

# COLOR DESIGN

2022-1 portfolio by Dong Eun Cheong

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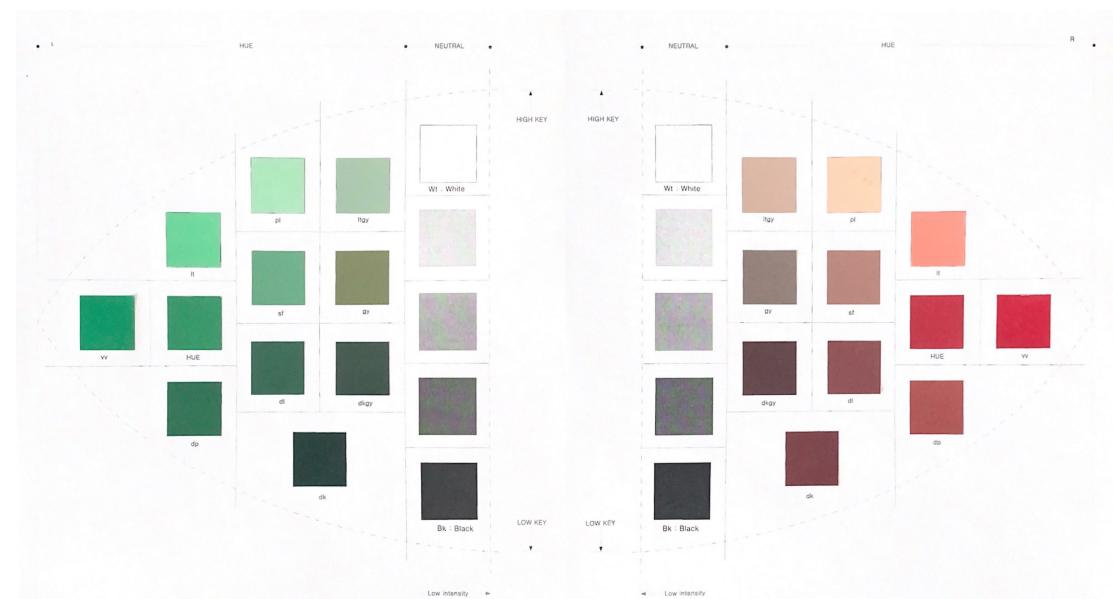
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# 01 COLOR THEORY

## COLOR CHART & MUNSELL

medium: KS195 colored paper

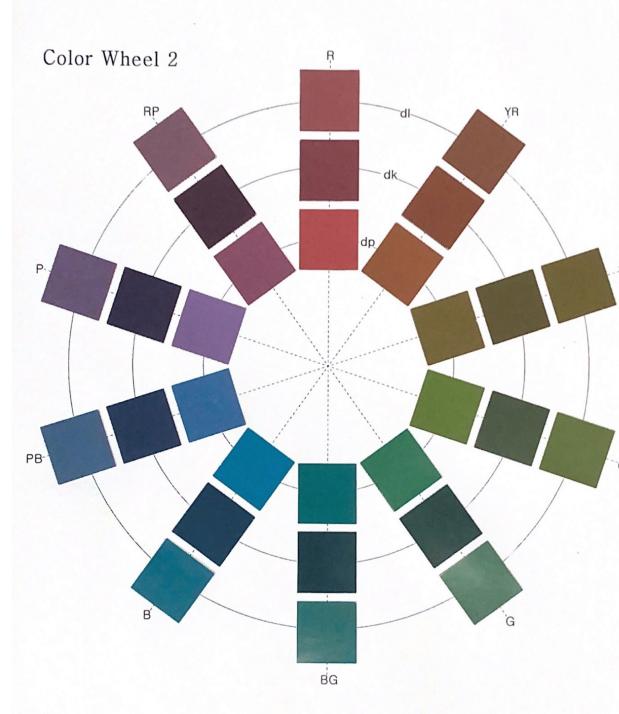
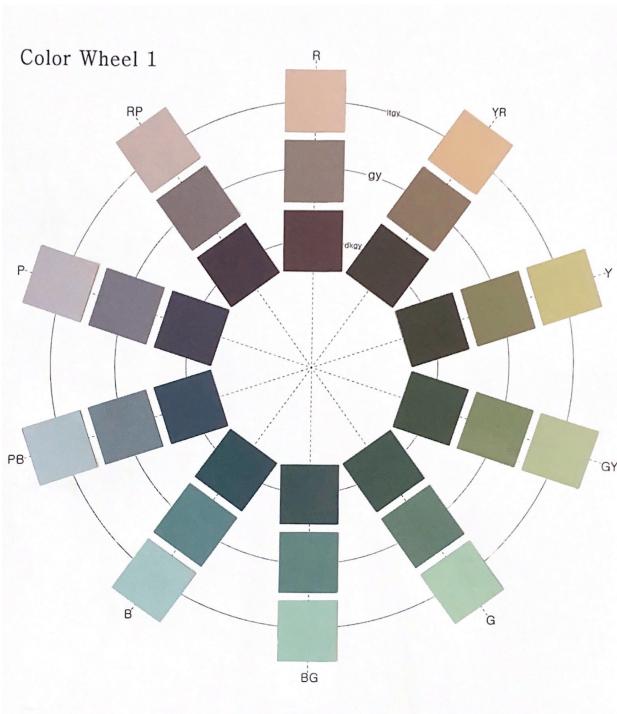
Color Chart 1



# 01 COLOR THEORY

## COLOR WHEEL

medium: KS195 colored paper



# 01 COLOR THEORY

## COLOR WHEEL

*medium: gouache, KS195 colored paper*



# 01 COLOR THEORY

## VISUAL MEMORY

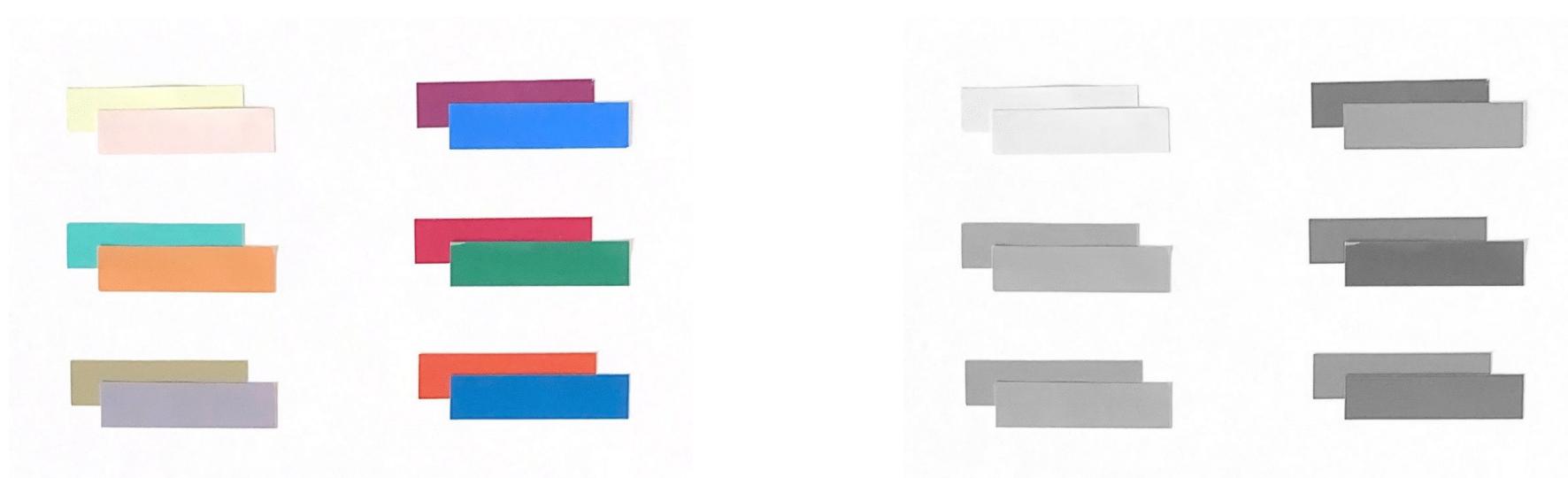
*medium: gouache*



# 02 COLOR EXERCISE

DIFFERENT HUE, SAME VALUE

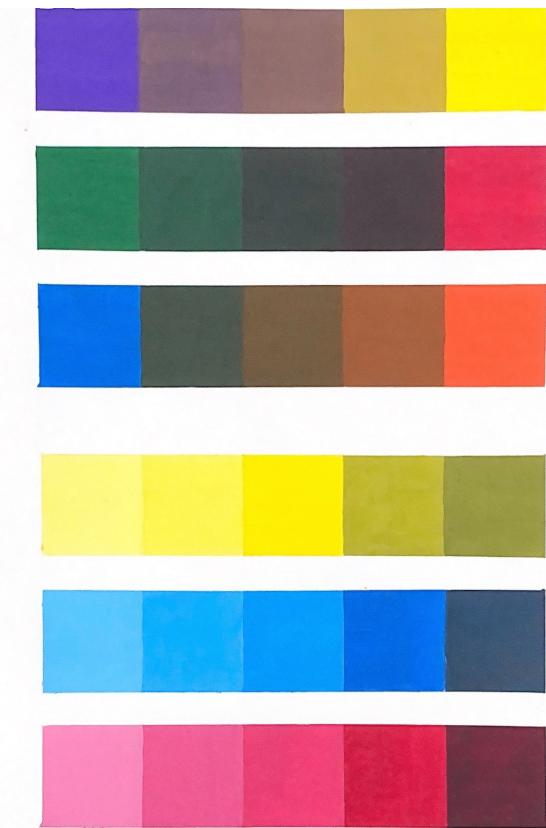
*medium: KS195 colored paper*



# 02 COLOR EXERCISE

## COLOR INTERVALS

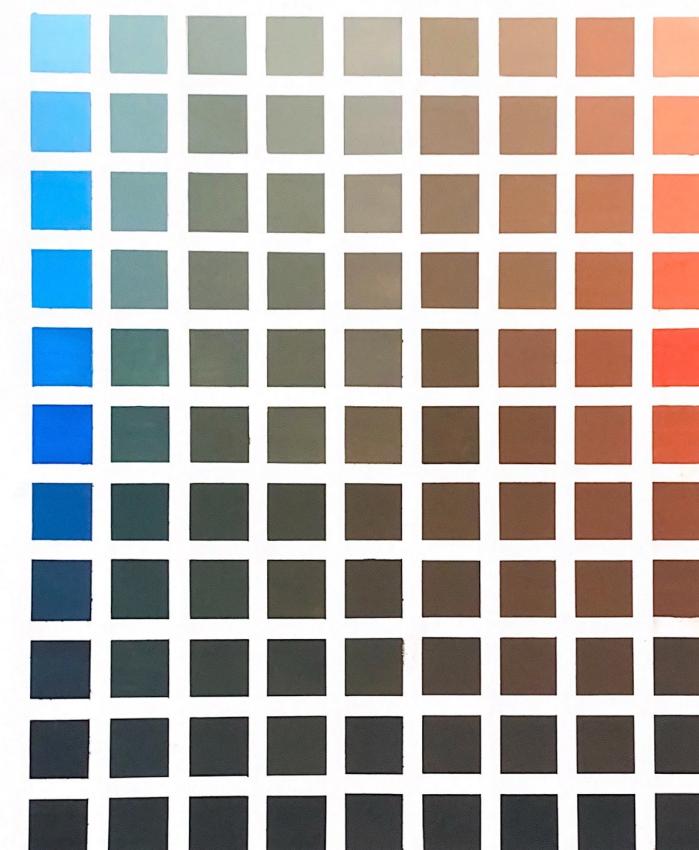
*medium: gouache*



# 02 COLOR EXERCISE

## COMPLEMENTARY COLOR MIXING

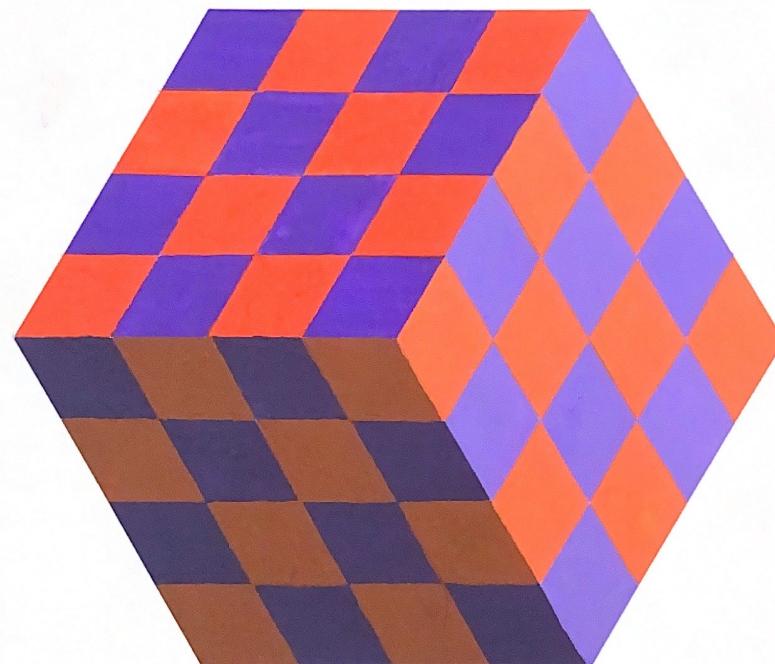
*medium: gouache*



# 02 COLOR EXERCISE

COLOR CUBE

*medium: gouache*



# 02 COLOR EXERCISE

## REFINEMENT COLOR MIXING



full color  
gouache on Bristol paper



full color  
printed on rendezvous 210g art paper



monotone colors

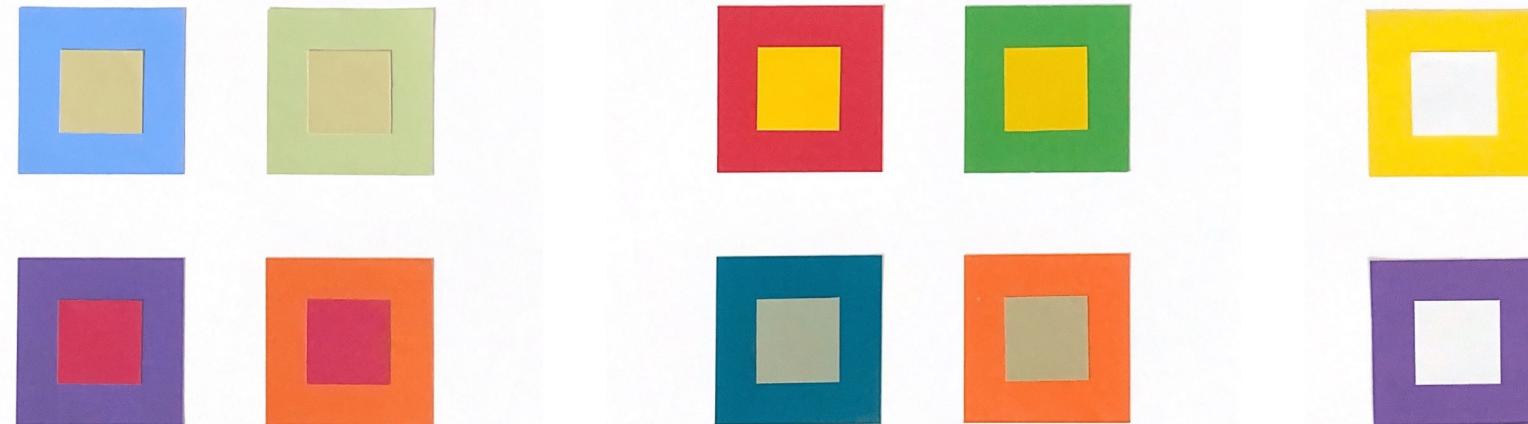


complementary colors

# 03 COLOR INTERACTION

## GROUND SUBTRACTION

*medium: KS195 colored paper*



*making three colors appear as four*

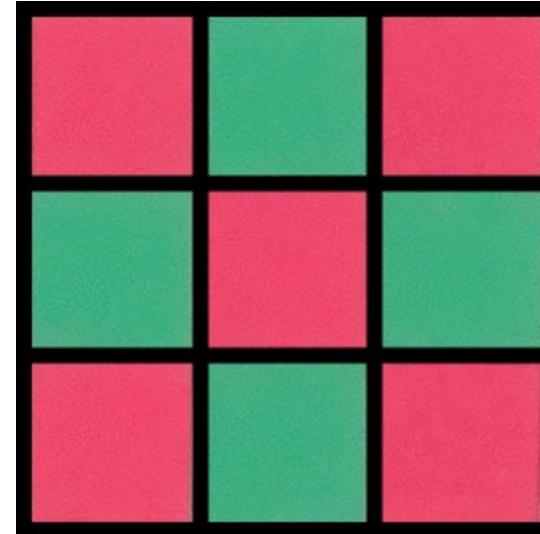
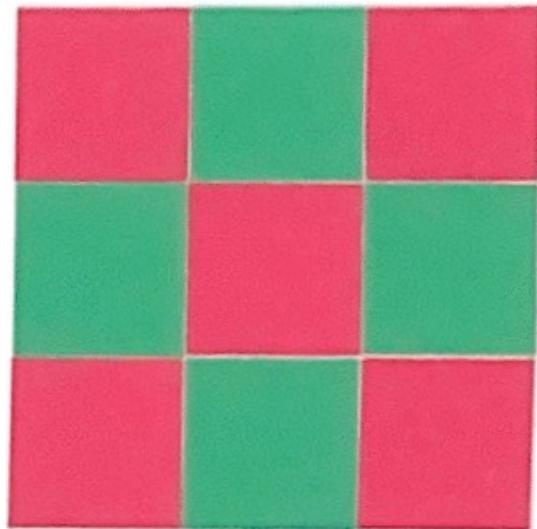
*making four colors appear as three*

*simultaneous contrast*

# 04 COLOR PHENOMENON

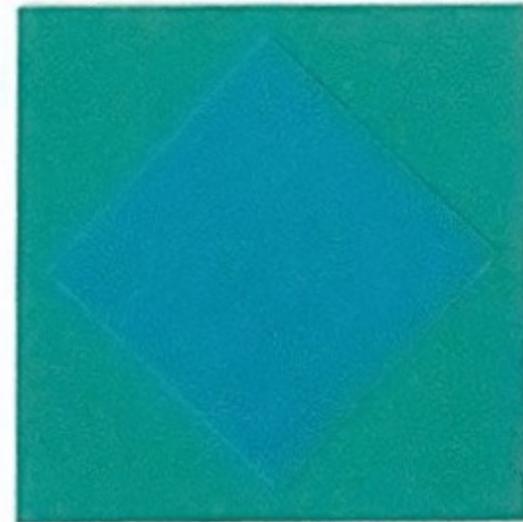
## VIBRATION

*medium: KS195 colored paper*



# 04 COLOR PHENOMENON

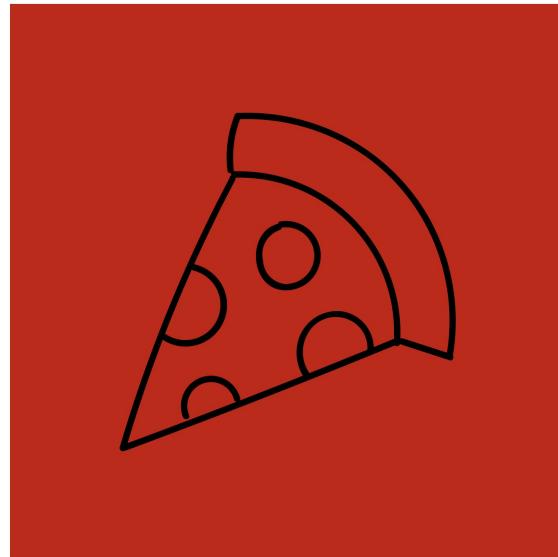
VANISHING BOUNDARIES



# 04 COLOR PHENOMENON

## BEZOLD EFFECT

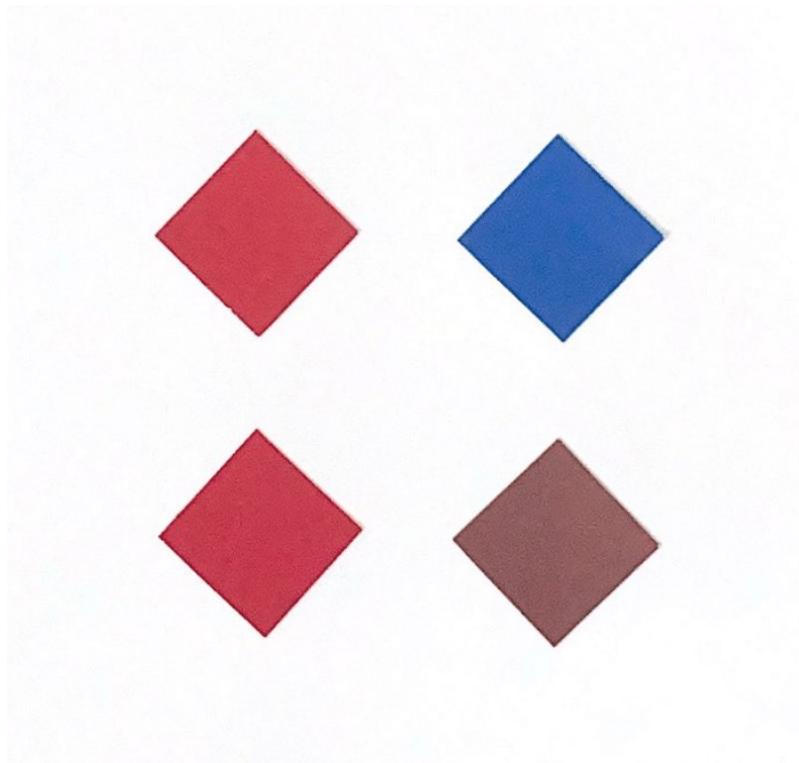
*medium: Figma*



# 04 COLOR PHENOMENON

## SPATIAL EFFECT

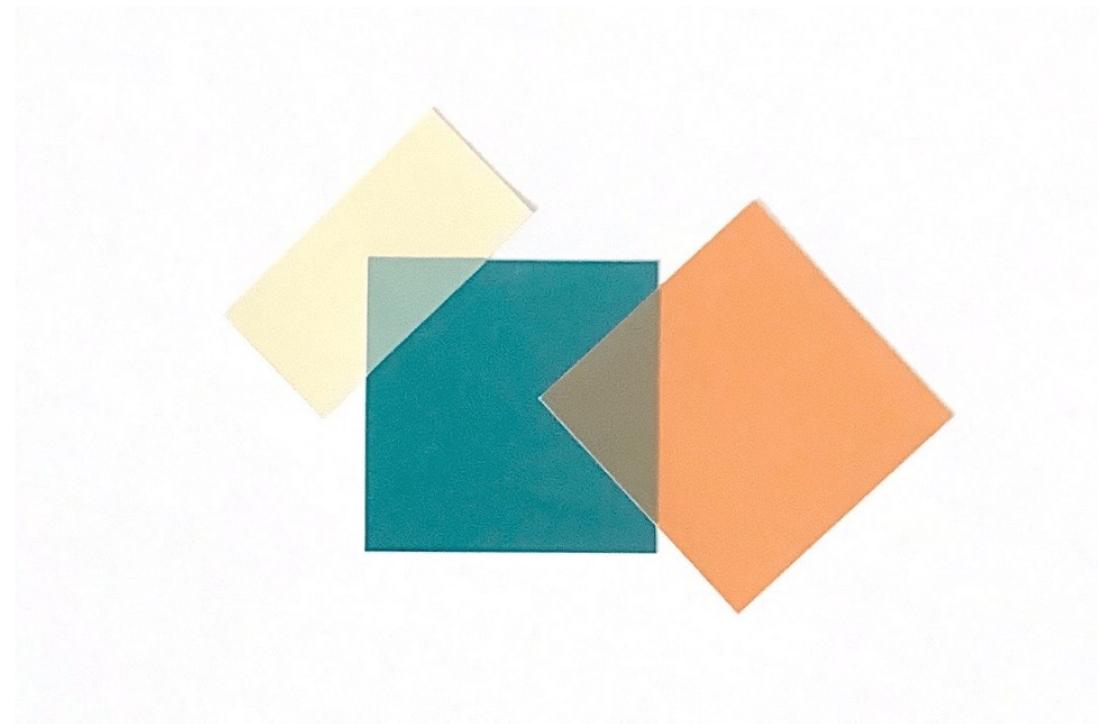
*medium: KS195 colored paper*



# 04 COLOR PHENOMENON

## TRANSPARENT ILLUSION

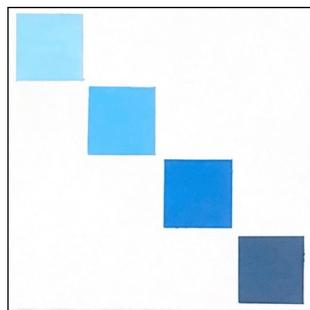
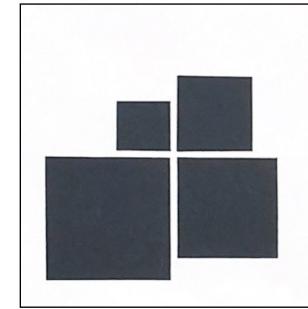
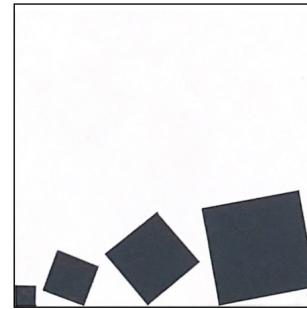
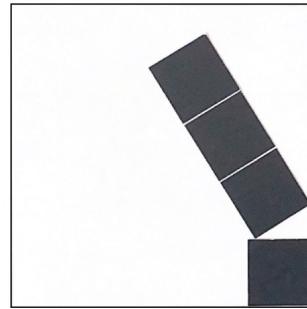
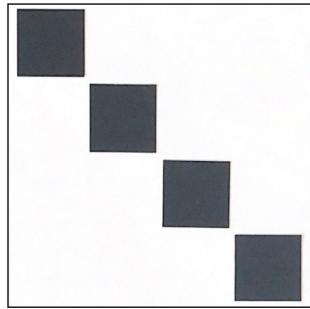
*medium: KS195 colored paper*



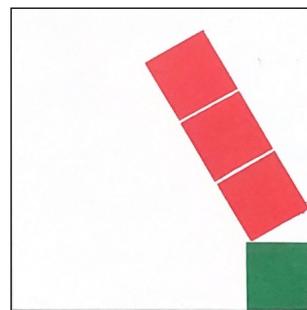
# 05 COLOR HARMONY

FOUR SQUARES TO DEPICT ORDER / TENSION / INCREASE / PLAYFUL

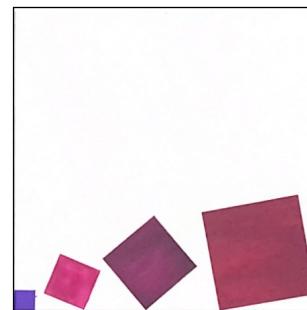
medium: gouache, KS195 colored paper



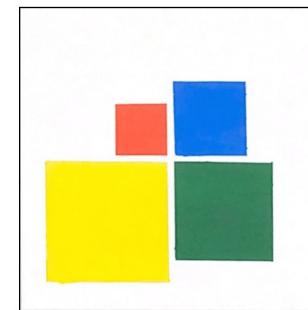
*order*



*tension*



*increase*

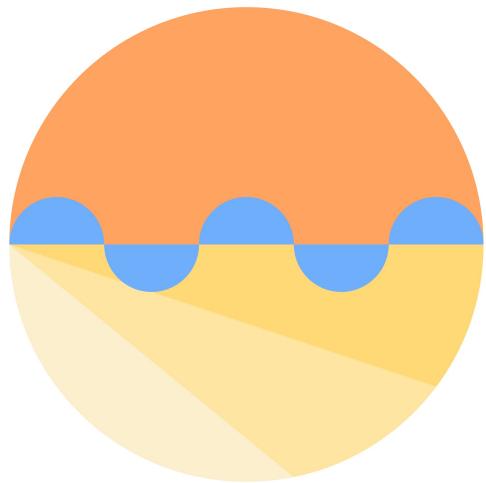


*playful*

# 06 COLOR CREATION

CREATING MY SYMBOL MARK

*medium: Figma*



- Sunset Orange
- Big Wave Blue
- Sand Yellow
- Sparkling Yellow
- Dune Yellow

Sunset Beach

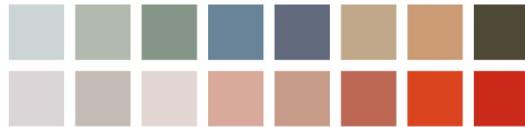
# 07 COLOR ANALYSIS



## PHOTO STORY

This photograph taken by Jason Lee Parry portrays a woman lying in an inflatable pool in the middle of the street, with a cigarette in her mouth. Jason Lee Parry has an eye for capturing effortless beauty and the feeling of an endless summer. The contrast of vibrant colors in this photograph brings back 70s hippie vibes and the theme of freedom and peace. This color analysis focuses on capturing the peaceful atmosphere of a lazy summer afternoon of this iconic imagery.

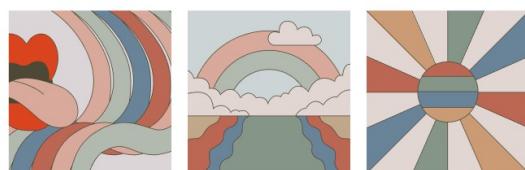
## COLOR CHIPS



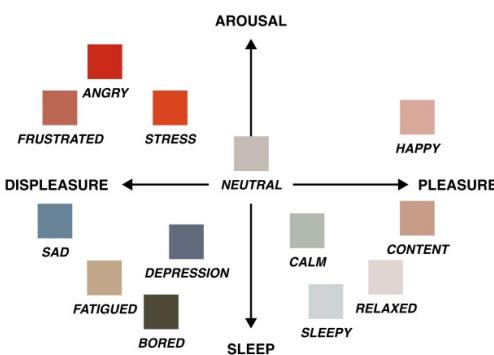
## COLOR DISTRIBUTION



## COLOR HARMONY



## COLOR MAP



## COLOR DESIGN & APPLICATION



## COLOR APPLICATION

