**Assignment 5**

EXSM 3922: Visual Design for UI

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Assignment 5: Applying Colour

**METHOD**

Create an empty XD artboard with the dimensions of 1920 x 1080 px and import the provided Illustrator file (.ai) with 7 greyscale logo templates. Choose 6 (delete 1) and invent a company name to accompany each of the logos. Then, in less than 150 words, write a brief description that describes each company. Who is the audience they are trying to appeal to? What is the context in which they provide their services? What makes them different from other similar organizations?

Next, choose different colour palettes (min. 2, max. 5 colours) that will accompany each logo and could (in theory) be expanded into a full brand system. Use the colour wheel at [color.adobe.com](https://color.adobe.com/create/color-wheel) to generate colour palettes based on your knowledge of colour theory. Edit the greyscale vector logos with your different colour palettes (you can fill the shapes with flat or gradient colours).

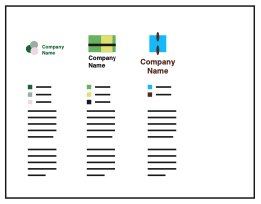
Under the 6 company descriptions, create a call-to-action button (e.g. sign up, login, buy, save) using your colour palette for the button background and/or text foreground colour. Use a [colour contrast checker](https://color.adobe.com/create/color-contrast-analyzer) to demonstrate that is meets WCAG 2.1 AA requirements for regular text. Provide a label with the contrast ratio under the button.

Under the call-to-action button, write a short paragraph (less than 150 words) describing the colour choices you have made for each palette and how they relate to the company description. Use proper colour terminology (temperature, saturation, complimentary, analogous, etc.) to describe the colour relationships you have created. Justify why each palette is a good fit for each company. Create rectangular colour swatches and include the HEX value of each colour.

If your logo was a vector file in Assignment 5, you can replace one of the logo templates with your designed logo.

**DELIVERABLES**

Export the 1280 x 800 px artboard with your 6 logos as a single pdf (you may have more than one page) and upload it to the submission folder on eClass. Use the following file naming convention:  
**EXSM3922\_A5\_LastnameFirstname.pdf**



*Sample deliverable*

**ASSIGNMENT SCHEDULE**

Post Critique: October 13, 2022

Submit: October 17, 2022