

ASSIGNMENT 1: COLOR STORY

COLOR STORY

A color story is a palette of colors chosen by a designer to connect each piece in a collection with a particular theme for a season and line. A color story is also used for visual merchandising in retail stores.

Use the information covered in class and the resources below to develop a color story for your semester-long in-class print collection. For this assignment you will create a Mood Board and Color Story Board. Your Mood Board will visually showcase the inspirations and theme for your color story and collection. Your Color Board will showcase 2 color stories you have potentially chosen for your collection. Make sure the swatches are the same size. You must rename the colors to match the theme of your collection as well as the correct pantone color numbers. Make sure that both boards are consistent - include elements on both boards to indicate the boards are from the same presentation. Please include a word doc with one paragraph describing your collection, theme and choice of colors. You MUST include links to your research - do not haphazardly choose colors, base colors on your research.

DUE: 1 Mood Board; 1 Color Story Board (with 2 possible color stories); Word doc with paragraph description and links to research

WORKING WITH COLOR :: ADDITIVE COLOR V. SUBTRACTIVE COLOR

When designing, it is important to take into account that one is dealing with two color systems. These systems are completely inverse of each other. Some colors possible on computer screens do not translate correctly when printed. Designers must keep this in mind and use tools such as Pantone to effectively communicate colors from designs to finished product.

Additive Color :: RGB

Our computer screens are created with light using additive color. Additive color mixing begins with black and ends with white. The more color is added, the lighter it gets until it reaches white.

Subtractive Color :: RGB

In the physical world, when painting or when printing we are using the subtractive color method. Subtractive color mixing means that one begins with white and ends with black. The more color one adds, the darker the result

COLOR RESEARCH

LIBRARY RESOURCES :: <http://www.library.kent.edu/page/10565>

Doneger: Color Workshop (color season forecasts). Available at Fashion Library only

Fashion Snoops: Trend analysis. Available on campus

WGSN: Trend analysis. Available on campus

COLORlovers: color trends and articles, create and share colors, palettes and patterns

<http://www.colourlovers.com/>

EasyRGB: create color harmonies

<http://www.easyrgb.com/>

COLOR MATCHING SYSTEMS

PANTONE <http://www.pantone.com/>

MUNSELL <http://www.munsellstore.com/>