

Exercise Week 7 Advertising Color Palettes (part 1)

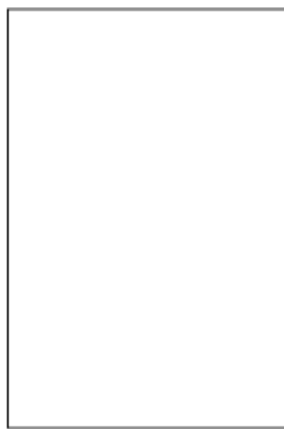
[5 points]

procedure: Select an advertisement and isolate the color palette. Recreate each color and create a color scheme diagram explaining the use of color. As an abstract (non-figurative) composition, reproduce the design of the ad using the same color palette, overall balance and structure of the original design.

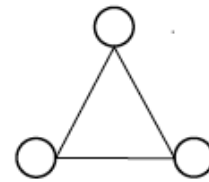
materials: paint on Bristol board.



original advertisement



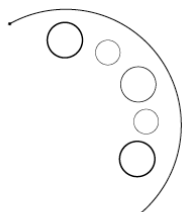
color palette abstraction



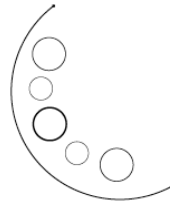
palette with description

The ad may be color photocopied and reduced to fit on the page if necessary.

Color Scheme Diagrams



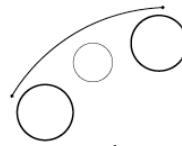
Warm



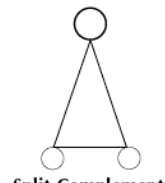
Cool



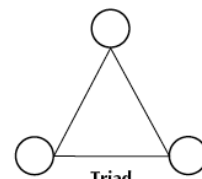
Complements



Analogous



Split-Complements



Triad

Advertising Color Palettes (part 2)

[5 points]

procedure: Using the same advertisement, reproduce the design using a different color palette or scheme. While maintaining the same information, try to change the intention of the ad through color. Create a palette of the colors used and a description of why you selected the new palette.

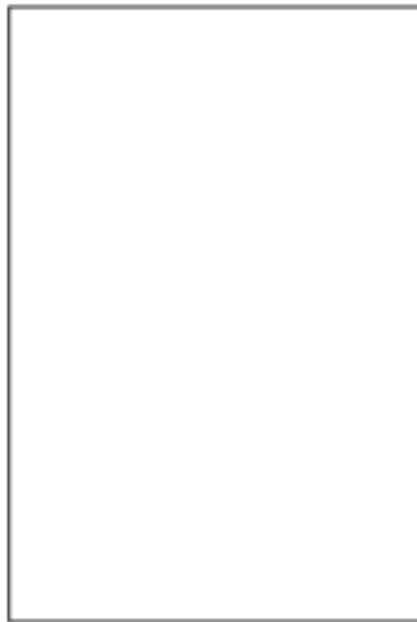
Color photocopy the advertisement from step 1 and include it in this composition also.

Trace over the original ad and transfer it onto Bristol for an accurate recreation of the design.

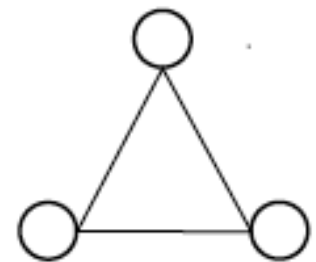
materials: any media on Bristol board.



original advertisement



alternative color palette



palette with description

due: week 8