

**COLOUR AND FORM
FOUNDATION 2010
NID, R&D CAMPUS, BANGALORE**

Exercise-1, Grayscale , Duration: 1/2 day, Individual exercise

Objective: Other than increasing the response threshold of the observer the exercise has a good measure of skill also thrown into it.

Mode

- Make 16 or more distinct shades of gray using paints and brushes.
- Cut rectangle of 7X2 cm.
- Arrange the rectangles in a gray scale

Materials: white and black poster colour, flat/round brushes, ivory/cartridge sheet,

Discussion: Achromatic colours, human eye and perception of grey, Gray- Applications and implications in design, The Weber Fetchner Law, Psychological effects of grey.

Exercise-2, From nature's palette- colour harmony , Duration: 1/2 day, Individual exercise

A study and replication of colours found in nature

Objective:

- Understanding harmonious colours
- Sharpen the student's sensitivity and observation.
- To enhance poster colour handling skills

Mode

- Collect three-four samples of flora/fauna in the campus.
- Cut cartridge sheets in to A-5 size.
- Reproduce as many colours as seen on the flora/fauna by the naked eye.
- Each colour to be painted on an A-5 sheet.

Materials: Found flora/fauna on campus, cartridge sheet, poster colours, brushes.

Discussion: Colour Harmony, The Colour Wheel, Primary, Secondary & Tertiary Colours, Simultaneous Contrast.

Exercise-3, good/bad combinations Duration: 1/2 day, Individual exercise

To come up with combination of 2 colours that the student believes are good and bad.

Objective:

- Subjectivity of colour
- Usage of amount of each colour in a two colour combination.

Mode

- Make A Two Colour Combination That You Feel Looks Good Together And Another That You Feel Does Not Look Good.

Materials: cartridge sheet, poster colours, brushes.

Exercise-4, Colour interaction

Duration: 1 day, Individual exercise

Objective: An exciting exercise, it simultaneously exposes the student to three most important phenomena of Optical mixture, Colour interaction and Bezold effect. It also fine tunes the student's composition making capabilities.

Mode:

Make a composition using colored paper as background and 2 differently coloured squares or lines.

Make the same composition as above by replacing 1 of the 2 used colours in the first composition with a different hue.

Or

By changing the colour of the background paper.

Materials: glue, coloured paper, poster paints, brush.

Discussion: Impressionism, Optical Mixture, Bezold Effect, Colour interaction, Simultaneous contrast, After image.

Exercise-5a, Colour and products

Duration: 2 hours, Individual exercise

Objective: To sensitise the student to different materials and their influence on the perception of colour in a particular material.

Mode: select minimum 4-5 products that you like and replicate the colours that you see on them.

Select one product and change the EMOTIONAL QUOTIENT of the product by only changing the colour.

Materials: glue, coloured paper, poster paints, brush.

Discussion: object and emotional associations, colour and materials

Exercise-5b, Colour and products

Duration: 2 days, Individual exercise

Objective: To sensitise the student to different materials and their influence on the perception of colour in a particular material.

Mode: select minimum 4-5 products that you like and replicate the colours that you see on them.

Select one product and change the EMOTIONAL QUOTIENT of the product by only changing the colour.

Materials: glue, coloured paper, poster paints, brush.

Discussion: colour and materials, 11 colour cultural set, Object and Emotional associations of colours

Exercise-6a, PULSE OF A STREET

Duration: 1 day, group of 3

Objective: To capture an emotional experience.

Colour inspirations can come from the most unexpected places and can be derived from various sources both internal and external. The exercise equips the learner with a “colour inspiration tool”.

Mode:

In a group of three select a street from the given list.

Make a visit to the place over the weekend and capture the essence of the street with respect to all the 5 senses in collage. Simultaneously take pictures during the visit.

Having experienced a street come back and pen down the experiences in a brainstorming session with your teammates. Simultaneously come up with keywords/phrases that aptly describe your experience in the street.

Out of all the pictures that you took during your visit to the street select 10-12 pictures that you feel are visual representations of that space.

Out of each of the 10-12 pictures pull out dominant colours. The term “dominant colours” can be interpreted as amount of colour, which means a colour is present in the situation in large quantities

or

It could be present small in quantities but the visual or emotional impact of its presence is undeniable.

Place all shades/tints/tones belonging to one family together for ease of comprehension.

Carefully...perhaps by process of elimination select 8-10 colours that describe the place you visited. This would make your final palette, supported by keywords/phrases thought of during the brainstorming session.

Materials: notebook, pen, camera, A-1 Size sheets, computer.

Discussion: colour trends, asian paints colour next research process, accent schemes.

Exercise-6b, PULSE OF A STREET

Duration: 2 days, Individual exercise

Objective: Interpretation of experiences and translation of the same into a design solution. The design solution being a poster in this case.

Mode:

Make a poster using basic shapes and using the final colour palette.

The format of the poster could be a landscape or portrait or a square format. The decision of which format to choose would be related to the mood of the street, and needs to be explained by the student in the document. You can reflect back to your form exercises and look at the character of vertical/horizontal rectangles and squares to take this decision.

The theme of the poster could be a word/phrase derived from the brainstorming session.

Materials: sketchbook, pencils, computer.

LIST OF READING

HOW TO SELL COLOUR: FABER BIRREN

COLOR PSYCHOLOGY AND COLOR THERAPY: FABER BIRREN

A FACTUAL STUDY OF THE INFLUENCE OF COLOR ON HUMAN LIFE

COLOUR IN INDUSTRIAL DESIGN: DALE RUSSELL

INTERACTION OF COLOUR: JOSEPH ALBERS

THE ELEMENTS OF COLOR: A TREATISE ON THE COLOR SYSTEM : JOANNES ITTEN

THE LÜSCHER COLOR TEST: MAX LÜSCHER

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