**Module 5**

**Applying Colour**

* **Learning Outcomes**

After completing this module, students should be able to:

* + - **Differentiate between CMYK and RGB methods of creating colour**
    - **Understand the purpose of the colour wheel and apply colour vocabulary**
    - **Identify complex colour relationships and the factors that influence them**
    - **Thoughtfully describe the nuances of cultural associations with colour**
    - **Use Adobe Colour to create colour palettes to be applied to existing branding in XD**
    - Understand the relationship of colour contrast and accessibility standards
* **Required Readings and Video Tutorials**
* [[](https://eclass.srv.ualberta.ca/mod/resource/view.php?id=6427589)READING: Davis, M., Hunt, J. (2017). Visual Communication Design: an introduction to design concepts in everyday experience. Bloomsbury. File](https://eclass.srv.ualberta.ca/mod/resource/view.php?id=6427589) **(Pls find the attached file)**
* [[](https://eclass.srv.ualberta.ca/mod/resource/view.php?id=6427590)READING: Bowers, J. (1999). Introduction to two-dimensional design : understanding form and function. New York: Wiley. File](https://eclass.srv.ualberta.ca/mod/resource/view.php?id=6427590) **(Pls find the attached file)**

**Supplementary (Optional) Videos for Adobe XD Beginners**

* [VIDEO TUTORIAL: Importing and Editing Vector Graphics in Adobe XD URL](https://eclass.srv.ualberta.ca/mod/url/view.php?id=6427592)

Click <https://www.linkedin.com/learning/search?keywords=editing%20vector%20XD&u=74416740> link to open resource.

* [VIDEO TUTORIAL: Adobe XD – Layers and the Selection Model URL](https://eclass.srv.ualberta.ca/mod/url/view.php?id=6427593)

https://www.linkedin.com/learning/adobe-xd-essential-training-design-2020-q1

* [VIDEO TUTORIAL: Adobe XD – Colour Picker URL](https://eclass.srv.ualberta.ca/mod/url/view.php?id=6427594)

https://www.linkedin.com/learning/adobe-xd-essential-training-design-2020-q1

* [VIDEO TUTORIAL: Adobe XD – Linear and Radial Gradients URL](https://eclass.srv.ualberta.ca/mod/url/view.php?id=6427595)

https://www.linkedin.com/learning/adobe-xd-essential-training-design-2020-q1

* **Lectures and Slideshows**
* [[](https://eclass.srv.ualberta.ca/mod/lti/view.php?id=6498473)Slideshow 5: Applying Colour External tool](https://eclass.srv.ualberta.ca/mod/lti/view.php?id=6498473)**(Pls find the attached file)**
* [[](https://eclass.srv.ualberta.ca/mod/lti/view.php?id=6503045)Lecture Video 5: Applying Colour External tool](https://eclass.srv.ualberta.ca/mod/lti/view.php?id=6503045)**(Pls find the attached file)**
* **Assignments**

Please complete the following assignments. Consult Assignment PDF and Syllabus Schedule for deadlines.

* [[](https://eclass.srv.ualberta.ca/mod/lti/view.php?id=6498665)Assignment 5 External tool](https://eclass.srv.ualberta.ca/mod/lti/view.php?id=6498665)**(Pls find the attached file)**
* [[](https://eclass.srv.ualberta.ca/mod/resource/view.php?id=6427602)Illustrator Logo File](https://eclass.srv.ualberta.ca/mod/resource/view.php?id=6427602)**(Pls find the attached file)**
* [[](https://eclass.srv.ualberta.ca/mod/lti/view.php?id=6498666)Assignment 5 Grade Criteria External tool](https://eclass.srv.ualberta.ca/mod/lti/view.php?id=6498666)**(Pls find the attached file)**
* [Assignment 5 Critique Forum](https://eclass.srv.ualberta.ca/mod/forum/view.php?id=6427603) [1 unread post](https://eclass.srv.ualberta.ca/mod/forum/view.php?id=6427603#unread)
* [Assignment 5 Submission](https://eclass.srv.ualberta.ca/mod/assign/view.php?id=6427604)