

WORKSHOP PROPOSAL

COLOR RESEARCH AND DESIGNING WITH COLOR

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1 Aim and Scope of Workshop

The aim of this workshop is to shift the general tendency of designers' approach of color decision from **subjective to objective**. Unlike the general tendencies of seeing color application as the last touch up, designers should be encouraged to carry out **color search** and **color application** in different phases of their design process, **particularly focusing on the early stages** of design where the form and function of products are still in progress.

This workshop is constructed in a way to make the participants experience color application in design, on a conscious level with a **purpose** to reach a **meaningful use of color**, after they are given task-related color theory information with a short lecture.

The short lecture is prepared in two different contents supporting these two phases. The lecture explains the power of human perception pointing out the relationship between human vision and human mind and how one gathers color information to reconstruct the reality of the outer world in one's mind.

2 Planned Activities and Expected Outcomes

Perception of Form and Surface via Color

Introduction and short lecture (30 minutes). A 20-minute short lecture is presented to the participants. Following, they are divided into four groups of 5 each, and each group will be given different tasks.

Individual color application (90 minutes). Groups will create their own color palettes to color the cubes distributed in the workshop, which answers these predefined tasks. Groups will not know the other groups' tasks and this will be kept secret while painting. The aim is to give participants a *purpose*.

Color Wheel: Participants will be given an exercise sheet to warm up about creating colors (empty color wheel to fill with primary, secondary and tertiary colors, tints, tones, and shades).

Coloring Boxes: Participants will continue coloring two cubes for the given tasks. Mixing real pigments and applying them to a form is an irreplaceable eye education in color theory. When the task is done the cubes will be placed on a table all mixed.

Sorting (15 minutes): Participants themselves will sort the mixed cubes into four different groups to match given tasks just by guessing. This task requires participants to read color language by using theories that were given during the short lecture.

Discussion (45 minutes): A discussion session is carried out to see whether the cubes are able to speak for themselves or not, by using the language of color. If the majority of the cubes sorted out will be in their correct task groups, this will show participants that color as a language has a strong power on people's perception and is strongly integrated with form, line, texture and shape, since visual process does not separate these. It will be a strong step towards understanding the relationships related with color and its important role in the design process.

3 Length of Workshop

Three hours.

4 Intended Audience

Undergraduate design students (who should have taken at least basic design course at their first year), graduate students, instructors, design professionals are all welcome. Maximum 20 participants will be accepted.

5 Space and Equipment

Projector (with good color quality) and a screen to support the 20 min. lecture.

Tables for 15-20 people to work at (preferably suitable to do some painting on, resistant to water and paint stains).

Sink to supply water and clean brushes eventually, a bucket for surplus colored water, cup for water, acrylic paint of primary colors, black, white, different size brushes (at least 3-4 different thickness, thin to thick), a plate for mixing and creating different hues.

Empty color wheel sheets for each participant. Three 8 cm x 8 cm white cardboard cubes (preferably thick enough to resist watercolor and keep its shape without being deformed when painted). Two cubes each will be used for the tasks but there must be one extra for trial-and-error exercise.

6 Potential Outputs

The workshop will show how powerful color is as a means of communication between the designer and the user. The decision on color to support the function of a product is as important as refining the form. The tangible results of these exercises will show the participants that, if they use color theory consciously to answer a certain purpose at the stage of color decision, color application will not simply be finish touch up. The outcomes will be used to support the idea that early application of color information or color language in the design process encourages early color research. Students and professionals may practice color application in a more conscious level to trigger their creativity, by building up their own points of view and methods uniting color, light and form in each phase of the design process.

About the Organiser

Ece Yalim graduated from METU Department of Industrial Design. She received her master's degree in interior design at Pratt Institute of Technology in New York. She worked as an intern at Pentagram Design and as an interior designer at Naomi Leff and Associates Interior Design in New York. She is a designer and partner at Artful, an interior and product design consultancy based in Ankara. She has been supervising senior year ID students and teaching the course "Color in Industrial Design" at METU, since 2004.