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.

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

### Color Scheme Diagrams

- Warm
- Cool
- Complements
- Analogous
- Splits-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.

due: week 8