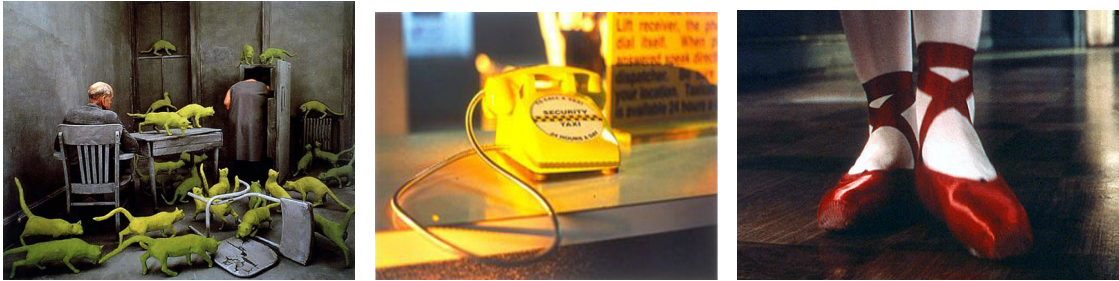


## What Does Color Mean?



Applying psychological, cultural, and perceptual aspects of color in both 2 and 3 dimensions

The formal goal of this project is to provide an introductory understanding of color theory and palette choices. Additionally, students will further develop their understanding of 2D and 3D visual processes and principles.

The conceptual goal of this project is twofold: First, students will expand on the concept of visual metaphor through the construction of a 3d structure that is metaphorical in nature. Second, students will transform the meaning of the metaphor by photographing the object using the psychological and symbolic aspects of color.

The project will start with a 3D creation (either a still life, maquette, or abstract form). Once the form is created, you will begin to light and photograph the sculpture/still life.

The final product will address color choice and materials. You may use a variety of materials for the final capstone project.

### **Project 3; What Does Color Mean?**

**Due:** Monday December 5, 2011

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**Project Description:** What does color mean?

Applying psychological, cultural, and perceptual aspects of color in both 2 and 3 dimensions.

The formal goal of this project is to expose students to the understanding of color theory and palette choices. Additionally, students will further develop their understanding of 2D and 3D visual processes and principles.

The conceptual goal of this project is twofold: First, students will expand on the concept of visual metaphor through the construction of a 3d structure that is metaphorical in nature. Second, students will transform the meaning of the metaphor by photographing the object using the psychological and symbolic aspects of color.

The project will start with a 3D creation (either a still life, maquette, or abstract form). Once the form is created, the student will begin to light and photograph the sculpture/still life. The final product will address color choice and materials. The student may use a variety of materials for the final capstone project.

**Resources:**

**Recommended Readings**

Alexander Theroux "The Primary Colors: Three Essays"

Carolyn Bloomer "Principles of Visual Perception" Chapter 5 - Color: It's All Relative

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**Process**

Create 3D motif with paper/cardboard or other material discussed with instructor(s) **prior** to beginning the project. Consider beginning your project by identifying a word that describes a "state-of-mind", feeling, psychological state or has the potential for being used as a metaphor.

Light and photograph three-dimensional structure/form.

Import into camera/computer and begin to flatten and modify into three different color palettes and one grey scale image. Use the cutout filter to simplify the complex shapes within the original image.

1. Convert the image into a grey scale.
2. Choose Three of the following four palettes:

Temperature Palette: Warm/Cool

Analogous Color Palette

Complimentary Color Palette

Monochromatic Color Palette

Create a series of variations of the photographed structure using a variety of color palettes.

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## **Project Calendar**

### **OCTOBER**

M 10/31/11 Meet at the Ringling Museum of Art

### **NOVEMBER**

TH 11/03/11 Project Introduction/Discussion

M 11/07/11 Discussion: Required Readings

TH 11/10/11 Work Session: 3D Construction

M 11/14/11 Work Session: 3D Construction

TH 11/10/11 Work Session: 3D Construction

M 11/21/11 Studio Session: Photograph 3D Constructions  
Manipulate Images in PhotoShop

TH 11/24/11 Thanksgiving Break: NO CLASS

M 11/28/11 Studio Session: Photograph 3D Constructions  
Manipulation of Images in PhotoShop

### **DECEMBER**

TH 12/01/11 Manipulation of Images in PhotoShop  
Work Session

M **12/05/11** Critique: **Project 3 DUE**

TH 12/08/11 Last Class