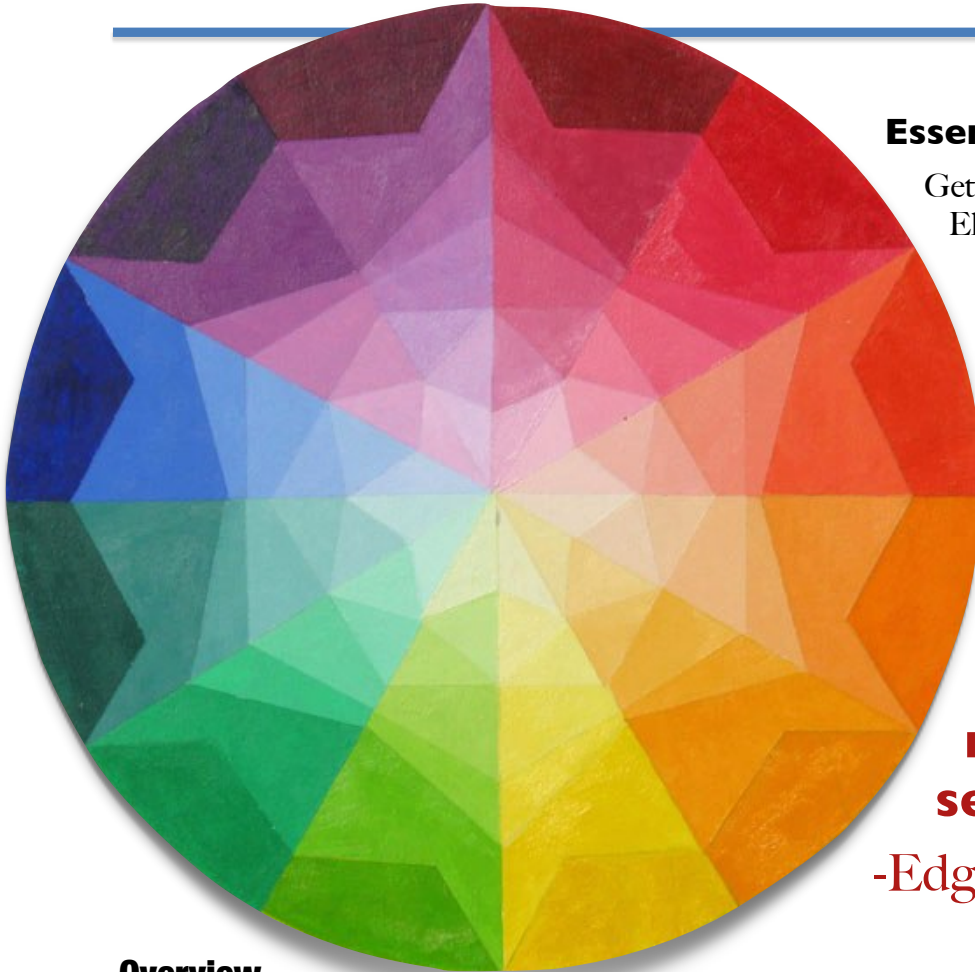


Media Arts



Essential Understanding

Get to know the Principles and Elements of Design.

“ Art is not what you see, but what you make others see”

-Edgar Degas

Overview

The wonderful world of C O L O R:

Color matters! Color excites, initiates, calms, and inspires. Color plays a substantial role in all our visual and sensorial experiences. There is significant research around color and how it impacts our lives from how it can increase memory, influence moods, and so much more. Studies have shown that color appeals to more than just our senses but it also boosts memory (1). Just think back to a time in your life that had a predominant color involved and you will see how color can enhance memory.

So what is color theory and why should I learn it?

To simplify color theory, it can be broken down into 3 parts- The color wheel, color value, and color schemes. Each part of *color theory* builds on the previous. Understanding each section of color theory fully, will help you better understand its importance in the creation of art. First you

have the basic colors, **primary colors:** RED, BLUE and YELLOW. Primary colors cannot be made from mixing other colors but can make all other colors. Next you have **secondary colors:** ORANGE, PURPLE, and GREEN. Secondary colors are made by mixing the primary colors together (two at a time: Yellow and Blue=Green). Next we have **intermediate colors** also know as **tertiary colors:** They are the six shade that are made from mixing primary and secondary colors together (Yellow + Orange = Yellow Orange). Together these colors make up the color wheel. There are 12 colors in the color wheel.

1. Source: The findings were reported in the May 2002 issue of the Journal of Experimental Psychology: Learning, Memory and Cognition, published by the American Psychological Association (APA)

"The Contributions of Color to Recognition Memory for Natural Scenes," Felix A. Wichmann, Max-Planck Institut für Biologische Kybernetik and Oxford University; Lindsay T. Sharpe, Universität Tübingen and University of Newcastle; and Karl R. Gegenfurtner, Max-Planck Institut für Biologische Kybernetik and Justus-Liebig-Universität Giessen; Journal of Experimental Psychology – Learning, Memory and Cognition, Vol 28. No.3., 5-May-2002

Guiding question 1: What is color theory? How can it help me to create works of art?

Lessons

- ___ 1. Introduction to color theory.
- ___ 2. Lesson on painting
- ___ 4. Lesson on color wheel creation
- ___ 5. Introduction to thumbnail sketches.
- ___ 6. Digital assignment (TBA)

Individual Work

- ___ 1. **Due 11/2/18** - Participate in the lesson on “Color Theory”. (Absent? View lesson under ABSENT in Google Classroom)
- ___ 2. **Due 11/2/18** - Fill out both worksheets correctly, using tempera paint, primary colors and one secondary.
- ___ 3. **Due 11/2/18** Pinterest page with a minimum of 10 different ideas for color wheels
Create a pinterest page titled “color wheel”
- ___ 4. **Due 11/6/18** Four thumbnail drawings of proposed color wheel (3 rough, 1 detailed)
Once you come up with an idea create a thumbnail of your top 3 ideas, once approved create a detailed thumbnail sketch
- ___ 5. **Due 11/16/18 Color Wheel** Your challenge is to create a 12 section color wheel that includes all 12 colors (primary, secondary, tertiary). You will be using tints (added white to your color) and shades (added black to your color): Chose *one* of the following color wheel projects - you will have 3 weeks to complete.

1- Creative color wheel- choose a creative way to explore your color wheel (you must come up with an “original” idea, you may use other peoples work as inspiration - DO NOT COPY



1- Creative

2- Cut out color wheel- You will choose a shape, cut them out, paint shapes using all 12 colors including tints and shades and put them together in the correct order



2- Cut-out

3- Pattern repetition color wheel- make one section of the 12 section color wheel and draw a simple design on it. You use this to create your design



3-Pattern Repetition

Method

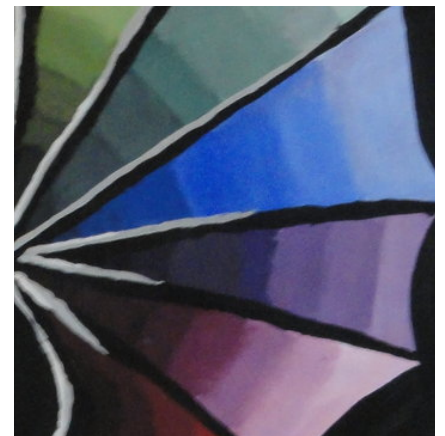
Begin by looking at color wheels, however be mindful to create your own original work. Do not copy someone else work. Instead find several color wheels you like and mix and match to create something uniquely your own. If you are having trouble coming up with an idea, choose the pattern repetition option as you will make your own design.

a) Use tempera paint (primary colors red, yellow and blue to blend all your colors)

b) Use white and black (tint and shade) to create more interest on your color wheel (blend the white on one end into your color and black on the opposite end- see example below)

* Make sure to not mix black with white - Only mix the pure hue with either white or black (mixing your pure hue with black then adding white to lighten it WILL NOT WORK!!!)

Example of tints (added white) and shades (added black)



Student Painting Guidelines:

- **Respect for the paint, the brush, each other and the room:** Be responsible for your paint, your mess and your cleanup. We share this room please remember this and clean up.
- **Take good care of the brushes:** Always wash your brushes in clean water and soap, be gentle with the brushes when painting, avoid smashing the bristles into the paint or paper. Always store “**bristle side up**”.
- **Paint:** You will be using dry cake tempura paint. This is easier to manage than the liquid paint. It is also deeper and richer in color. Keep the pallets of paint clean and share the pallets. You may supplement with liquid paint if you take care to use both correctly.
- **Gather supplies you need before you start:** Make sure you have everything you need before you start; paint, brushes, paper towel or napkins, newspaper, tape, palette and water.
- **Clean up and storage of work:** Clean up and storage of work should begin 15 to 20 minutes before the end of the class to give you enough time to properly clean up and allow your work to dry in time to store your work.

Things to consider

- ★ Use paint as intended (playing with paint will result in consequences)
- ★ Treat clean up as part of the painting process
- ★ Stay on task by choosing a subject that interests you

COLOR THEORY


Color is an element of art.




Everytime I use color, I am creating a color scheme.


← This is a color wheel.

The most common color schemes are listed below.


Primary...  { I can make all the other colors by mixing different amounts of primary colors }

Secondary...  { I can mix two primary colors to make a secondary color. }

Warm...  { Yellow and all the colors with red and orange tones are warm. }

Cool...  { Violet and all the colors with blue and green tones are cool. }

Complimentary...  , etc
{ Opposites on the color wheel are complimentary. }

Analogous...  , and so on.
{ Colors that are close neighbors on the color wheel are analogous. }

Rainbow...  { Using primary and secondary colors placed in order from the color wheel, I can make a rainbow }

Intermediate... is a color term I need to know. It is the color in between the primary and secondary colors on the color wheel.