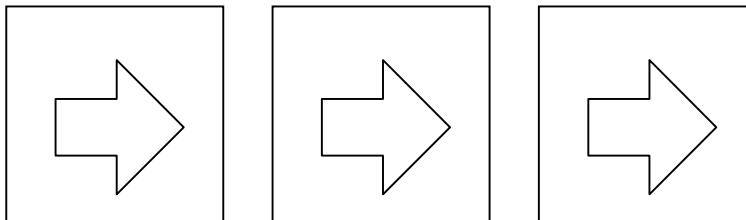


Using colour in design

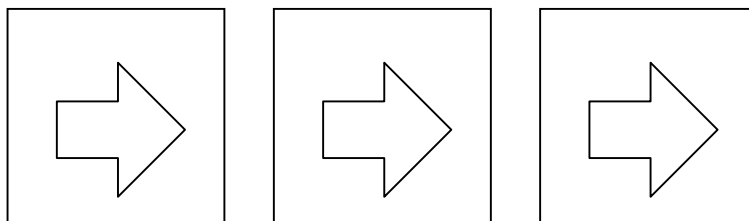
1. Choose a colour to symbolise each of the boxes, add one more adjective to the list and draw arrows to link boxes that show opposites:

Synthetic Urban Imitation Angular Hard ?	Summery Jovial Affectionate Welcoming Energetic ?	Virile Strong Angular Assertive Masculine ?
Chilled Restrained Refreshing Wintry Distant ?	Fertile Gentle Delicate Rounded Feminine ?	Natural Organic Wholesome Rural Genuine ?

2a. Colour the arrow the same in all three examples, but choose a light tone, a mid tone and a dark tone for the backgrounds. How does the colour of the arrow seem to change?



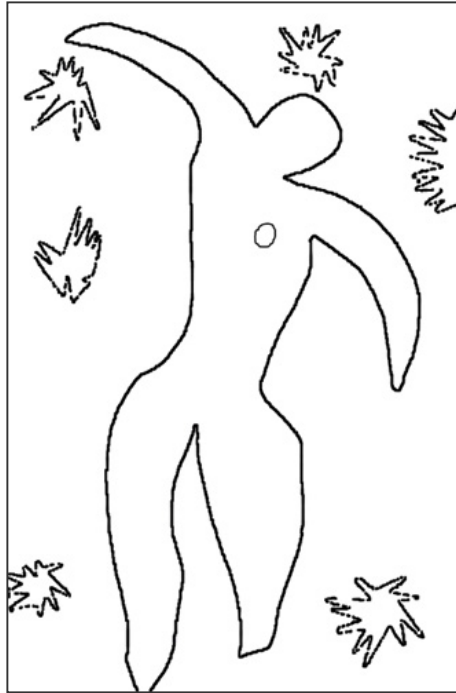
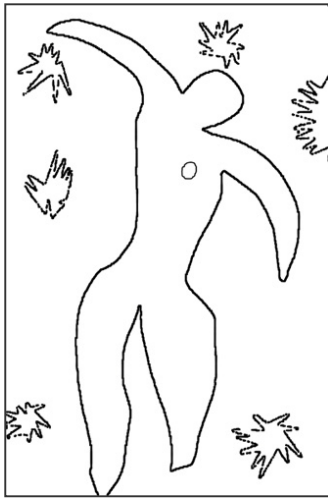
2b. Use complementary colours in the first example, secondary colours in the second and black and white in the third. What seems to happen to the shapes and sizes?



Type	Place on colour wheel	Mood	Colour two examples	
Complementary colours	Opposite each other	Exciting, violent, bright, noisy		
Analogous colours	Side by side	Calm, peaceful, quiet, restful		

Serif and DiDA: Unit 3 Graphics

3. Colour the smaller sketch of Matisse's collage, 'Icarus', which he made from hand painted paper, in its original four colours. What is the story of Icarus? What aspect of the myth does each colour symbolise? Use your own choice of colours in the other sketch. What colours would you use to express what happened to Icarus?



4. Draw 3 familiar logos below in colour e.g. McDonalds, Nike, Ryanair. Label each to explain why you think its colours were chosen.