

Color/Fonts/Infographics Mod 8 Part 2

Creating Mood Color Relationship?

Student's Name: _____

Color is such a powerful force in our lives.

Colors in the red area of the color spectrum are known as warm colors and include red, orange, and yellow. These warm colors evoke emotions ranging from feelings of warmth and comfort to feelings of anger and hostility.

Colors on the blue side of the spectrum are known as cool colors and include blue, purple, and green. These colors are often described as calm but can also call to mind feelings of sadness or indifference.

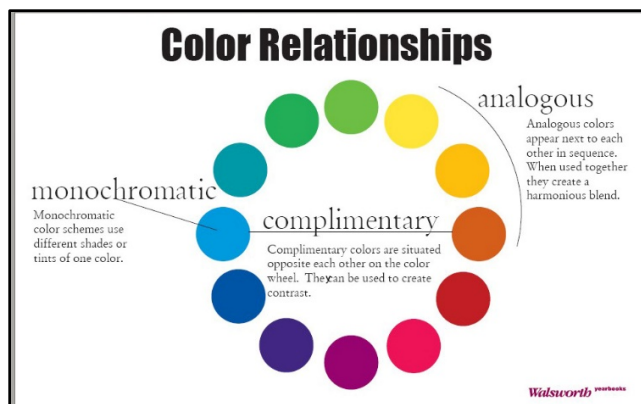
Therefore, it is very important to select the perfect colors for all of your spreads.

There are three things for you to remember about color relationships. You may never remember these big and interesting names but always remember that these are the ways to use color in your yearbook.

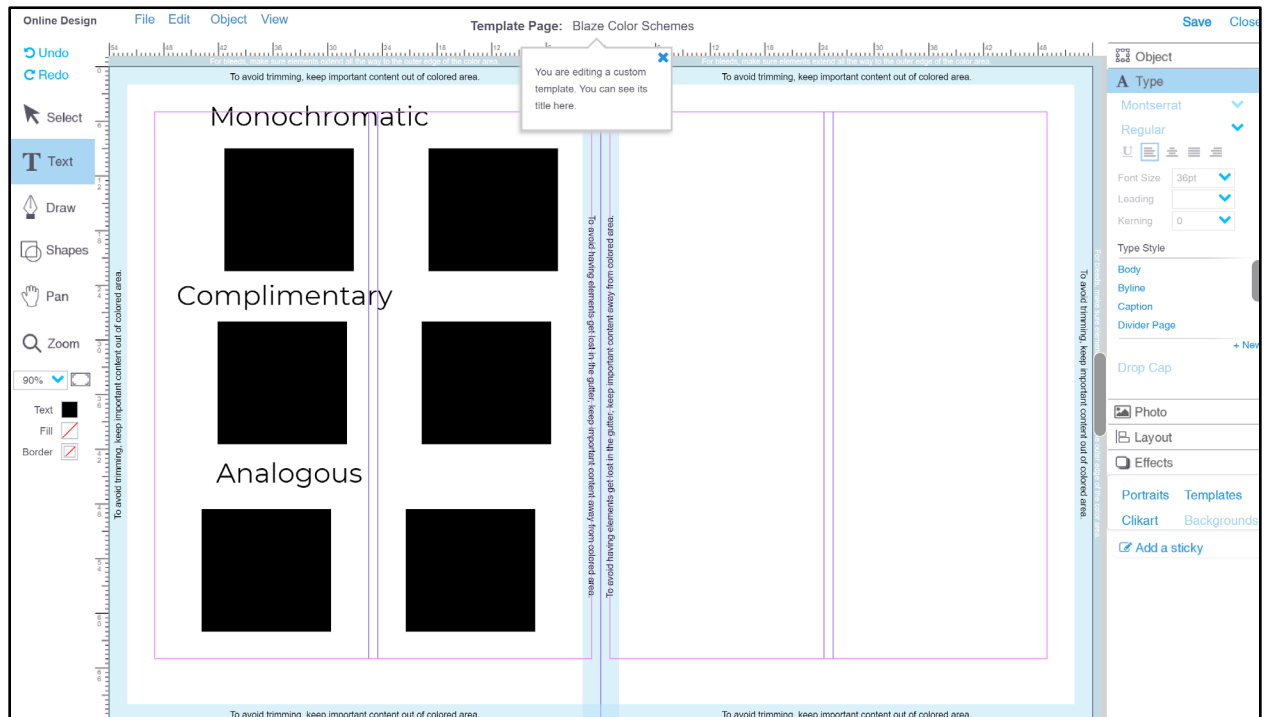
Monochromatic: Color schemes use different shades or tints of the SAME color. Choose a blue in your yearbook and use the same color with different shades or tints to create a great look in your book.

Complimentary: Complimentary colors (red and green) are situated opposite of each other on the color wheel. Use this color method when you want to create contrast in your yearbook.

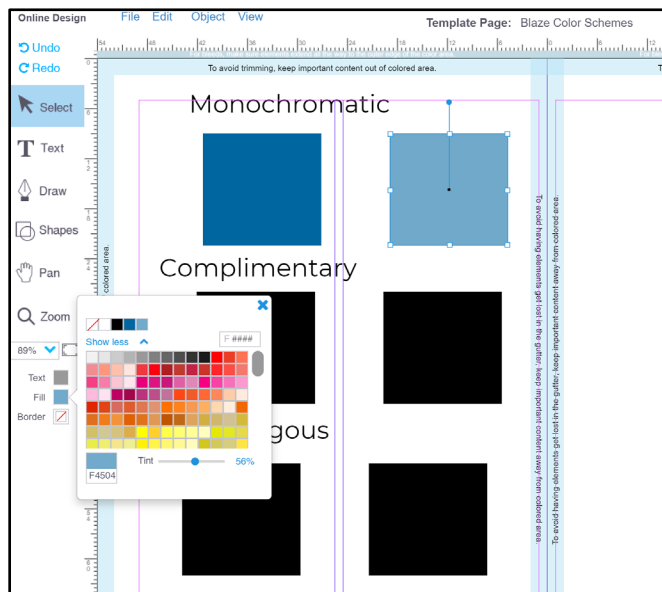
Analogous: Analogous colors appear next to each other on the color wheel. If you use two or three colors close to each other on the color wheel, you are creating a harmonious blend effect in your yearbook.

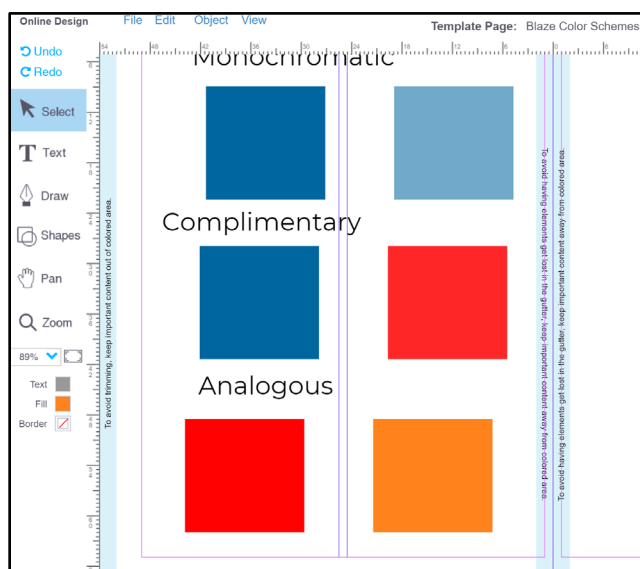
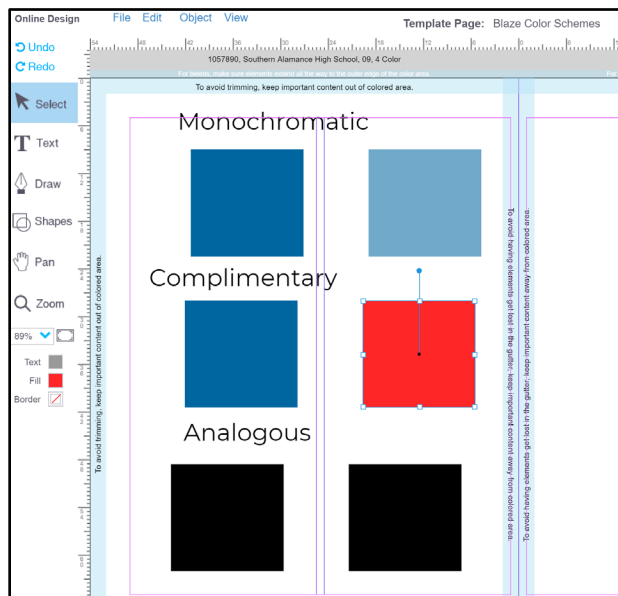


Assignment: Part 1: Using Online Design or InDesign, create two boxes three different times. Type the three different names as below. In the first two boxes, create a monochromatic look. In the second two boxes, create a complimentary tone. In the last two boxes create an analogous look of your choice.

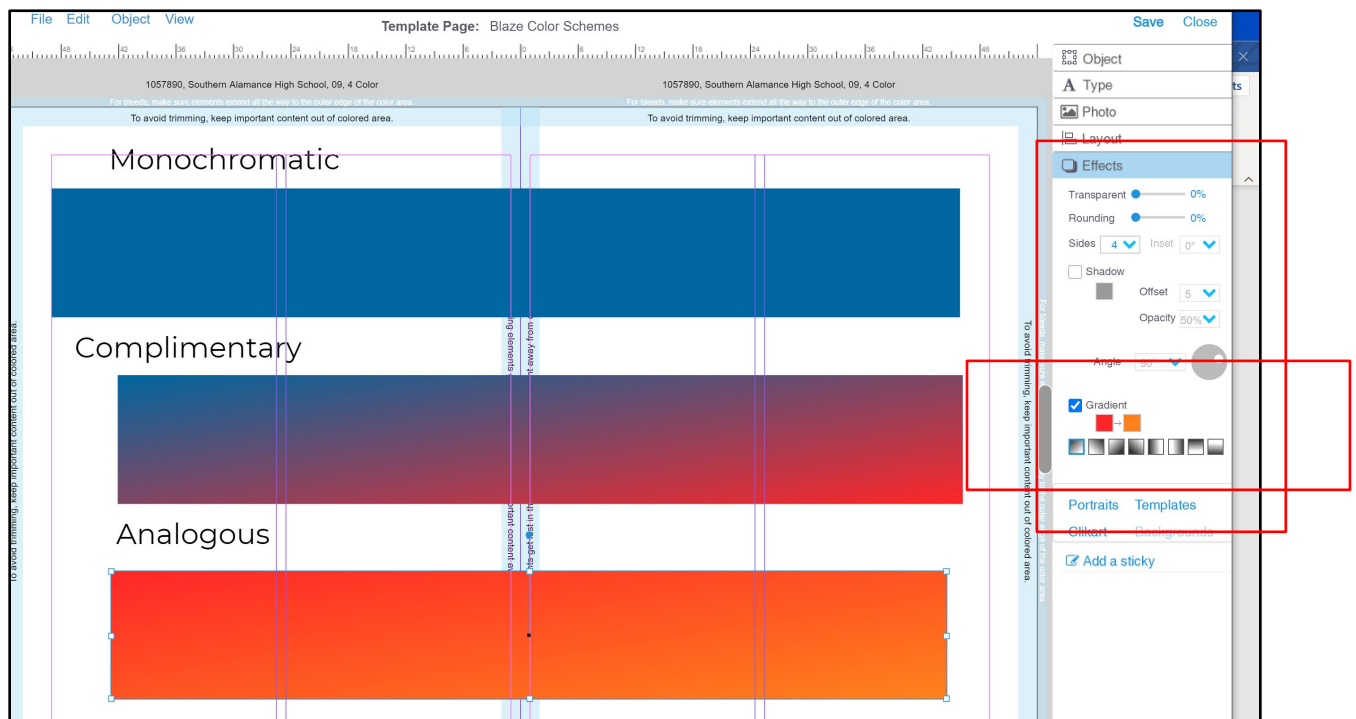


In the first two boxes, create a monochromatic look. In the second two boxes, create a complimentary tone. In the last two boxes create an analogous look of your choice.





Part 2: Using Online Design or InDesign, create three long boxes. Type the three different names as below. In the first box, create a monochromatic gradient look. In the second box, create a complimentary gradient tone. In the last box create an analogous gradient look of your choice. We discussed gradients in Mod 4 but you can find gradient in OD under effects. Click the first box and choose your color and then click on the second box under gradient and choose your second color.



Part 3: (Possibility) Using Online Design or InDesign, you may want to create a full-page background on the left page and another one on the right side. Then choose one of the color styles above (monochromatic, complimentary, analogous) and create a color background the left page of the spread and another one on the right side of the spread.