

We'll start this assignment in class and have critique after your first attempt. We'll iterate until everyone gets it.

ASSIGNMENT 3 Color Influence

Albers makes the analogy of three bowls of water: 1) hot 2) lukewarm and 3) cold. Placing your left hand in the hot water and at the same time, placing your right hand in the cold, then moving them together to the lukewarm. Chances are that each hand will feel the opposite initially.

GOAL

To understand how color is a relative medium. Colors "influence" each other.

** It starts on a trial and error basis. DISCOVERY AND INVENTION ARE THE CRITERIA FOR CREATIVITY **

PROCESS

In this exercise you'll make one color look like two colors depending on the background colors. Using the template provided on the class website and following the instructions for changing the background and foreground colors, experiment with color choices for about 20 minutes. Then, we'll come together and review and critique your work. Depending on the overall success of the project, we may take this to a homework assignment so that everyone is able to see and understand the concept.





Color Theory
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ASSIGNMENT 3 IN CLASS JAN 27

We'll start this assignment in class and have critique after your first attempt. We'll iterate until everyone gets it.

YOUR ASSIGNMENT WILL BE ASSESSED USING THE FOLLOWING CRITERIA

Were you able to make one color look like two?
/25 points

Did you use value and color to achieve this goal?
/25 points

Were there colors that were more easily influenced, why do you think this is the case?
/25

Did you use web safe colors only to limit your color palette?
/25

TOTAL 100 POINTS