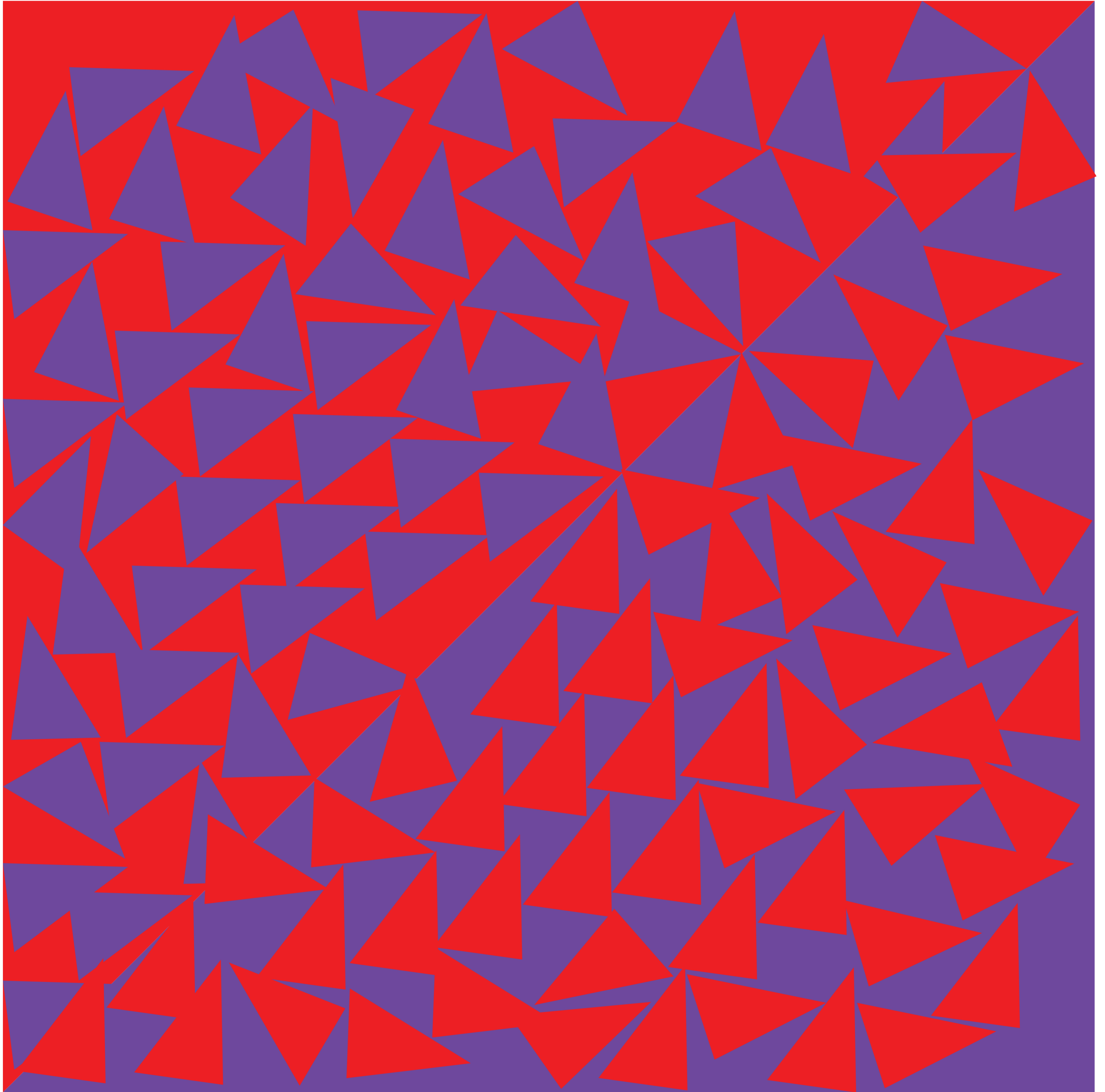# Colour in Communication
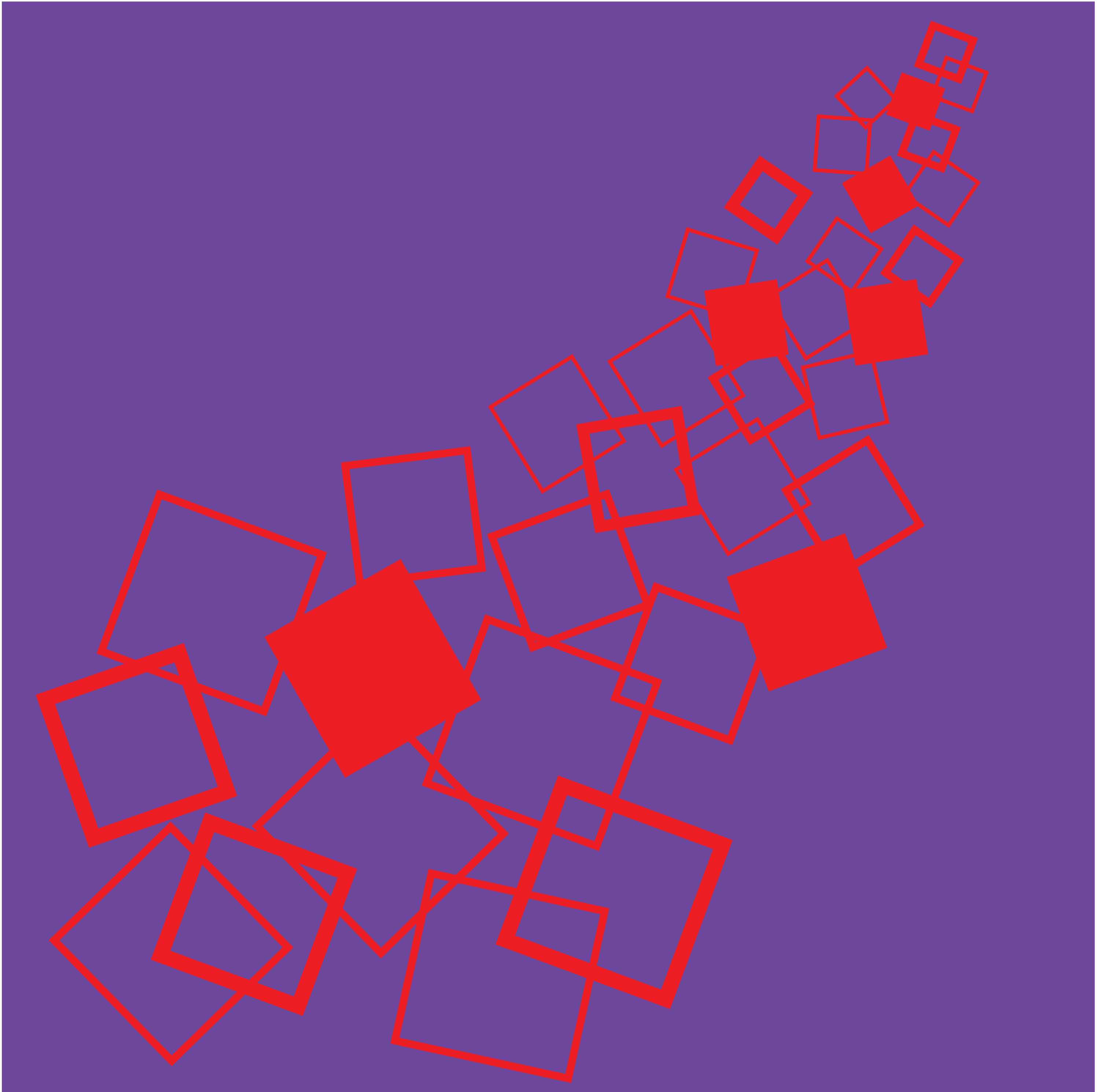## Final Submission

Swati Agarwal
PDP 301

Exercise 7
How much to how much?

Free study with exactly equal amounts of each colour

Free study with an exaggerated distinction between the amounts of each colour

Exercise 10
Colour Case Study

This is a poster for absolut vodka created for a Las vegas event. I like the use of bright neon colours in this poster which show the eccentricity of the city. There is a sense of dynamism and activity in the poster which expresses the essence of the place. It conveys the feeling of fun and playfulness

Exercise 12
Colour and Culture/ Colour and Environment - Research Presentations

CREATING A COLOUR STORY | IRELAND

Landscape

Forty Shades of Green?

The island has lush vegetation, a product of its mild but changeable oceanic climate, which avoids extremes in temperature

Ireland's waterways consist of lakes, canals and rivers

Rugged mountain ranges dominate the skyline

Ireland has a rich and diverse variety of flora

Globe Flower

Bog Cotton Flower

Cowbane

Rhododendron

BUILT SPACES

Preserved and restored castles from medieval Ireland

Carrickfergus Castle

Bunratty castle

From the mid 1720's onwards almost every sizeable building, in Ireland, was cast in the Palladian mould

Castletown house

Irish house of parliament

Trinity College Library

During the 19th century, British architecture influenced building styles in Ireland
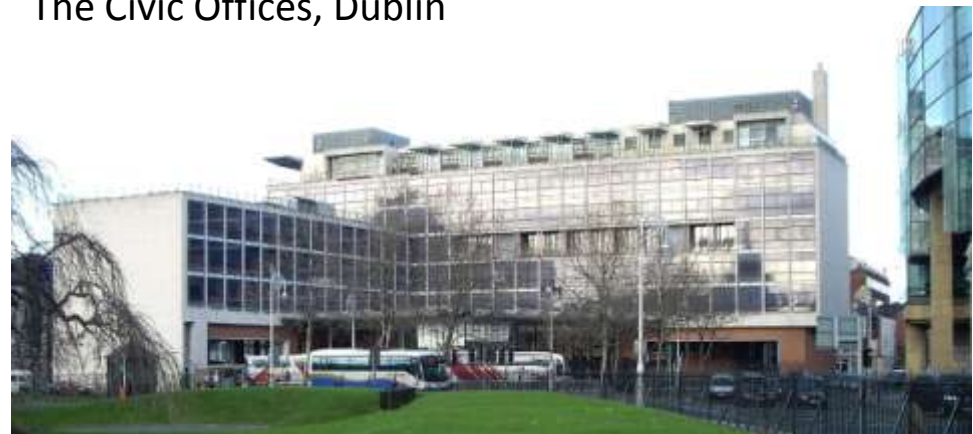

National Library

Daniel O'Connell statue

In the 20th century to present Irish architecture followed the international trend towards modern, sleek and often radical building styles
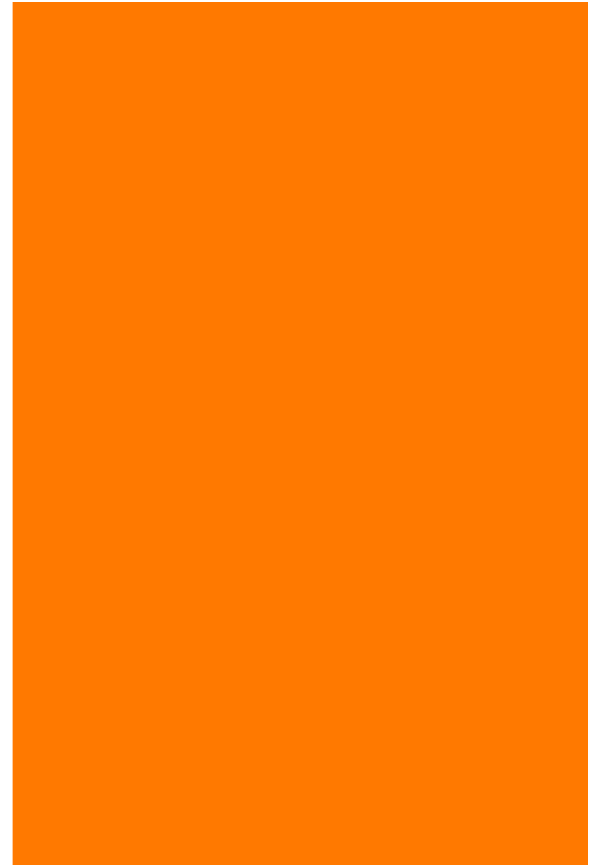

Spire of Dublin

The Civic Offices, Dublin

Busaras - central bus station in Dublin

IRISH FLAG

Green represents the Gaelic tradition of Ireland

Orange represents the followers of William of Orange in Ireland

White represens the aspiration for peace between them

IRISH CUSTOMS AND TRADITIONS

St. Patrick's Day

17 March, the death date of the most commonly recognised patron saint of Ireland, Saint Patrick, commemorates the arrival of Christianity in Ireland

Celebrations generally involve public parades and festivals and the **wearing of green attire or shamrocks (known as the symbol for Ireland)**

The colour green has been associated with Ireland since at least the 1640s, when the green harp flag was used by the Irish Catholic Confederation

Green ribbons and shamrocks have been worn on St Patrick's Day since at least the 1680s

Wearing of the 'St. Patrick's cross' is also a popular custom

Other associations with Green

IRFU

Ireland Rugby Team

Ireland Hockey Team
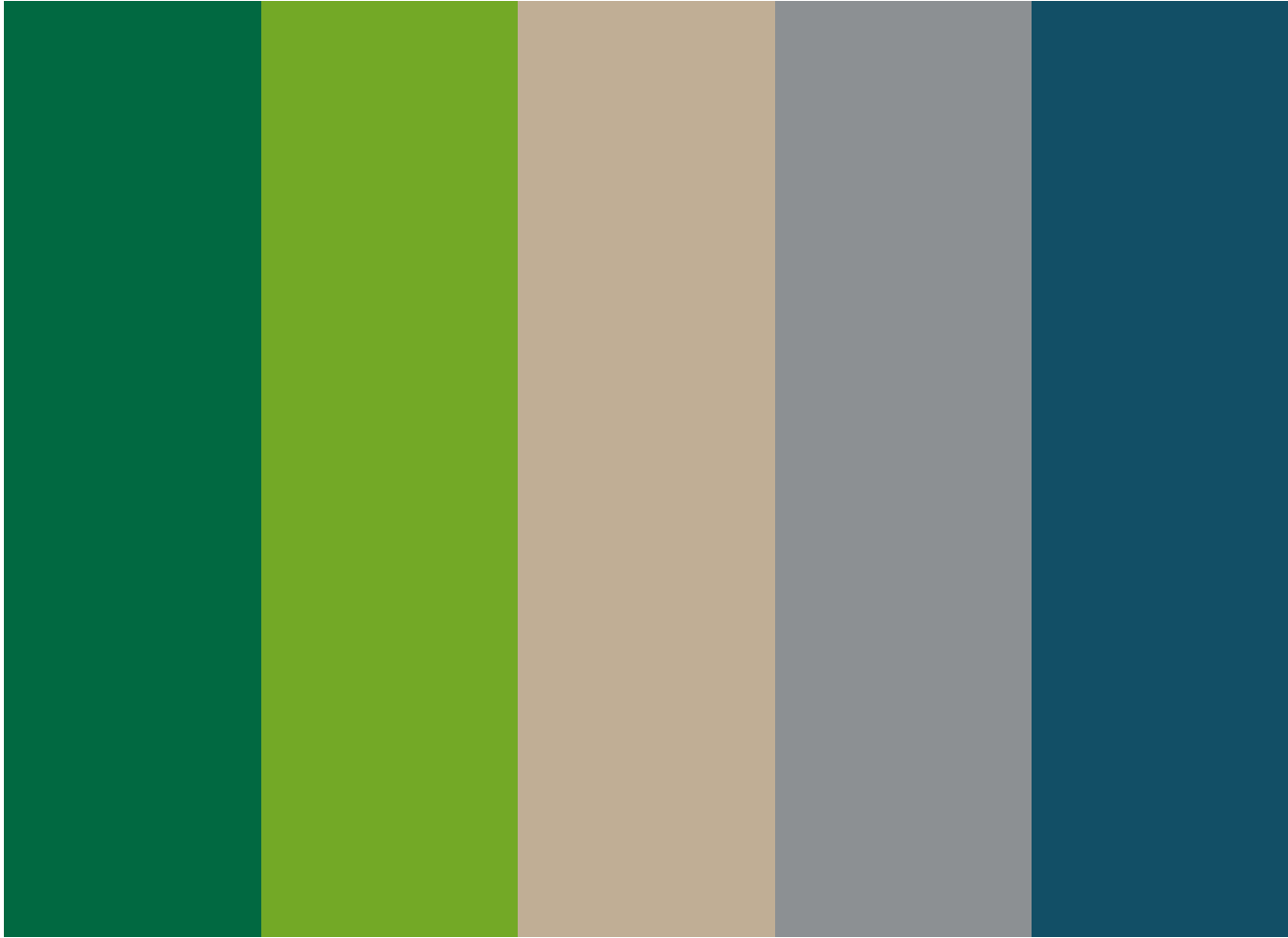
Other associations with Green

Travel Brochures
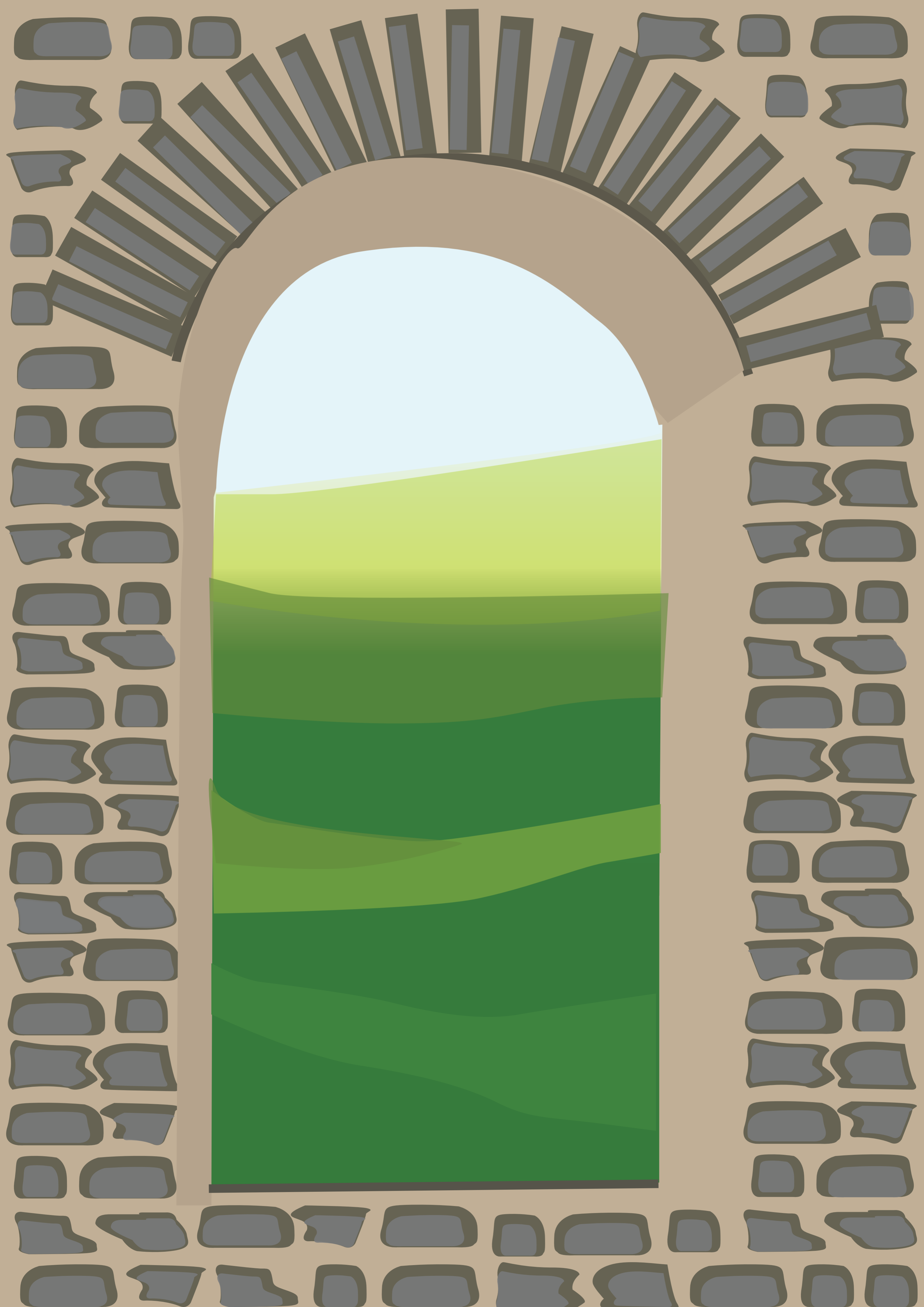
Use of blues, greens and purple

IRFU

Exercise 13
Colour as communication - Tourism/ Travel Poster
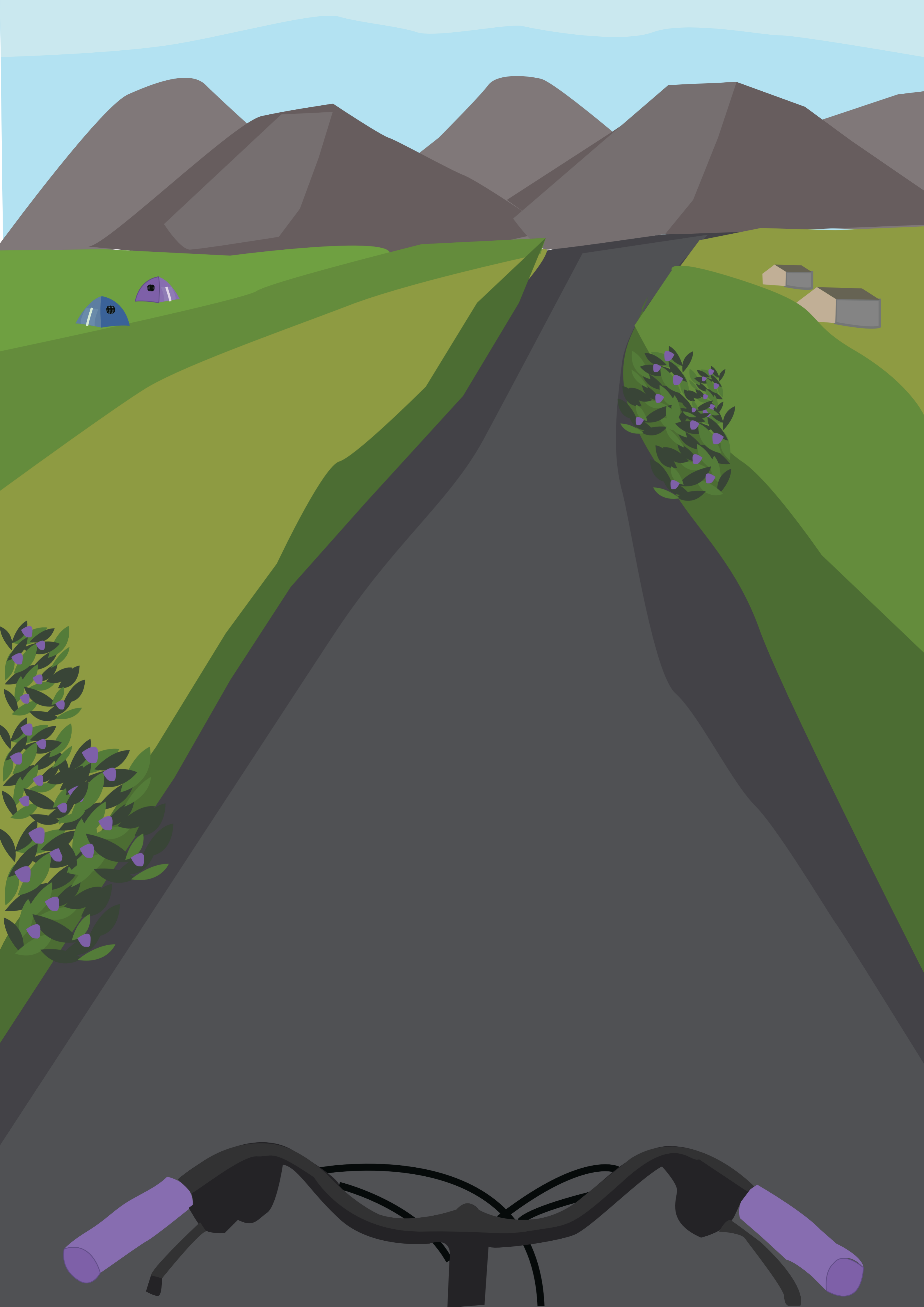
Inititial Experimentation

Final Poster

Reflection

I opted for this course because I have never studied colour in theory. Choosing a colour scheme was always very intuitive for me. I wanted to take a course which dealt with colour so that I could take a more confident and informed decision in my work. Though a want to pursue spatial and furniture design I thought I could still implement my learning from this course in my work.

I thought taking a VC course would mean sitting long hours with illustrator or indesign. Contrary to what I had expected the course involved a lot of hands on work as well. The colour mixing and matching exercises actually made me understand the words – hue, tints, shades and saturation much better. Since it was all hands on work we were required to spend much more time doing it and give thought to how colours interact with each other.

I initially did not clearly understand the purpose of the free study exercises. But once I did it and after we discussed some of them in class I realised how it helped to understand the relationship between colours, how one colour would be perceived when placed next to another and how colours could evoke a certain feeling or mood.

After the first few sessions of the course, I started noticing the use of colour around me and how it made an impact on the viewer, be it a space or poster or logos.

We then moved on to our final project which was to create a travel poster. The approach to the final outcome (research and deriving a colour palette for the poster based on the research) really helped me connect to the destination and get clarity in terms of what I would show in the poster. With my limited knowledge of softwares, I struggled with the poster, specially when it came to giving definition, depth and detail. The individual feedback sessions really helped me progress on my design. After working on a number of iterations I realised how contrast and interaction between colours could create an illusion or give a sense of depth.

I think the course structure was quite exhaustive and touched upon everything from technical aspects and theory to implementation to convey meanings and expression.