

Color is one of the basic elements of design, as well as something that naturally exists in—and influences—the world around us. The goal of this project is to explore your visual awareness by photographing objects or scenes of one color only (shades & tints), as a design theme. Choose a color, and find it wherever you photograph.

You will be producing a sequence of six photos that each contains shades of your chosen color. For example: if you choose pink, then each photo will feature pink elements in the frame—from faded pink to fluorescent pink, Barbie pink to Pepto-Bismol pink, bubble gum pink to sunburned pink.

The other consideration of this assignment (besides color) is that you must sequence your six photos in relation to one (or more) of the basic Elements of Design. For example: your photo sequence might be based on *Value*, progressing from light to dark. Or maybe your sequence is based on *Focal Point*, where the featured color is the main focus that your eye is drawn to in each photo.

- 1 **See.** Roam the neighborhood, looking to see what catches your eye—especially those things that are attention-grabbing because of their color.
- 2 **Capture.** Shoot many photos (100+), and then sort through them to see which colors are dominating or prevalent. Choose one color family to build your project around.
- 3 **Sort.** Bring all your photos to class week #2, and we'll begin the editing process by choosing which photos best fit with each other, as well as the overall project.
- 4 **Choose.** Edit your photo choices down to the strongest six that will work in a design sequence. Choose a basic Element or Principle of Design to guide your sequence.
ELEMENTS: Line, Shape, Value, Color, Texture, Format, Perspective, Motion
PRINCIPLES: Balance, Composition, Focal Point, Rhythm, Unity, Scale & Proportion
- 5 **Prep.** Resize all JPEG photos to approximately 1,000 x 750 for submission purposes.
- 6 **Upload.** Put your photos online, as well as placing the final six JPEGS in the Faculty folder in the appropriate assignment folder: *01_Color project*.