

# COLOR EXPERIMENTS.



## DESCRIPTION:

During this quick exercise we will experiment with color and other Adobe Illustrator skills. The goal of this project is to apply the skills we learned in the last project to this assignment successfully. We will be working with shape, line, color, overlapping, composition, balance, unity, and scale. There are two options/directions you can choose for your process. Pick from *20 Irregular Shapes* or *5 Angles*. See following pages for details. For *Assignment Process* see following pages.

## OBJECTIVES:

- a. Students will identify color theory terms and will apply these terms to digital works.
- b. Students will use software-generated iterations of their designs in order to make 11x17" works of digital art.
- c. Students will use Adobe Illustrator tools to create objects and forms.
- d. Students will embrace drawing as an important design process.
- e. Students will use techniques to develop voice and visual language.
- f. Students will explore formal aesthetics through perspective, color, texture, space and composition.

## :

Review the following videos:

- a. >>. Overview / Option #1. <https://youtu.be/s3d9bxX-W8o> [Carrie Video]
- b. Student Work Examples: [https://drive.google.com/file/d/1EcYH5G8P8d\\_T8-W8Wm7T6Ld8XQ4up/view?usp=sharing](https://drive.google.com/file/d/1EcYH5G8P8d_T8-W8Wm7T6Ld8XQ4up/view?usp=sharing)
- c. Color Theory Basics. <https://youtu.be/O8xryaE0-jE>
- d. The world is poorly designed. But copying nature helps. <https://youtu.be/MDXqTmfao0>
- e. Beginning Graphic Design: Color. [https://youtu.be/\\_2LLXnUdUic](https://youtu.be/_2LLXnUdUic)
- f. How This Guy Uses A.I. To Create Art | Obsessed | WIRED <https://youtu.be/1-ENWwH9RM>
- g. William Kentridge, *Pain & Sympathy* | Art21 <https://youtu.be/m1oK5LMJ3zY>
- h. William Kentridge, *'Art Must Defend the Uncertain'* <https://youtu.be/Dnwco-LQZLU>

# RUBRIC.

DIGITAL ART & DESIGN.

## COLOR EXPERIMENTS.

|   |                    |
|---|--------------------|
| 0 | DRAFT QUALITY      |
| 1 | DEVELOPING         |
| 2 | MEETS EXPECTATIONS |
| 3 | ABOVE AVERAGE      |
| 4 | STELLAR            |

The most successful solutions in this assignment utilized unique experimentation with form [Elements and Principles of Design], process, color, movement, and repetition with variety within these pieces. Successful applications will take skills learned in the previous projects and consider applying them to other works using successful implementation of design.

| #  | Rubric Criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | % of grade |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| 1. | <b>Formal Qualities.</b> [Elements & Principles of Design]. Examples include: ___.Compositional qualities (layering & balance). ___.Line Shape, Texture, Space, Color, Balance, Symmetry, Space, Rhythm, Scale, Contrast, Value. ___.Color Pallet includes students own mixed colors and not the default colors. ___.Has the student successfully solved the compositional qualities of the work?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 20%        |
| 2. | <b>&gt; Color Experiments Techniques:</b><br>> Experimentation with Line. > Composition & Positive/Negative Space. > Color & Experimentation with Pallets. Examples include: ___. Color Pallet includes your own mixed colors and not the default colors.> Transparency, Overlapping, Dimension. > Did Student Create Multiple Variations within their Process? [5-10 pieces experimenting with shape, and space.] > Movement within composition. > Technical Skills. Examples include: ___. Did student experiment with proper techniques? ___. Is work the correct resolution? ___.Was art created in the proper program?                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 15%        |
| 3. | <b>Visual Language, Experimentation, Originality &amp; Forms.</b> Examples include: ___.Experimentation with Pattern, Unique Shapes, Forms, Illustrations. ___.Formal experimentation with cohesive shape, size, scale, line, weight, etc. ___.Range & Variation in form, line, pattern. ___. Uniqueness of Form and implementation of successful design decisions. ___. Are objects / compositions sophisticated? ___. Do compositions avoid branded elements like logos or other trite elements? If universal forms are utilized are they visually different with their own sense of visual language? ___. How are compositional aspects balanced? ___. Is there an attempt at developing Visual Language, individual voice, and aesthetic from the student's unique point of view? ___. Are there unique elements that express voice. ___. Form experimentation with cohesive shape, size, scale, line, weight, etc. ___. Range and Variation in form, line, pattern. ___. Experimentation with minimal and complex forms. ___. Uniqueness of Form and implementation of successful design decisions. | 15%        |
| 4. | <b>Visual Presentation, Followed Submission Instructions.</b><br>Examples include: ___. Did student upload their work in a thoughtful manner considering presentation as a significant element of communication? ___. Did student upload file types that are readable to multiple viewers, PDF format?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 10%        |
| 5. | <b>&gt; Design Process + Design Thinking.</b> Is evidence of the design process present? ___.Did student experiment with their design process during the assignment? Examples include: ___. Is student working on process and developing their work. ___. Did student work on sketches? ___. Did student perfect compositions to completion considering the Elements and Principles of Design.? Design process can include brainstorming, visual research, aesthetic awareness, variation experimentation, "formstorming", different design techniques [Kit of Parts], etc. See <i>Graphic Design Thinking</i> and <i>Graphic Design the New Basics</i> , by Ellen Lupton for suggestions.<br><br>> <b>Transfer of learning.</b> [This occurs when a student applies information, strategies, and skills they have learned to a new assignment, situation, or context.]<br><br>> <b>Risk-taking.</b> Did student take calculated risks during their process?                                                                                                                                             | 15%        |
| 6. | <b>Self-Driven Critique, Peer Critique, &amp; Studio Culture.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 10%        |
| 7. | <b>Professionalism + Positive &amp; Critical Thinking.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 5%         |
| 8. | <b>Time Management + Required Experiments.</b> Did student complete all required experiments?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 10%        |
| 9. | <b>Is Work Late?</b> -20%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            |

# ASSIGNMENT PROCESS:

## OPTION # 1

### Option #01. 20 OBJECTS / PROCESS:

>>> Carrie Video of the Assignment Process:

<https://youtu.be/s3d9bxX-W8o>

#### \_a. 20 IRREGULAR OBJECTS.

\_\_In Adobe Illustrator Draw 20 irregular objects on an 11"x17" Artboard using the Pencil Tool, Pen Tool, or other tools. See examples. Keep objects in an outline appearance.

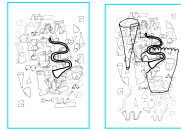
*Irregular Objects: Irregular objects are objects that are complex and expand beyond typical geometric forms like circles, squares, rectangles, hexagons, pentagons, etc. An example of an irregular object might be the contour line of stairs, or human lungs.*

> Analog 20 Irregular Objects : <https://youtu.be/9f9f8ubaa0> [carrie video]



#### \_b. COMPOSE.

\_\_With your objects compose several different compositions. Experiment with manipulating objects experimenting with size/scale, line weight, line style, overlapping, stacking, duplicating, scaling, rotating and positioning your objects.



#### \_c. PATHFINDER.

\_\_Consider using the Pathfinder to manipulate shapes by merging shapes together, stamping through objects, etc.



#### \_d. MAKE MULTIPLE COMPOSITIONS.

[AT LEAST 5 BY DUPLICATING ARTBOARDS]:

\_\_Duplicate your Artboards and make multiple compositions by altering shapes, size/scale, composition, and other elements.



#### \_e. COLOR LIBRARIES.

\_\_Pick a color scheme. Go to >Swatch Panel, In the bottom left hand corner you will see a tiny library icon for swatch libraries. Pick a pallet. [I used Art History, and Antique.] You may also mix your own color schemes: Do NOT use the default colors under swatches.



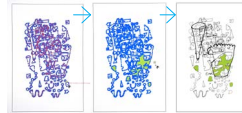
#### \_f. PICK ONE COMPOSITION & SELECT ALL OBJECTS.

\_\_Pick one Artboard and select all objects/elements. [Objects should be in an outline appearance.]



#### \_g. LIVE PAINT TOOL.

\_\_With objects selected choose the Live Paint Tool from the tools panel. [It's listed under Shape Builder Tool]. Fill objects choosing different colors.



#### \_h. RECOLOR ARTWORK / LIVE PAINT TOOL.

\_\_Duplicate the artboard/composition or save as a different version of the document. With a composition selected adjust color using the Recolor Artwork option under [>Edit, >Edit Color, >Recolor Artwork.] Click on the Edit tab, click the Link Harmony Colors icon on the left bottom hand corner of color wheel that looks like a link. If you are on HSB color drag H [hue] to desired location. Consider aspects of color theory.



#### \_i. EXPAND SHAPES / UNGROUP FOR EDITING:

Go to >Object, >Expand Appearance, then >Object, >Ungroup, to edit shapes.

#### \_j. EDIT & REPEAT TO DESIRED OUTCOME.

#### \_k. TOOLS UTILIZED.

\_\_Pencil Tool / Pen Tool, \_\_Transform tools (scale, rotate, reflect), \_\_Pathfinder (Unite + Divide)  
\_\_Swatches (load swatches, create swatch group), \_\_Swatch Libraries, \_\_Selection tool, \_\_Direct Selection tool,  
\_\_Eyedropper, \_\_Select menu (Select > Same > Fill Color), \_\_Recolor Artwork

#### \_l. PRINT BEST VERSIONS ON 11X17" PAPER.

Printing Color Experiments & Cube Package with Xerox Phaser: <https://youtu.be/7xSqSo8jYc>

#### \_m. PRESENTING WORK AND PROCESS FOR FINAL SUBMISSION.

Presenting Work for Final Submission <https://youtu.be/10GAa54idTQ>

## OPTION # 2

### Option #02. 5 ANGLES / PROCESS:

#### OBJECT:

\_\_Find an object with interesting characteristics and photograph it from 5 different angles.

#### TRACE :

\_\_Bring your photos into an 8.5 x 11 artboard in Illustrator, one at a time. Using the Pen Tool, trace your images. Don't worry about capturing every detail. Trace each photo on it's own layer and group them into one object (Command + G). Remember you are allowed to trace images that you took with your own camera. Tracing images that are the intellectual property of another individual is considered plagiarism.

#### COMPOSE :

\_\_With your object drawn from different angles, create a composition by duplicating, scaling, rotating and positioning your drawing.

#### PATHFINDER + UNITE :

\_\_Once your composition looks the way you want it to, copy all of the lines you have drawn and paste them onto a new layer below all of the other layers (demo in class). Outline your strokes (Object > Path > Outline Stroke). Unite everything on this layer (Pathfinder > Unite).

#### PATHFINDER + DIVIDE :

\_\_Draw a large rectangle over the top of your lines (be sure you are on the same layer as the previous step). Select everything on this layer and Divide using the Pathfinder.

#### COLOR THEORY:

\_\_You should now have individual shapes where all of your lines intersected. Select these shapes using the Selection Tool (black arrow) and apply color from the Swatches panel. Create two different compositions using 2 of the 5 color theory rules we went over in class.

#### TOOLS :

\_\_Pen Tool  
\_\_Transform tools (scale, rotate, reflect)  
\_\_Pathfinder (Unite + Divide)  
\_\_Swatches (load swatches, create swatch group)  
\_\_Selection tool  
\_\_Direct Selection tool  
\_\_Eyedropper  
\_\_Select menu (Select > Same > Fill Color)