

Project 3 Color

Research and critically consider one, specific color.

Week 8: Research

In class, read and discuss the following articles:

The Pinterest Effect basedesign.com/blog/the-pinterest-effect

Thinking in Tumblr designobserver.com/feature/thinking-in-tumblr/30088

Choose a very specific color: not *blue* but *cerulean*, not *pink* but *fuscia*.

Gather compelling images of your color from books, places, objects, museums, (new) work you make—images can come from anywhere **except** the Internet.

Choose your 6–8 best images. Post them in a carousel to the course Instagram:

Username: introtoviscom

Password: will be provided in class

Read about your color to supplement your experience. Then, write a caption (at least 200 words) reflecting on what you learned and observed. A few questions to consider:

- *Why did you pick this color? What about it intrigues you?
- *How does it interact with other colors?
- *Where did you find your color most often? In what contexts?
- *Did you discover anything surprising about your color?
- *What does the color communicate to you?

As you are writing your caption, be creative! Tell a story about your experience searching for this color. Also think about how you can contribute something thoughtful and meaningful to Instagram.

Before you post, ask a friend, family member, etc. to review your caption for clarity, spelling, and grammar.

This project is inspired by Chad Kouri:

[instagram.com/p/BclTlzrlXMd](https://www.instagram.com/p/BclTlzrlXMd)

Week 9: Critique

The final project is due **on Thursday, 10.29 at 6 p.m. CST.**