

Color Design Project

Directions:

For this *Project*, you will research and create a design according to one of the scenarios provided.

1. Select one of the design briefs provided.
2. Conduct preliminary research before you begin to design. Collect the following information:
 - Five examples of designs which are similar
 - A list of 20 adjectives you would want to use to describe your design
 - Dimensions of your final printed product
 - A collection of colors which are commonly associated with the topic of your design
 - Any additional information you need based on the design, for example, 80s style or location of the next summer Olympics.
3. Gather your resources to ensure you can begin the design process. Create or find the following:
 - Three potential color schemes
 - One image, either a photograph or illustration, created by you for the design, along with any other images you may need
 - Three sketches of different layouts
4. Create a polished design using your preliminary research and gathered resources. Your final design should include at least one image which was created entirely by you, either a photograph or illustration, and should feature at least two colors besides black and white.
5. Write a one-page summary explaining your color choices and why they were the best colors to use for the design. In addition, explain how you think your design best accomplishes the goals the client had in mind.

Color Design Project

Design Briefs

- Create a fashion advertisement for an 80s-inspired fashion line. The line is called “Permed” from designer Michelle Monat. The line is high-end, intended for young professional women from 25 to 35 years of age and features bold silhouettes, pops of bright color and layering. Monat has explained the line provides young women with strong professional clothing with a subtle twist of fun. The client wants the advertisement to be simple, featuring the name of the line, an image of a model who represents the feel of the fashion line and a slogan you come up with to draw interest to the advertisement.
- Create a poster advertising the next Summer Olympics. The client would like you to include some sort of imagery related to the host country, but would also like to feature at least one Olympic athlete from the United States. The client would like the poster to convey the following information: location of the Olympics, dates of the competition and the Olympic ring logo. The goal of the poster should be to instill a sense of excitement and competition in the viewer.
- Create a packaging solution for an organic, non-toxic bathroom cleaner. The cleaner is a thin clear liquid and must go in a spray bottle. Using the brand’s name “Pristine”, create a package and logo for the cleaner. The client wants the packaging and logo to convey the cleaner is pure, non-toxic and organic in just a glance, because the product will be competing with many other products on store shelves.
- Create a brochure or booklet on eating healthy for teenagers, which will be passed out in high school cafeterias during lunch. The client is planning to have about 700 words which will need to be included in the brochure or booklet, you can use placeholder text like Lorem Ipsum to represent this information. The client would like to have the following sections represented: “Why is some food junk?”, “How does healthy food help me?”, “How do you make healthy food taste good?”. The client is looking for design and visuals which would appeal to high schoolers.
- Create an invitation to the Modern Art Museum’s exhibition called Remixing Seurat, which is an exhibit where contemporary artists recreate Georges Seurat’s *A Sunday Afternoon on the Island of La Grande Jatte* in their own style. The exhibit will occur from the 14th to the 28th of next month and will be free admission. The client would like to convey all necessary information and would like the design to feature elements of Seurat’s painting.