DESIGN DRAWING &COLOR THEORY

**WEEK 11: Color Meaning/Emotion Wed Oct 30/Fri Nov 1/Mon Nov 11**

**Roll**

**Turn in Sketchbooks** at the end of class today. Make sure everything from **Weeks 5-7 and 9-10** is labeled. (Week 8 was the Artist Presentation.) Remember to tape in any Activities or Assessments that you created outside of your sketchbook, as well as reference photos and color palettes. You can also **re-submit any work from Weeks 1-4** at this time (but you cannot submit any work that was not previously submitted). Be sure to clearly mark the re-submitted pages with a post-it note. Markers will be available for use at the end of class if you need them to finish up the projects from Weeks 9-10. Sketchbooks will be returned next week. (IMPORTANT note: Today’s Activities and Assessment will NOT be graded at this time, so they do not need to be complete by the end of class today. You will want to **take home some paper** to work on this week’s Assessment since you will not have your sketchbook.)

**Critique of Assessment #8 (Monochromatic Marker Drawing)**

**Critique of Assessment #9 (Color Scheme Drawing)**

You will present your Assessment(s) to the class and instructor. You must also show your reference photo(s) and your color palette(s). When you are showing your work, be prepared to discuss your subject matter, the media you used, your composition, and your use of color scheme. Also discuss how you feel about the assignment (the process), and the overall look of your finished piece. (Are you satisfied? What did you like/dislike? What did you learn?) The instructor and the class will provide feedback about the impression your drawing has made. Be open and receptive to this feedback if you are serious about improving your skills as an artist and designer. You have until the **end of class today** to make any necessary changes or additions.

**Presentation on Color Meaning**

It is universally accepted that colors affect us emotionally. Colors can therefore be used to express emotions or even to evoke them. Because color is such a powerful element of art and design, you want to choose carefully to get the response that you want. We will discuss **physiological responses** to warm and cool colors, as well as cultural influences on the **symbolism** of different colors. It is also important to note that trends in public color preferences are actually manipulated by the industry. Lastly, we will explore **Kuler.Adobe.com**, a web-hosted application that graphic designers can use as another resource for creating color schemes.

**Activity S** Color Palette in Illustrator 10 points

**For this activity, we will use the computers in G141.** First, choose an emotion. (This is the emotion you will eventually need to create within your drawing.) Next, using the handouts and/or Kuler, decide which colors will best depict that emotion. **Note that there IS some degree of right/wrong to this, so you should be able to justify your choices.**

Ask me if you are unsure! Now, create an appropriate color palette using Adobe Illustrator. **This does NOT need to be a monochromatic color scheme.** You can use any combination of colors you want, just be sure that the dominant colors clearly communicate the selected emotion/meaning. Remember that the colors in your palette are the only colors that can be evident in your Final Drawing, so choose carefully (and try not to limit yourself too much!) When you are finished creating your color palette, **label your chosen emotion**. Then print out your palette in color and **take it home with you.** (You can tape it into your sketchbook next week). You will use this palette in Assessment #10.

**Assessment #10** Emotional Color Drawing 50 points

**Note:** For this Assessment, you can use colored pencils or colored markers, or any other color media you have at home, such as pastels or paint. You are also welcome to work on canvas or any other drawing paper you may have. **If you choose to use the colored markers, you will need to complete this Assessment in class because you cannot take the markers home.**

**First,** select one of the photos you brought in to be your reference photo (or find a new photo). You may wish to combine more than one photo. You may work from black & white photos, or color photos (or both!) Remember, you don’t have to copy your reference photos exactly; you just need to be influenced by them. Make some **compositional decisions** about what to include/combine/crop out/omit. If your reference photo is at least 8x10”, you have the option of **tracing** it. Using graphite, very lightly sketch your composition onto your sketchbook/canvas/marker paper. Don’t worry about being exact, but you do need to fill your page as much as possible, so draw large.

**Second,** colorize your drawing with your choice of media, trying to match the Color Palette you created in Activity S.   
The colors of your drawing do not need to match the colors of your reference photos, but they do need to match your color palette. Remember to avoid heavy outlining. Try to achieve a nice range of value, and don’t forget to allow the white of the page to show through for highlights. You must include a background—more than just the same overall value. If you want a dark background, use dark greys or black mixed with color. No plain white backgrounds allowed!

**Important notes:** You can use any colors you want as long as the overall color scheme of your drawing looks like your chosen palette.Black,white, grey and (to some extent) brown are considered **neutral colors** and can be used in your drawing, even if they are not part of your palette. Try complementary color mixing to help achieve a nice range of value and create depth. Remember to consider value (and all the elements of chiaroscuro) or your forms will appear flat. Be sure to include your reference photo(s) in your sketchbook along with your finished drawing, as you will need to show them along with your Color Palette next week during the critique.

You will be assessed on the following criteria:

• Assessment is complete at time of critique. (5 points)

• Reference photo(s) are included in your sketchbook. (5 points)

• Composition is considered and background is included. (10 points)

• Only colors that match the color palette (from Activity S) are evident in the drawing, and those colors accurately depict the chosen emotion. (10 points)

• Drawing has a good range of value, and there is a sense of depth and light created through the effective use of color mixing. (10 points)

• Drawing has detail and looks as if care and consideration were taken in its execution. (10 points)

**If you are using the markers today, please check to make sure you didn’t leave any of your grey markers in the box by accident. Please return your marker box to the cabinet at the back of the room.**

**Total Points Possible this Week 60 points**

**For Next Week:**

• Complete Assessment #10 for critique. You will need to show your color palette and reference photos too.

• Bring in your pencils and your erasers. Ink and/or grey markers will be optional on the Assessment. You do not need reference photos.