

Exercise 9 - Color and Variety

Name: Edward Locke **Due Date:** December 14, 2020

Using the interior restaurant example from chapter 9 below, create a color plan that illustrates the principles of variety and creates visual interest. You may use colored pencils, colored markers, paint, or digital media for the exercise. Print the image for physical application of colored media. For digital color, right click and save the image as a jpeg. Then open the file using a digital rendering program. Do not worry if you have not had instruction on hand or digital rendering at this point. The purpose of the exercise is on the application of color into interior space and the demonstration of variety and interest. However, do consider all that has have learned to this point and apply the principles and elements of design: balance, rhythm, emphasis, proportion and scale, unity and harmony in development of your color plan. Consider cultural relevancy and meaning of the colors.





Figure 1A. The un-interesting design shown in Chapter 9 PDF.

Analysis of the interior space: The interior of the restaurant space requires key colors to stimulate and introduce the perception of a fine-dining experience (Figure 1). The Chapter 9 PDF (Slide 15) shows an improved version (Figure 1B). In this exercise, the floor's color and materials have been kept while the other parts have been improved by changing colors, textures and materials, in order to apply the principles and elements of design, such as balance, rhythm, emphasis, proportion and scale, unity and harmony in the development of color plan. Cultural relevancy and meaning of the colors are based on the Irish cultural system as explained in Slide 62 of Chapter 1 PDF (Figure 2).

Design Procedure: Using the triadic color harmony (Violet, Yellow-Orange and Yellow-Green) from Slide 20 of Chapter 8 PDF, five versions of color plan have been tried in

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Adobe Photoshop (*Figure 3*), the most acceptable one has been selected to add textured materials such as brick, mosaic, stucco, and marble (*Figure 4*).

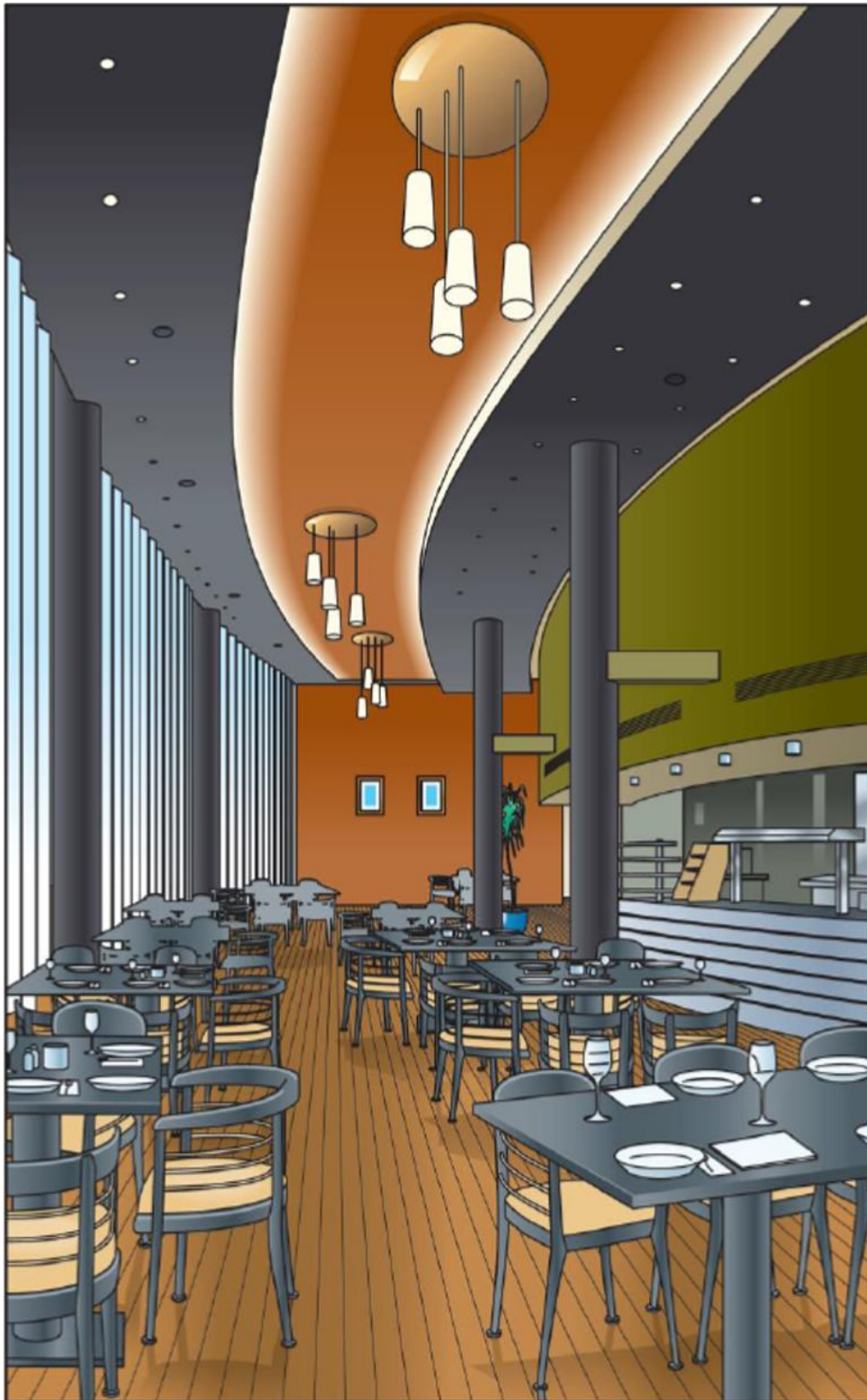


Figure 1B. The improved version.

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TABLE 1.1 Cross-Cultural Color Symbolism (China, Korea, Ireland, and Egypt)

| HUE | CHINA | KOREA | IRELAND | EGYPT |
|---------------|--|--|--|---|
| RED | Good luck, happiness, and celebration | "Power and authority, high class and luxury"; some Koreans believe the color can prevent "misfortune," and as such, it is the color for the Korean soccer team | Red wool is believed to relieve sore throats | Historically, Egyptians associated themselves as "red people" and used natural materials to dye their skin red |
| BLUE | Represents the heavens, clouds, and immortality | Darker values associated with death | Peace and truth | Virtue, faith, wards off evil |
| GREEN | Infidelity of women when worn in clothing; youthfulness | Life, youth, prosperity | Represents Catholicism (national flag), shamrock for luck | National color, commonly used on mosques and places of worship, symbolizes fertility and strength |
| YELLOW | Wealth, power, imperial color of the Qing dynasty, masculine | "Relates to the sun, energy, and rich harvesting of the fall" | Favorite color among people | Prosperity, mourning, eternity |
| PURPLE | Not popular | Wealth, inner peace | Rosaries of the Catholic faith are commonly amethyst, represents cardinal direction east | Favored color of Cleopatra, used purpura snails for dye, faith |
| ORANGE | Happiness and good health | Result of yellow (energy) and red (power and love); orange represents cheerfulness and often is associated with youth because of its "casual" nature | Represents Protestants (national flag) because of William of Orange, the Protestant English king | Not used in ancient times; however, iron oxides and coppers were used with other minerals to produce red and green paints |
| BLACK | Water | Color of trigrams in their national flag, representing the elements of fire, water, earth, wood, and metal | Represents the devil and cardinal direction north | Dignity, luck, rebirth |
| WHITE | Death and mourning | Innocence, purity | Unity of two faiths (Catholic and Protestant) and represents cardinal direction south | Sacred, holy, used in ceremonial activities, joy |

Figure 2. Cross-Cultural Color Symbolism Table.

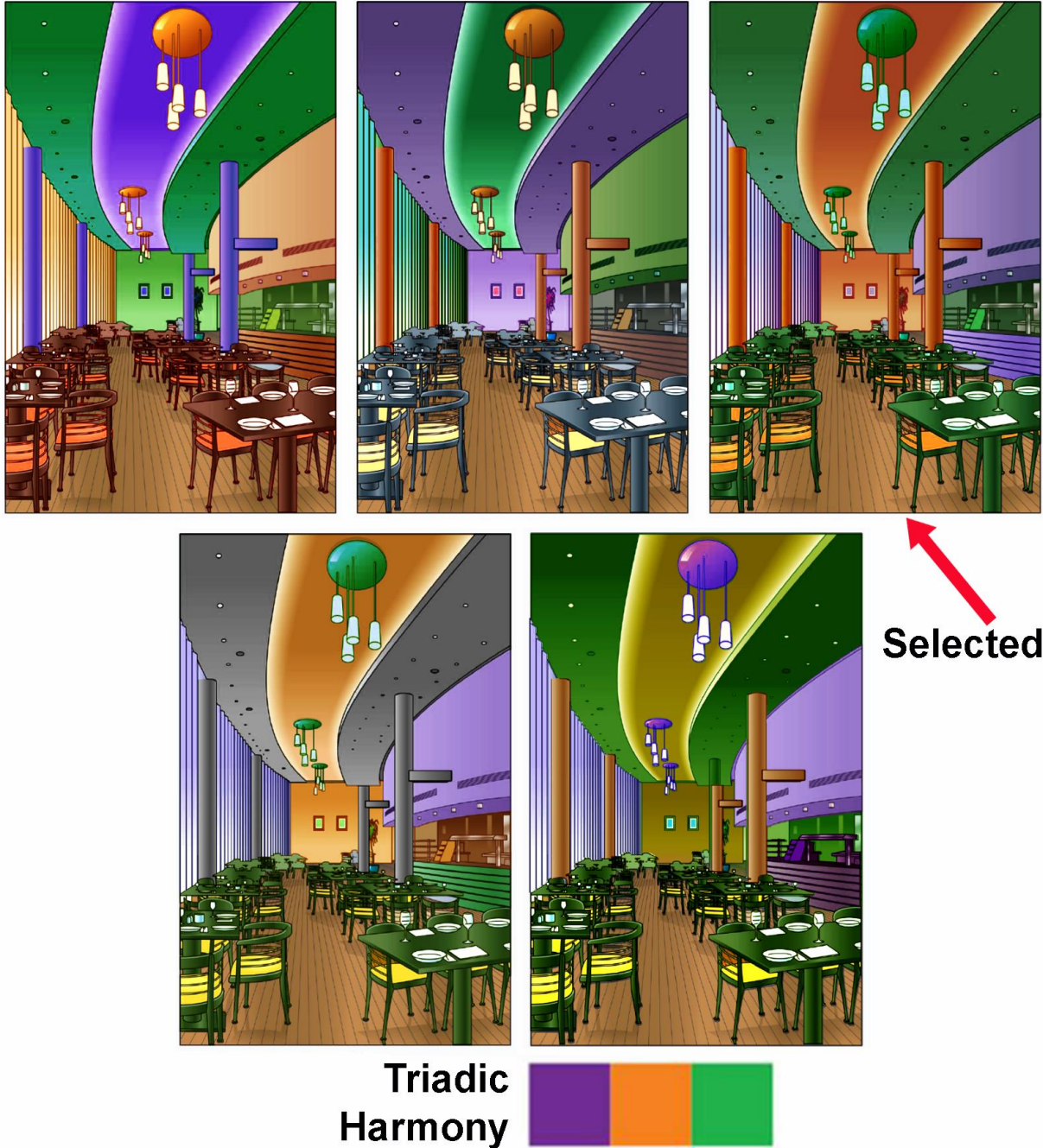


Figure 3. Five versions of color plan.

The Professor's Preferred Choice: Bottom Left



triadic



Figure 4. The selected version with textured materials applied.