GRAPHICS 10
MAKE YOUR OWN COLOUR PALETTE

It may seem overly obvious that colour is an extremely important aspect of almost any design work. It follows that any designer must have a versatile, flexible and adaptable vocabulary of colour. How can we foster this understanding and where can we find inspiration for this!? The answer, as is so often the case, is all around us, in nature, fashion or in the work of others, be they photographers, interior designers or painters. This assignment will ask you to find and capture effective colour schemes discovered through various types of photography.

You will create 3 layouts detailing colour schemes that you find in photographs.

COLOUR SCHEMES

For this assignment I want you to find colour schemes that represent and ANALOGOUS colour set with a NEAR COMPLIMENT.

Analogous colors are groups of colors that are next to each other on the color wheel. Red, orange, and red-orange are examples. These are usually a triad of a primary, tertiary and secondary colour.
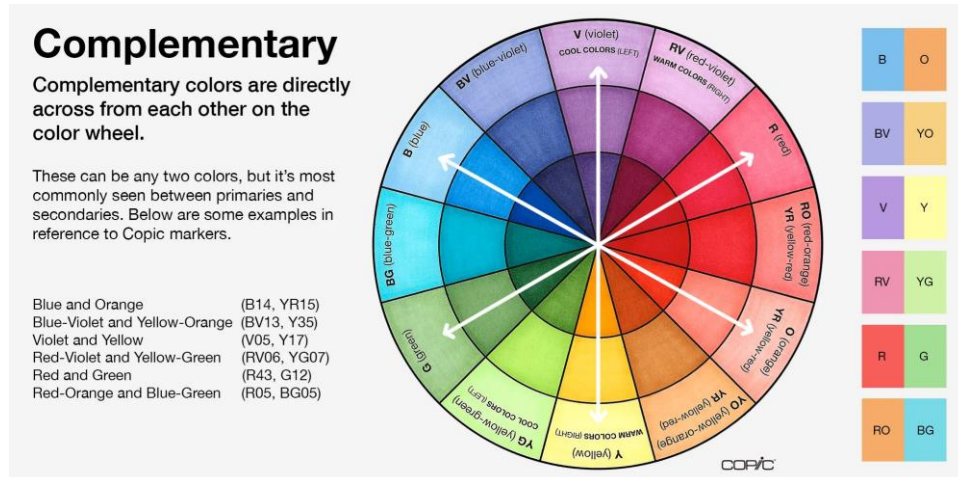These are examples of Analogous Colours:

ANALOGOUS COLORS
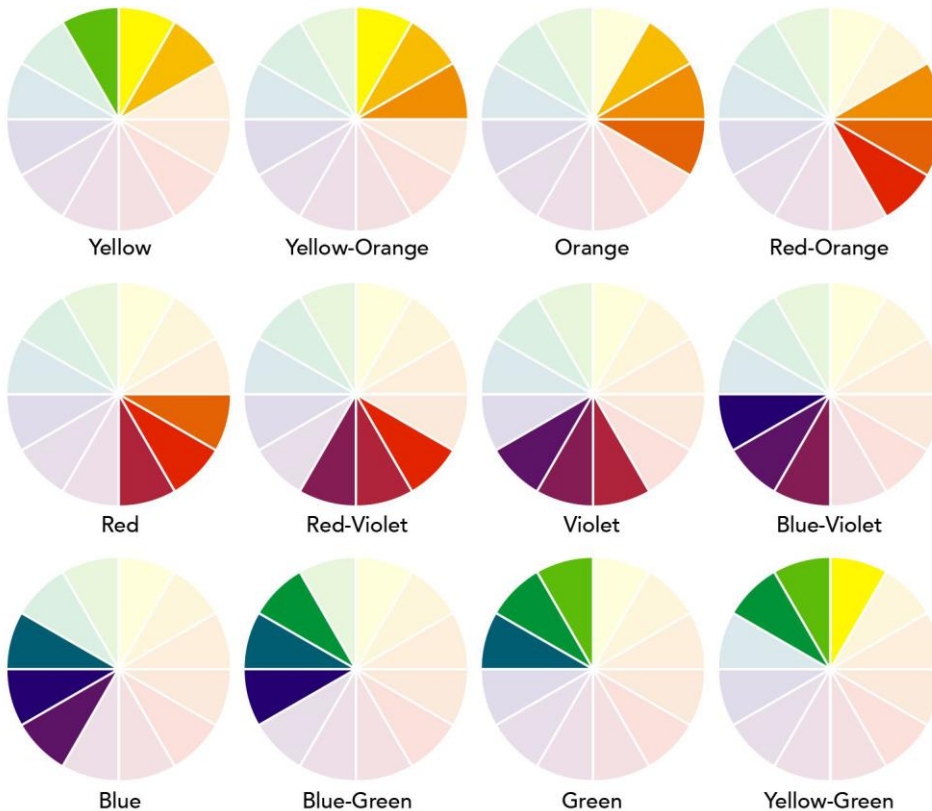
Then you want a compliment or near-compliment to add a little visual interest or *emphasis* to your colour scheme.

To find a compliment find the opposite colour to one of your Analogous colour choices (these will be a *near-compliment* to the other two)
Here is a better explanation:

Complementary

Complementary colors are directly across from each other on the color wheel.

These can be any two colors, but it's most commonly seen between primaries and secondaries. Below are some examples in reference to Copic markers.

Blue and Orange	(B14, YR15)
Blue-Violet and Yellow-Orange	(BV13, Y35)
Violet and Yellow	(V05, Y17)
Red-Violet and Yellow-Green	(RV06, YG07)
Red and Green	(R43, G12)
Red-Orange and Blue-Green	(R05, BG05)

IMAGERY

The first step is finding your imagery. For this project we will mostly be using photography but can also seek inspiration from paintings or other sources at your teachers discretion. Not sure? Ask. For any of the three categories of photographic imagery we are looking for images that contain a clear and concise use of maybe 3 or 4 colours. You don't want to use a photograph with too many colours and certainly not one with too few. You will end up pulling 4 or 5 colours from each image for your colour schemes.

You will create colour scheme from:
1. An image/photograph that you find on the internet.   Boooooooom! Or Magnum websites are great resources. DO NOT USE Google search! Try to surprise yourself with the image you find! Make note of the photographer.

2. An image that you source from a magazine or book. Fashion photography and nature photography are great ideas.

3. A photograph that you took yourself. It could be an existing photo or one that you take specifically for this project. Think about some of the outfits that your friends wear. People often have wonderful sense of colour and express it through their clothing.
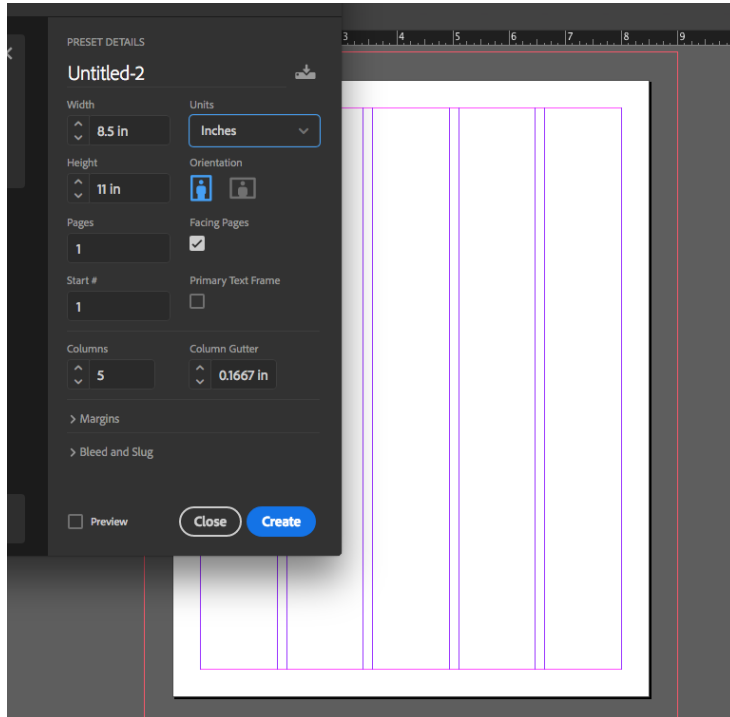
Photograph by Sam Wright(Booooooom!)

Photograph by Micaiah Carter (Marie Claire)

Photograph by Mr. Loooooooooog!

LAYOUTS

Create a 1 page vertical 8.5" x 11" Indesign document with 5 columns and appropriate gutters and margins.

And Create a title box, large image box that spans all 5 columns and 5 square image boxes (press shift as you drag your image box out) directly below the large image box and each spanning exactly one column. All spacing must be equivalent to your margins and all elements must be aligned as per usual. Remember the spacing trick of using the small square exactly the width of your margin as demonstrated in the image to the right.
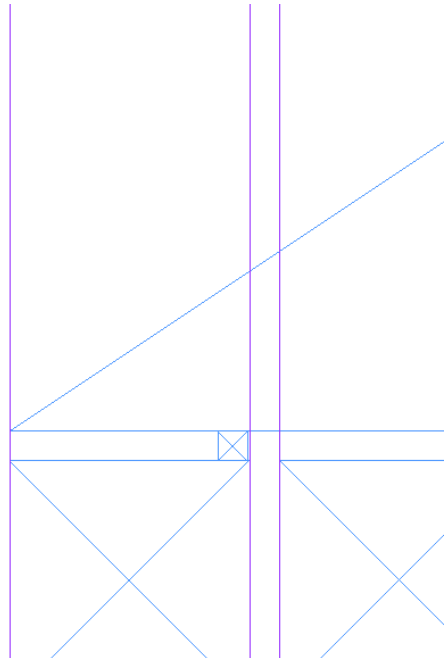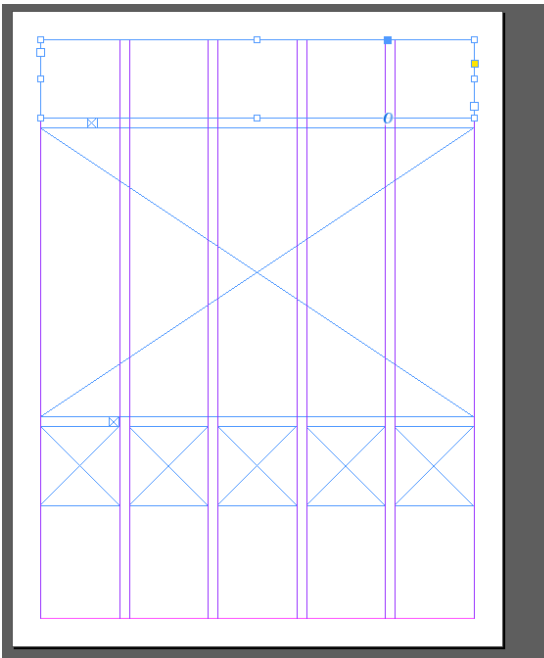
Load one of your images into your Indesign file. And then, using your selection tool, select one of your small boxes.
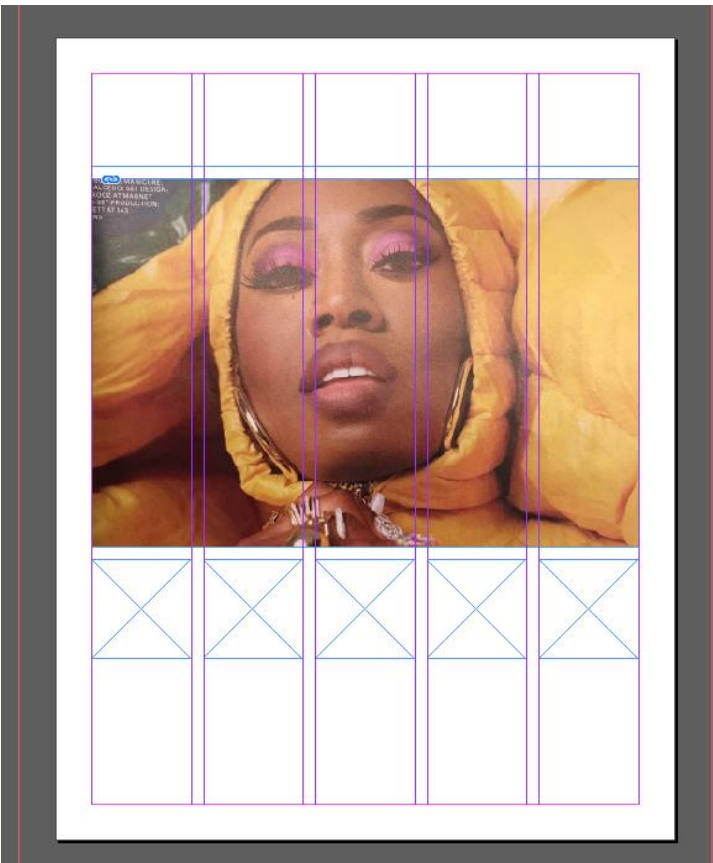

Select your eye dropper tool from your toolbar.

Select a colour from your image. This should fil n your selected image box with the chosen colour. You may need to reselect from a slightly different area if your colour is not ideal. You may also zoom in using the magnifying glass tool in order to be more accurate with the selected colour.

Continue to make colour selections until you have filled all of your boxes and have a diverse yet harmonious colour palette. Take care in ordering your colour palette in a organized manner. For instance if you have more than one shade of yellow then make sure that those colour boxes are next to each other, as in the model below.
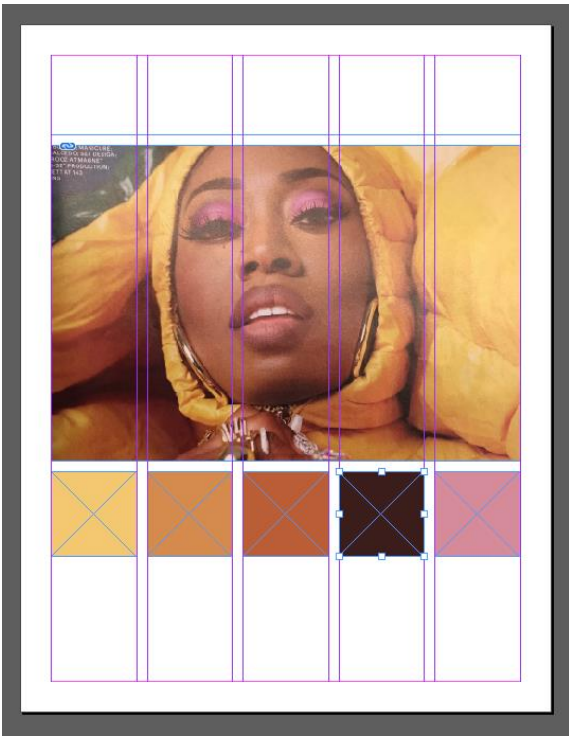
Give your Layout a name that is descriptive of the colour choices. Be creative and if your'd like to refer to some of the previous ways we have learned to describe colour schemes you may. Make the title one of your selected colours and include your name. Remember to use size to indicate Visual Hierachy (title is big, author is small etc).
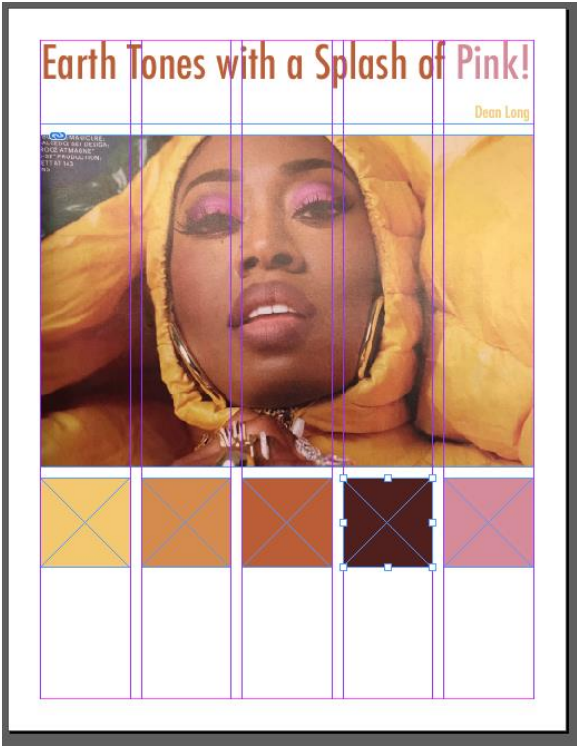
Save As
Export as a PDF
Save a JPG from your PDF

Reopen your saved template and get to work on your second and third ones!