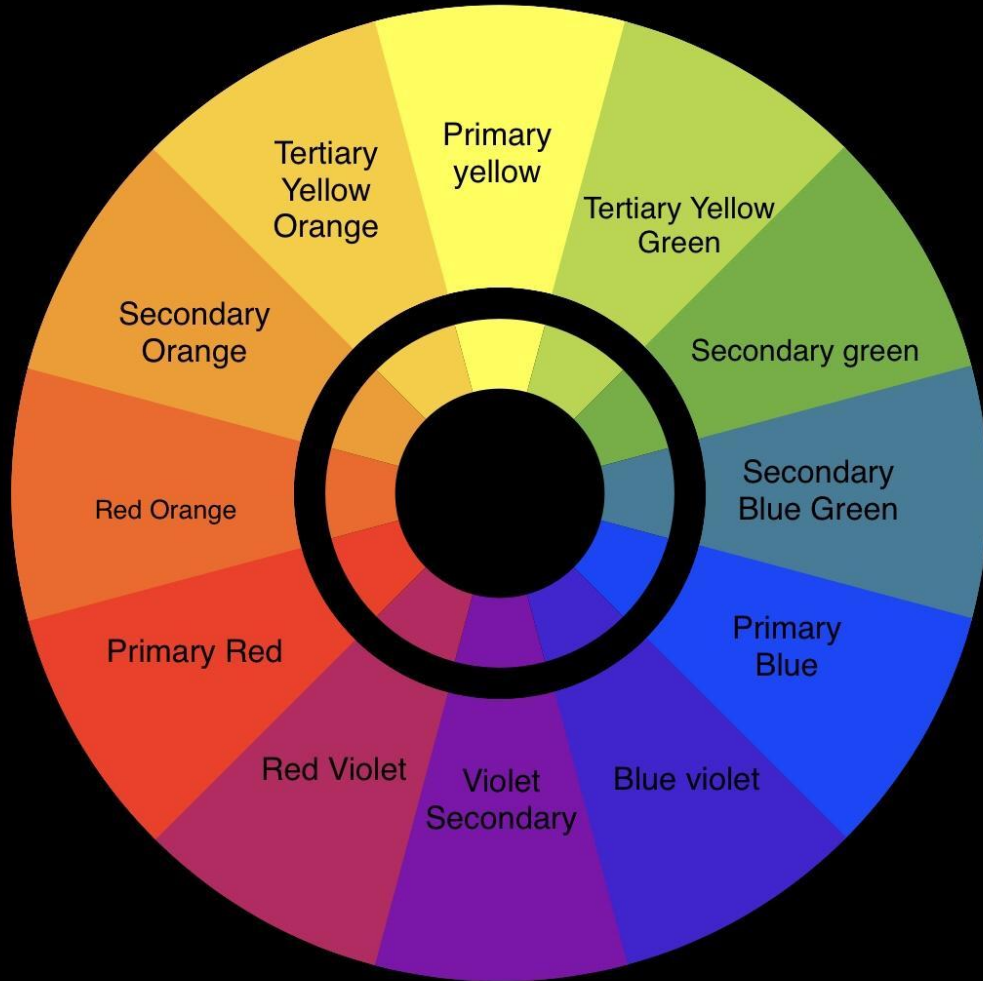


Color Analysis Project

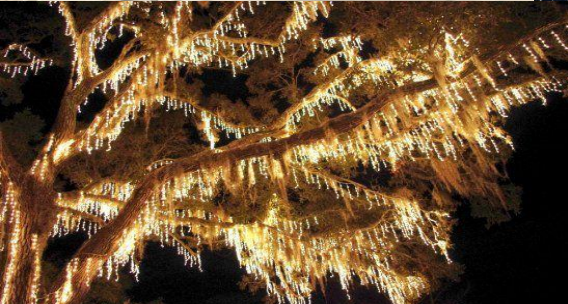
Renée Birchwood
BUF 2203
Professor Jackson



Color wheel



Neutrals



Neutrals

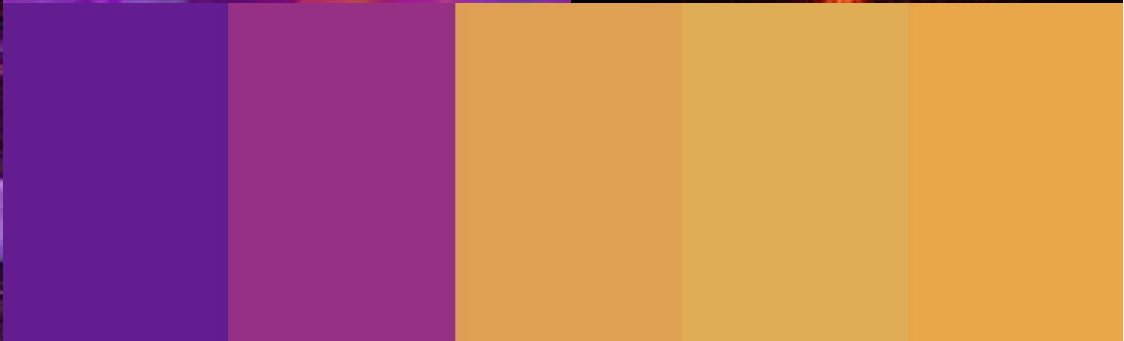
The color group for the presentation is Neutrals (preferably off white and Beige). For the merchandising display I wanted it to be focused on the upcoming season which is winter. I believe a snow background with dim golden colored lights will bring a little bit of a contrast to the Beige and Off White but it's still similar to the neutral shades. For display items I would like to focus the attire on winter items such as knit sweater dresses, boots, trench coat jackets overall the display should have a "comfort feeling".



Nature Scene



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Nature Scene

For the nature scene I decided to go with a sunset that is mainly Purple based than a traditional Red and Orange shade. For the clouds the color is mainly a Deep Purple then it transitions into a Violet shade. As you move further down you get closer to the sunset so the colors turn into a mixture of Yellow orange and secondary Orange.