MMD²

COLOR SAMPLES + INFOGRAPHICS

Course Director: Sabrina Wood

Overview:

In this activity you will be creating a compilation of color schemes and then applying one of your schemes to two custom infographics.

📅 **Due Date:**

Please check FSO for all due dates. This assignment should be completed in class and then uploaded to FSO before the next scheduled class.

🕐 **Estimated Time:**

Beginner: 3-6 hours
Intermediate: 2-4 hours
Advanced: 1-2 hours

✅ **Grading Rubric:**

Please review the grading rubric at the end of this document.

Level of Difficulty:

★★★☆☆

Objectives:

1. Demonstrate the ability to use tools and panels covered thus far in Illustrator:
   - Shape Tools (rectangle, rounded rectangle, ellipse, etc.)
   - Transform Tools (rotate, reflect, scale)
   - Stroke Panel (weight and alignment)
   - Align Panel (distribution, and align to: artboard, selection, key object)
   - Color Panels (color, swatch, color guide)
   - Color Tools (blend, gradient, gradient mesh)
   - Appearance Panel (multiple fills)
2. Demonstrate an understanding of color relationships in regards to:
   - Contrast
   - Harmony
   - Legibility
3. Demonstrate an understanding of other principles of design and organization:
   - Balance, Proportion, Alignment, Repetition, Space, Flow, etc.
   - Gestalt (similarity, continuation, closure, proximity, etc.)

Instructions:

A. Creating Custom Palettes

- Open the document called *Color_Schemes.ai*

- Unlock the layer called *Background + Headers*

- Copy your artboard three times so that there is a total of 4 artboards.

- Go to your artboard panel and chose to rearrange artboards. Set your artboards to a grid by row layout with 2 columns and 48px spacing.

- Now that your file is set up remember to lock your *Background + Headers* layer so that it does not move.

- Next, using one of each of the following (color tools, panels and websites) create 8 color palettes that you feel would work well with the constraints of harmony, legibility, and contrast if applied to a website or mobile application:
  - Swatch Libraries
  - Color Guide Panel
  - Kuler
  - Benjamin Moore or Sherwin Williams paint swatches
  - http://colorschemedesigner.com
  - http://www.colourlovers.com
  - http://mudcu.be/sphere/
  - http://color.hailpixel.com

- ⓘ Note: Each color scheme needs to be 4-5 colors.

- For each example, save your selected colors to the swatch panel as individual named color groups.

- Next, fill the large square with these saved colors, and then smaller rectangles with a tint or shade. Remember to fill in the hex values as well.

- Finally, save your swatches in the Adobe Swatch Exchange (ASE) format and then save your file.

B. Researching Infographic Websites

- *Information Design:* communication by words, pictures, charts, graphs, maps, pictograms, and cartoons, whether by conventional or electronic means.

- Effective infographics can make large amounts of information easy to access, understand, and compare all while providing clarity, usefulness and visual interest.

- Check out the following websites for infographic inspiration.
  - http://dailyinfographic.com
  - http://visual.ly
  - http://infosthetics.com

ⓘ Note: Remember to think how would this translate to the small real estate space of a mobile screen.
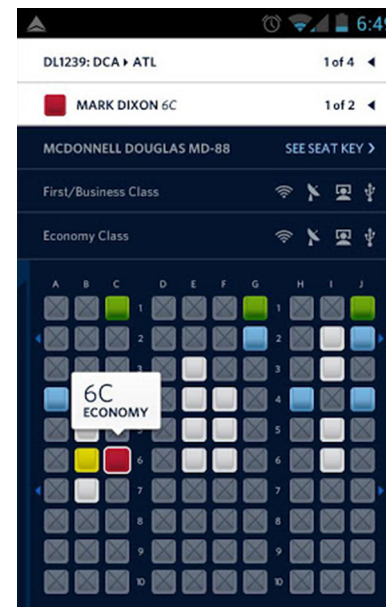
C. Creating Infographics with Custom Color Scheme

Infographic 1

- Using the infographic template provided, select one of your custom color schemes and then create an infographic seating chart with clear delineation for seats taken, available, and reserved for your party.

Infographic 2

- Next using the same infographic template provided and color scheme create an infographic for your merit miles rewards club.

Submission Requirements:

- Warning: Since you will be submitting 3 files, make sure you follow the instructions below in the correct order.
- Create a folder and name it with your file with this course, year and month, activity number, and name
- Example: MMD2_1405_05_ Jordan_Michael
- Next place your files (*Color_Schemes*, *Infographics, and ASE*) inside your named folder.
- Finally, compress your file and submit it onto the FSO platform.

🛑 **Important:** Assignments submitted with incorrect file names will receive an automatic *15-point deduction*. Additionally, files not saved in the correct native .ai file format will receive a grade of *0*.

RUBRIC

Breakdown:

100	Accomplished
85	Competent
70	Developing
0	Null
-15	Wrong File Name

- Followed directions for setting up and modifying files (10 points)
- Used 8 different tools to create color palettes (15 points)
- Each palette is saved in the swatch panel and named (10 points)
- Saved color palettes for ASE (10 points)
- Selected color scheme successfully shows harmony and contrast (10 points
- Created two visually interesting infographics (25 points)
- Created two infographics where the information is easy and quick to extract and understand (20 points)