

# Bad Color Design

## Directions:

For this *Activity*, you will be creating a design with a bad use of color.

1. Begin by selecting the type of design you want to create, for example: product packaging, stationary, road signs, greeting card.
2. Develop a design using a color scheme which does not work for this specific design type. Consider the following things which might help you choose the wrong colors:
  - Color's cultural associations
  - Color's psychological associations
  - Expected color choices for content
  - Function of the design
  - Legibility of text
  - Color harmony
  - Color context
3. The design should, other than the color scheme, appear professional and complete. This includes creating any copy text, finding images and providing full layouts.
4. Write a "creative brief" explaining why you chose the colors for the design. The brief should explain why your design uses the worst color choices.
5. Get into a group of five. Present your design and read your creative brief to your group.
6. After each member presents, have a five-minute critique of the design discussing what is successful about the design, what is not successful and how the designer could have pushed their color scheme further.
7. Turn in your final design.