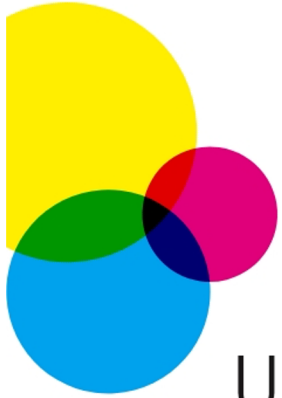




SUNY Erie

Visual Communications Technology; Graphic Arts and Printing

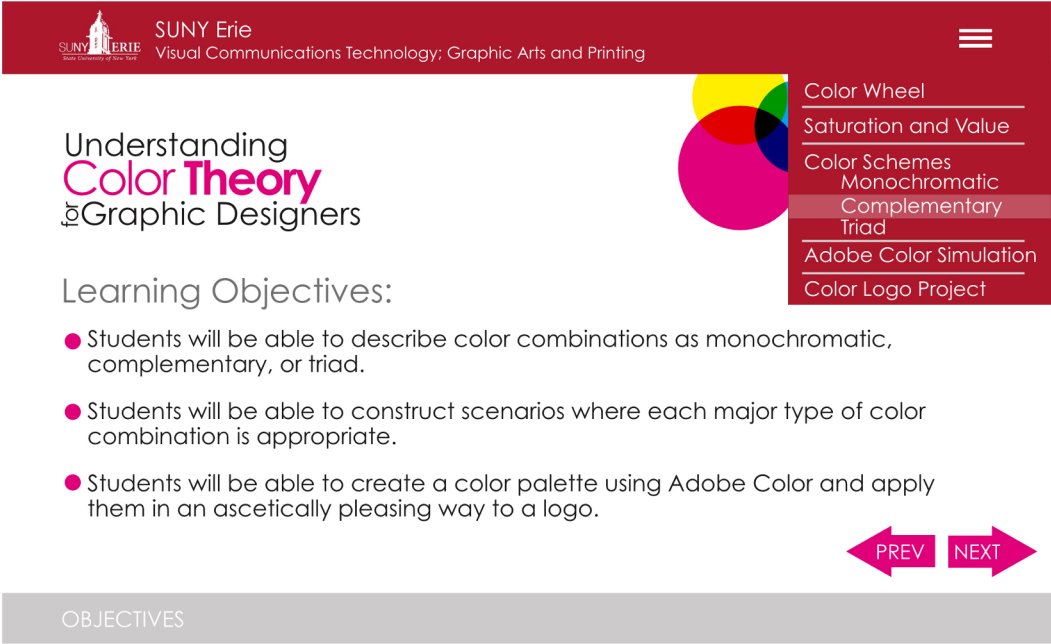


Understanding **Color Theory** for Graphic Designers

START

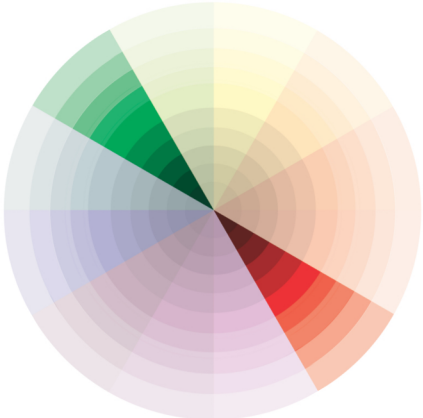
LANDING PAGE



Learning Objectives	Section 1	Frame 2	Proposed Graphics/Visuals
Text to appear on the frame: Learning Objectives: Students will be able to describe color combinations as monochromatic, complementary, or triad. Students will be able to construct scenarios where each major type of color combination is appropriate. Students will be able to create a color palette using Adobe Color.			 No audio or video on this slide.
Navigation instructions (include names of buttons and which modules # frames # they go to) Prev goes to frame #1 Next goes to frame #3 Hamburger menu bar allows learner to navigate to different sections of lesson	Interactivity and animation instructions of text and graphics and buttons other than navigation		

Absorb Activity	Section 2	Frame 3
Text to appear on the frame: Complementary Colors Complementary color are two colors that are on opposite sides of the color wheel. This combination provides a high contrast and high impact color combination – together, these colors will appear brighter and more prominent. To avoid complementary color schemes that are too simplistic, add some variety by introducing tints, shades, or desaturated hues. Logos That Use Complementary Colors Click a hue on the color wheel to highlight its complementary color.		

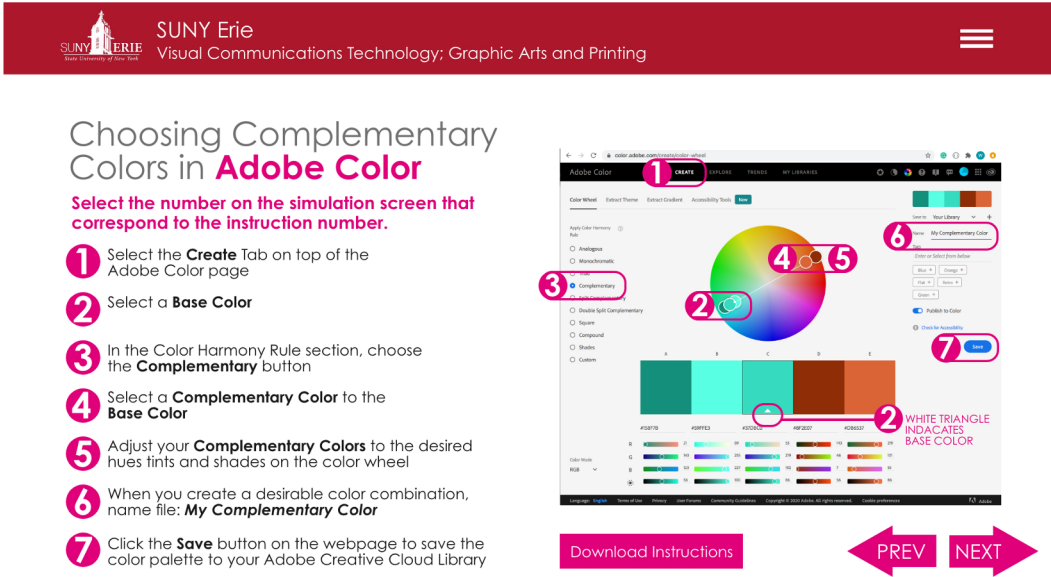
Navigation instructions (include names of buttons and which modules # frames # they go to) Prev goes to frame 2 Next goes to frame 4	
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Proposed Graphics/Visuals
 SUNY Erie Visual Communications Technology; Graphic Arts and Printing  Complementary Colors Complementary color are two colors that are on opposite sides of the color wheel. This combination provides a high contrast and high impact color combination – together, these colors will appear brighter and more prominent. To avoid complementary color schemes that are too simplistic, add some variety by introducing tints, shades, or desaturated hues. Logos that use Complementary Colors    Click on a Hue on the Color Wheel to Highlight its Complementary Color  Green and Red PREV NEXT INSTRUCTION ABOUT COLOR SCHEME LOCATIONS ON THE COLOR WHEEL (ABSORB)
No audio or video on this slide.

Interactivity and animation instructions of text and graphics and buttons other than navigation Color wheel colors, when clicked, will highlight the selected and complementary color	
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Do Activity	Section 3	Frame 10?
Text to appear on the frame: Choosing Complementary Colors in Adobe Color Select the Create Tab on top of the Adobe Color page Select a base color In the color harmony rule section, choose the complementary button Select a Complementary Color to the Base Color Adjust your Complementary Colors to the desired hues tints and shades on the color wheel When you create a desirable color combination, name file: My Complementary Color Click the Save button on the webpage to save the color palette to your Adobe Creative Cloud Library		

Navigation instructions (include names of buttons and which modules # frames # they go to) Next will go to frame 11 after revealing all instructions Prev will go to frame 9, or cycle back through the instructions	
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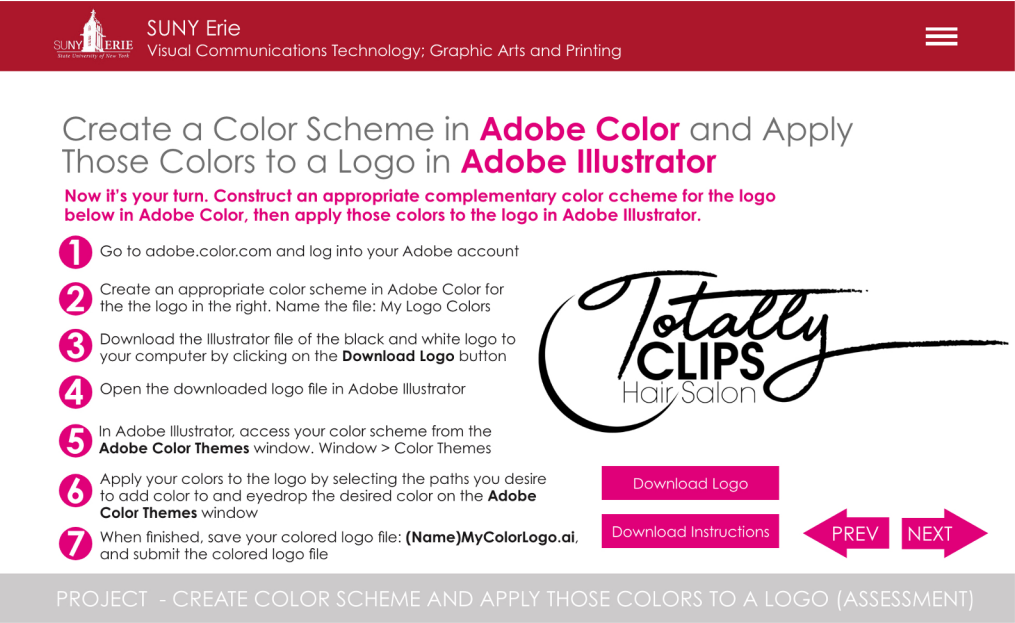
Proposed Graphics/Visuals
 SOFTWARE SIMULATION - BUILDING STEPS FOR CHOOSING COLORS IN ADOBE COLOR (DO)

No audio or video on this slide.	
Interactivity and animation instructions of text and graphics and buttons other than navigation Next button reveals the next step and corresponding interface highlight Download Instructions downloads a handout with these instructions	

Connect Activity	Section 4	Frame 20?	Proposed Graphics/Visuals
Text to appear on the frame: Please describe a situation in which you would use a complementary color scheme. Please describe a situation in which you would use a monochromatic color scheme. Please describe a situation in which you would use a triad color scheme.			 SUNY Erie Visual Communications Technology; Graphic Arts and Printing  Complementary Color Please describe a situation in which you would use a complementary color scheme. Please describe a situation in which you would use a monochromatic color scheme. Please describe a situation in which you would use a triad color scheme. Write your answer here... Submit PREV NEXT PROJECT - CREATE COLOR SCHEME AND APPLY THOSE COLORS TO A LOGO (CONNECT)
			No audio or video on this slide.
Navigation instructions (include names of buttons and which modules # frames # they go to) Prev goes to frame 19 Next goes to frame 21		Interactivity and animation instructions of text and graphics and buttons other than navigation Submit saves the text from the submission box	

Assessment	Section 4	Frame 21
Text to appear on the frame: Create a Color Scheme in Adobe Color and Apply Those Colors to a Logo in Adobe Illustrator Now it's your turn. Construct an appropriate Complementary Color scheme for the logo below in Adobe Color, then apply those colors to the logo in Adobe Illustrator. Go to adobe.color.com and log into your Adobe account Create an appropriate color scheme in Adobe Color for the the logo in the right. Name the file: My Logo Colors Download the Illustrator file of the black and white logo to your computer by clicking on the Download Logo button Open the downloaded logo file in Adobe Illustrator In Adobe Illustrator, access your color scheme from the Adobe Color Themes window. Window > Color Themes Apply your colors to the logo by selecting the paths you desire to add color to and eyedrop the desired color on the Adobe Color Themes window When finished, save your colored logo file: (Name)MyColorLogo.ai, and submit the colored logo file		

Navigation instructions (include names of buttons and which modules # frames # they go to)	
Prev goes to frame 20 Next goes to frame 22	

Proposed Graphics/Visuals
 The screenshot shows a presentation slide with a red header bar containing the SUNY Erie logo and the text 'SUNY Erie Visual Communications Technology; Graphic Arts and Printing'. The main content area has a white background with the title 'Create a Color Scheme in Adobe Color and Apply Those Colors to a Logo in Adobe Illustrator'. Below the title, it says 'Now it's your turn. Construct an appropriate complementary color scheme for the logo below in Adobe Color, then apply those colors to the logo in Adobe Illustrator.' A list of six numbered steps guides the user through the process. To the right of the steps is a logo for 'Totally CLIPS Hair Salon' and two buttons: 'Download Logo' and 'Download Instructions'. At the bottom of the slide, there are 'PREV' and 'NEXT' navigation arrows. A grey footer bar at the very bottom of the slide reads 'PROJECT - CREATE COLOR SCHEME AND APPLY THOSE COLORS TO A LOGO (ASSESSMENT)'.
No audio or video on this slide.

Interactivity and animation instructions of text and graphics and buttons other than navigation
Download Logo downloads an Adobe Illustrator file to the learner's local computer
Download Instructions downloads a job aide of these instructions to the learner's local computer

Assessment	Section 4	Frame 22	Proposed Graphics/Visuals  SUNY Erie Visual Communications Technology; Graphic Arts and Printing Color Logo Project Explain the reasoning for the specific complementary colors you selected for this logo and upload your logo for submission of the project. Write your explanation here... Upload your logo  Upload Your Logo Here Submit Project PREV ASSESSMENT - STUDENT SUBMITS COLOR LOGO PROJECT (ASSESSMENT)
Text to appear on the frame			
Color Logo Project			
Explain the reasoning for the specific Complementary colors you selected for this logo and upload your logo for submission of the project.			
			No audio or video on this slide.
Navigation instructions (include names of buttons and which modules # frames # they go to)	Interactivity and animation instructions of text and graphics and buttons other than navigation		
Prev goes to frame 21	Upload Your Logo Here uploads the logo to submission box Submit Projects saves the text and logo from the submission boxes		