

GRAPHIC DESIGN

UNIT 1

This research task will take 5/6 weeks to complete so don't rush or panic about how much information there is on this presentation. Just research one area at a time and look at the examples to see how you should set your pages out.

If you do not have a laptop you could create this research in your sketch book.

Graphic Design Unit 1

- As we are all housebound it would be a good time to get the research sections of Unit 1 completed.
- The Graphic design qualification is broken down into four units and an exam. (the work you have been given so far is an example of the design question in the exam)
- Unit 1 looks at the 6 very important components of graphic design:-

- **Colour**
- **Typography**
- **Imagery**
- **Tone**
- **Line**
- **Composition**

The 12 areas of research you need to do for colour theory are on slide 4.

- Firstly you will complete some research on **colour theory.**

Graphic Design Unit 1

You will complete research pages focussing on different areas of colour theory and research into several graphic designers or artists that use colour theory well.

Below is an example of a distinction level piece of work based on the research section of colour theory.

Unit 1 Colour

In graphic design, the use of colours is crucial and must be chosen carefully as each colour portrays something different and has its own meaning. When combining colours together they must look aesthetic with each other because it is pleasing to look at and will look more professional. Graphic Designers use 'colour theory' to identify which colours they are advised to use. Artists often use this colour wheel to mix the desired paints and create the colour they want.

Primary Colour Wheel

There are 3 primary colours which consists of red, yellow and blue. These colours can be combined together to make all the other colours. They are called primary colours because you can't mix any colours to make them. Primary colours are united together to create secondary colours meaning that they are the bases of all colours.

Secondary Colour Wheel

The 3 secondary colours, which are created from mixing 2 primary colours, are shown in between the original colours. This consists of orange, purple and green. This is how you can create these colours:
 YELLOW + RED = ORANGE
 YELLOW + BLUE = GREEN
 RED + BLUE = PURPLE

Tertiary Colour Wheel

Tertiary colours are 6 colours mixed from a secondary colour and its nearest primary colour. They are created from:
 YELLOW + ORANGE = YELLOW-ORANGE
 RED + PURPLE = RED-PURPLE
 YELLOW + GREEN = YELLOW-GREEN
 BLUE + ORANGE = BLUE-ORANGE
 RED + PURPLE = RED-PURPLE

Colour Moods

RED - This is an intense colour and often represents love and passion. However, it can also be used to portray anger and violence. It is often said that this colour can also make you have a sense of awe, which is the reason why fast food chains incorporate this colour into their logo.

BLUE - Blue is often associated with depth and stability as it reflects on the sea, forests, wisdom and truth. This colour has a calming effect as it can also be used to represent tranquility. Products usually use the colour blue to represent purity, such as water, health products and perfumes.

YELLOW - This colour is often related to joy and happiness as it is the colour of sunshine. Bright yellow is attention grabbing and often used in brands to bring in consumers. It is seen as quite a childish colour so progressive brands often steer from using colours like this to be professional.

ORANGE - By mixing red and yellow to create orange, the feeling associated also combines the energetic red and joyful yellow mix to portray the feeling of enthusiasm. Orange can represent heat, but not as fiery as the colour red. Despite this, orange is often related back to autumn due to the withering leaves and pumpkins.

GREEN - This is the colour of nature and symbolises growth. Green can also be used to portray safety and being on the correct path because it conveys a feeling of harmony and peace. Brands can use this colour if they are associated with nature or the environment.

PURPLE - This colour combines stability and energy, which creates a very intriguing colour. This colour is often seen as royal because spanning this colour is seen as luxury - almost divine. It can be seen as a feminine colour so brands that appeal to the female audience can implement this colour to attract them.

Famous Logos

- These are all famous brands that use specific colours to manipulate the audience and their senses. For example, 'Subway' uses the colour green and yellow. Not only are they analogous colours, but they promote happiness and healthy food through their vibrant signage.
- The 'Pepsi' logo uses the primary colours red and blue to imply the intensity of the fizzy drink but also how it is refreshing and calming.
- Also, the 'McDonald's' logo uses red and yellow. Yellow is often used in logos to create a sense of delight and also related to joy. It means that when you eat their food, you will experience happiness, but it will also create an associate with the colour red.
- The 'Nike' logo uses one colour, blue. This represents purity which is needed for a company that deals with health care.
- All these famous brands use colours to portray a message and how they want their brand to be perceived by their audience. They also use a combination of colours to give multiple messages. They choose their colours wisely using colour theory and how the colours are placed on the wheel.

All these famous brands use colours to portray a message and how they want their brand to be perceived by their audience. They also use a combination of colours to give multiple messages. They choose their colours wisely using colour theory and how the colours are placed on the wheel.

Unit 1 Colour Choosing

Colours must be chosen carefully to make the design appear aesthetically pleasing and harmonious. Creators use these colour picking techniques below to choose the perfect colour to incorporate depending on the context they want, which and design. Each use these techniques of choosing colours to create the perfect aesthetic piece of work. As from the logos below, famous brands use this technique to not only portray a mood, but to also be pleasing to look at.

Analogous Colours

An analogous colour scheme involves colours on the colour wheel that are adjacent to each other. They create harmonious colour palettes and are often found in nature. When choosing analogous colours, you have to ensure that there is enough contrast with the background (black, white or grey) to make it have the full effect.

e.g. ANIMAL PLANET, ECHOING GREEN, mastercard

Rectangle Colours

These colours contain four colours which consists of two complementary pairs - it offers a variety of options and can be used in many ways to show differentiation. Not only this, but it includes both warm and cool colours, but should be used wisely as too much could overwhelm the design.

e.g. G, eBay

Complementary Colours

Complementary colours are colours that are directly opposite to each other on the colour wheel. These colours have an extremely high contrast and create a vibrant harmony. It is important to use these colours if you want something to stand out.

Artists and designers use these colours to make their work more appealing.

e.g. FANTA, NEWBERRY

Square Colours

This colour scheme is similar to the triadic colour scheme, but the chosen colours on the colour wheel are evenly spaced out. Just like the previous schemes, warm and cool colours are present.

e.g. NISSAN, msn

Triadic Colours

A triadic colour scheme uses colours that are evenly spaced on the colour wheel. Triadic colours are only harmonious if used carefully - letting one of the three colours dominate the other two assist colours. This creates a balance between the colours.

e.g. Tide, LIDL

Types of Colour

To create different visual imagery, designers/artists add different colours to the pure hue to create different types of the original colour. This is not only done to create a new look to the logos, but they can also be used to create shadows and highlights which adds more depth to the image; this will be more pleasing to the audience as it adds more variation to the logo.

Tint

A tint can also be referred to as pastel colours - it is a mixture of a pure colour from the colour wheel, and white. A tint is a lightened version of a colour, but it doesn't affect the vibrancy. The pigment remains the exactly the same, besides the fact it is softer than the original. This can be done by only adding a tiny bit of white (the tint). These colours can be somewhat softer and easier than the pure colour.

Hue and Saturation

The hue of a colour is how the colour looks to the eye in its purest form. How the colour is communicated. Saturation is how you can experiment with the intensity or brightness of the colour.

Designers that use colour successfully

April Greiman

April seems to have a varied choice of colours in her many designs. For most we can see primary and secondary colours however, she also dips in to more pastel colour schemes as well. Her use of tinted colours gives a more retro-faded design look that might be more matching with the particular brand she is designing for. The use of vibrant colours in her design are particularly placed in order to make the face of the design stand out.

Milton Glaser

Milton uses shades of the colour wheel to create his design. The darker shades of these originally bright colours prove to be more mature compared to a child's vibrant designs.

He seems to prefer to contrast basic backgrounds colours with more intricate and detailed details coming towards the front of the design.

Split Complementary Colours

This colour scheme is similar to the complementary colours, but instead of using the direct opposite colours, it includes the two adjacent colours. This scheme has a strong visual contrast.

e.g. TACO BELL, RAILSCOOT

Shade

A shade is a mixture of a pure colour from the colour wheel with black. There is no white or grey involved in this procedure. Once grey or white is added it becomes a 'tone', however shades are only the darker version of the original. This can be used to create depth in logos and pieces of artwork.

e.g. imag, ASTORIA

Neutral Colours

Neutral colours are commonly combined with brighter colours, however, most of them aren't on the classic colour wheel. They're usually dull and consist of grey shades and browns. They can be called as earth tones as it reflects the world's 'neutral' colours.

e.g. SWAROVSKI, WE ARE NEUTRAL

Grey scale & Monochrome

They scale is a range of shades of grey. The darkest possible shade uses in grey scale is black and the lightest shade is white. It has no colour whatsoever and contain colours from white, shades of grey and black. While on the other hand, monochrome means one colour. Typically, the one colour is used at different intensities to create the image.

e.g. panda, Chanel, David Silverman PHOTOGRAPHY

DO NOT COPY!!!
I will know!

Graphical essential Knowledge – Colour

These pages must consist of all the information and knowledge a graphic designer must know and use when designing.

- This section must consist of the following areas to achieve a distinction.
- Explain and display the following:-

1. What is colour theory?
2. Colour wheel – primary colours
3. Colour wheel – secondary colours
4. Colour wheel - tertiary colours.
5. Colour wheel – Analogous/ related colours (next to each other)
6. Colour wheel – complementary colours (opposite each other)
7. Hue and Tints
8. Shade
9. Neutral colours
10. Grey scale and monochrome
11. Mood colours/ warm and cool ect.
12. CMYK/ RGB.

You will need to research each area and add images to help communicate your research.

Graphic Design Unit 1

- The following pages have information on the different areas you will need to research.
- The internet will also provide you with lots and lots of information. (please do not copy and paste)
- **JUST DO THE RESEARCH EXPLAINED ON SLIDE 4 FOR THE TIME BEING!**

UNIT 1- INTRODUCTION TO GRAPHIC DESIGN

DESIGN



Learning Objective: To understand the use of **COLOUR** in Graphic Design

How? By exploring Colour theory and looking at colour in logo design

Learning Outcome: To explore graphic design components through personal experimental work

LO 1

KNOW

THE COLOUR WHEEL



Primary Colours: Red, yellow and blue.

Secondary Colours: Green, orange and purple

These are the colours formed by mixing primary colours.

Tertiary Colours: Yellow-orange, red-orange, red-purple, blue-purple, blue-green & yellow-green. These are the colours formed by mixing a primary and a secondary colour.

Designers create secondary and intermediate colours by mixing primary pigments.

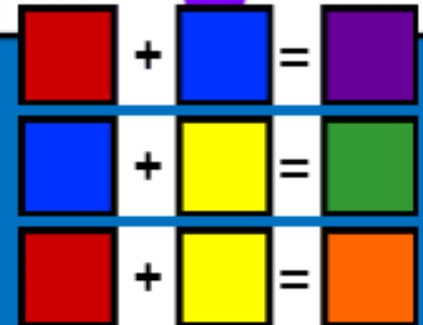
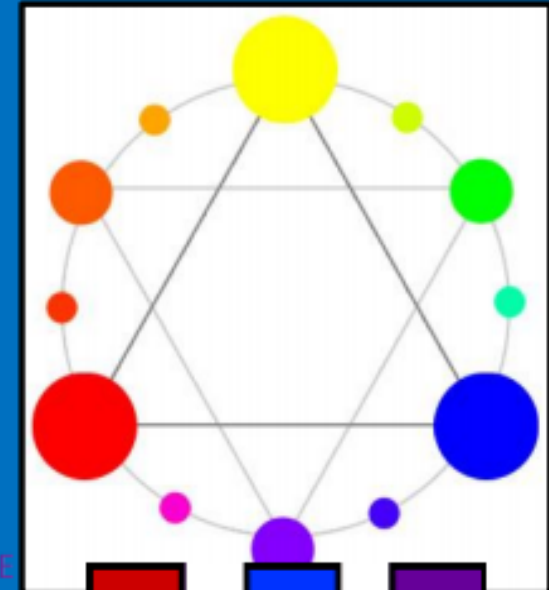
YELLOW + BLUE =

GREEN

RED + BLUE = PURPLE

RED + YELLOW =

ORANGE



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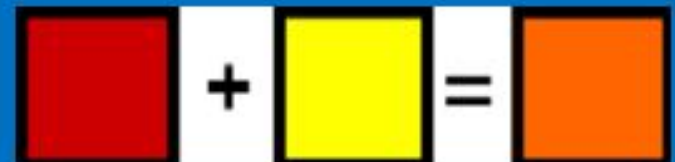
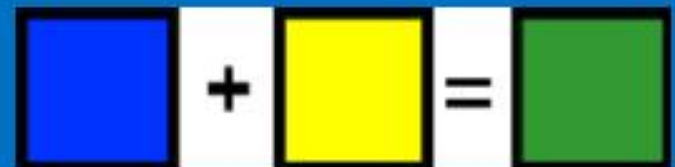


Each secondary colour is made from the two primary colours on either side of it in the colour wheel.

YELLOW + **BLUE** = **GREEN**

RED + **BLUE** = **PURPLE**

RED + **YELLOW** = **ORANGE**



UNIT 1- INTRODUCTION TO GRAPHIC DESIGN

DESIGN

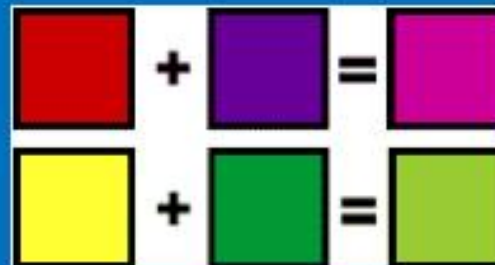
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Tertiary colours

Tertiary colours are made by mixing a secondary and a primary colours together. Some examples of Tertiary colours are **yellow-green**, **blue-green**, and **blue-violet**.



These are sometimes called intermediate colours!!



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Complementary colours

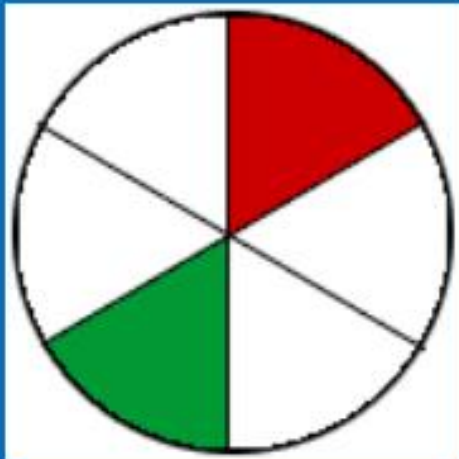


Complementary colours are located directly across from each other on the colour wheel.

Complementary pairs contrast because they share no common colours.

For example, red and green are complements, because green is made of blue and yellow.

Complementary colours can appear very exciting and seem to vibrate when placed side by side.



UNIT 1- INTRODUCTION TO GRAPHIC DESIGN



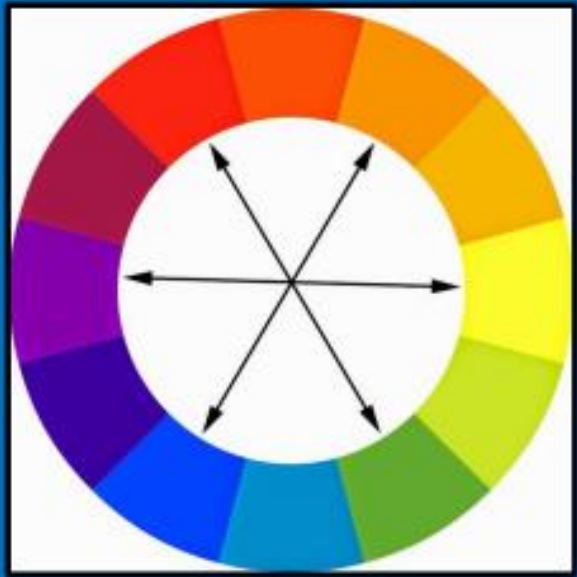
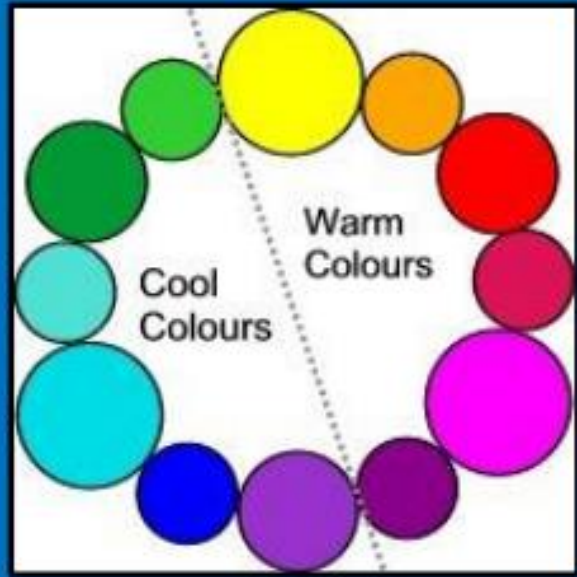
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TEMPERATURE AND MEANINGS OF COLOUR



- **Red** – Action, adventure, aggressiveness, love, and strength.
- **Blue** – Trustworthy, confident, calmness, success, dignity, and security.
- **Green** – Health, wealth, luxury, nature, and tranquillity.
- **Yellow** – Attention, caution, curiosity, happiness, and positivity.
- **Orange** – Affordability, drive, energy, youthfulness, and enthusiasm.
- **Pink** – Femininity, gentleness, gratitude, romance, and appreciation.
- **Black** – Simplicity, mystery, and tradition.

Complementary Colours-

These colours sit on the opposite sides of the colour wheel to one another, and when paired together, contrast.

Harmonious Colours-

These colours sit beside on another on the colour wheel.

UNIT 1- INTRODUCTION TO GRAPHIC DESIGN



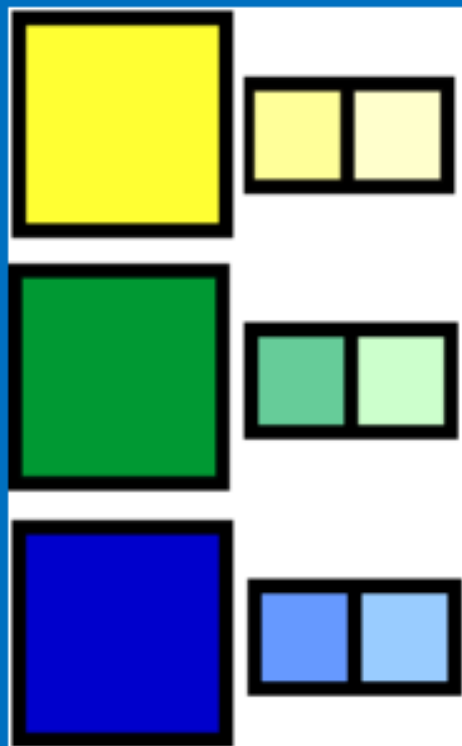
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Tints

Tints are light values of a colour. One usually makes tints by mixing a colour with different amounts of white.



Shades

Shades are dark values of a colour. One usually makes shades by mixing a colour with different amounts of black.

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Neutral colours

Neutral colours or earth tones are not seen on most colour wheels. Black, grey, whites are neutral. Browns, beiges and tans are sometimes neutral too.

- Neutral colours can be made by mixing:
 - black and white
 - complementary colours
 - all three primaries together (plus some black or white)



UNIT 1- INTRODUCTION TO GRAPHIC DESIGN



LO 1
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Cool Colours

Cool colours are made mostly of **green**, **blue** and **violet (purple)**

This family of colours is called cool because they remind you of cool things like a cool forest or a cold lake..

Cool colours can even make you feel cooler because they can slightly decrease your circulation and body temperature!

Designers use warm, cool and neutral colours to create moods, show contrast and create depth in their designs.



Warm colours

Warm colours are made mostly of **red**, **orange** and **yellow**.

This family of colours is called warm because they remind you of warm things like the sun or fire.

Warm colours can even make you feel warmer because they can slightly increase your circulation and body temperature!



Application of colour – mood and reason

TRUSTWORTHY



Blue is synonymous with being trustworthy, dependable, fiscally responsible, and secure.
Eg- Facebook

FRIENDLY



Orange is a friendly colour and tends to appeal to an upscale market. Lighter oranges can work well in beauty salons, restaurants, and even hospitals.
Eg- Nickelodeon

OPTIMISTIC



Yellow is an optimistic color that has the benefit of being bright enough to grab a consumer's attention from a distance.
Eg- McDonalds

EXCITING



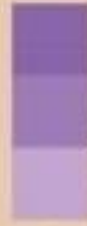
While red can illicit excitement it also can cause an excitement in consumers that isn't always welcome. Red can also represent danger or indebtedness. It is often used to announce big sales.
Eg- Coca Cola

FRESH



Green is the easiest color for eyes to process and also one that brings money to mind. Green is also associated with health, freshness, and serenity.
Eg- Whole Foods

IMAGINATIVE



Purple is the go-to color if you're looking to portray your brands as imaginative or wise. It can also be a soothing, calming color, which is why it's a popular way to promote anti-aging products. Light lavender can evoke feelings of nostalgia and sentimentality.
Eg- Hallmark

FEMININE



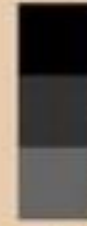
Hot pink evokes feelings of fun and youthfulness, while pale pinks are more romantic. Any shade of pink is going to lend your brand a feminine touch.
Eg- Victoria's Secret

RELIABLE



Brown is a dependable, sturdy colour that also happens to be good at hiding dirt. Although this could be a turn off for some people.
Eg- UPS

LUXURIOUS



If you're looking to convey drama and sophistication, black will do the trick. After all this is the color of upscale luxury items.
Eg- Tom Ford

PURE



White tells people you have nothing to hide. It is one of the more eye-catching colors, and it can also denote purity and cleanliness.
Eg- Apple

COLOUR

EMOTION GUIDE

OPTIMISM CLARITY WARMTH
FRIENDLY CHEERFUL CONFIDENCE
EXCITEMENT YOUTHFUL BOLD
CREATIVE IMAGINATIVE WISE
TRUST DEPENDABLE STRENGTH
PEACEFUL GROWTH HEALTH
BALANCE NEUTRAL CALM

Brand logos include: Nikon, ups, Denny's, NBC, Google, Nickelodeon, Hooters, National Geographic Channel, IMDb, CAT, Chevrolet, Amazon, Payless, Pennzoil, Subway, eBay, Syfy, monster, Kmart, Oracle, Coca-Cola, CNN, Netflix, Shell, Fanta, IKEA, Best Buy, Dell, JPMorgan, Lowe's, Barbie, Y!, Ace, Starz, PHL, HP, NASA, Lynx, Target, Harley-Davidson, Hertz, Goodyear, Oreo, Welch's, Canon, Frito Lay, Crush, Shell, Puma, Nike, Oral B, Pfizer, Vimeo, TACO BELL, Avis, Dairy Queen, KFC, Shutterfly, McDonald's, Gulf, Heinz, and many others.

Emotion icons at the bottom: Yin-Yang, Peace, Fist, Lightbulb, Lightning, Smile, Thumbs Up.

RED

MEANS:

passionate
active
 EXCITING
 bold energy
 youthful
physical
 PIONEERING
 leader willpower
 confidence
 ambition
POWER

BRANDS:



PINK

MEANS:

love **calm**
 respect
WARMTH
 longterm
 feminine
 intuitive **care**
 assertive
sensitive
 NURTURE
 possibilities
 UNCONDITIONAL

BRANDS:



PURPLE

MEANS:

DEEP
 creativity
 unconventional
 original
stimulation
 individual
 WEALTHmodesty
compassion
 DISTINGUISHED
 respectable
fantasy

BRANDS:



NAVY

MEANS:

trust order
LOYALTY
sincere
 authority
 communication
 confidence
PEACE integrity
 control
 responsible
success
 CALM masculine

BRANDS:



GREEN

MEANS:

BALANCE
growth
restore
 sanctuary
 EQUILIBRIUM
 positivityNATURE
generous
 clarity
 prosperity
 good judgement
 safetystable

BRANDS:



BLUE

MEANS:

spirit
 perspective
CONTENT
 control
rescue
 determination
 self-sufficient
 modern goals
 awarePURPOSE
OPEN
 ambition

BRANDS:



ORANGE

MEANS:

INSTINCT
WARMTH
 gut reaction
 optimistic
 spontaneity
extrovert
 socialNEW IDEAS
FREEDOM
 impulse
 motivation

BRANDS:

