

Ty Carter

DESIGN, COLOR & VALUE AND IDEA

An image is made up of color, value and design. When their powers combine, they can effectively communicate ideas to a viewer...

kinda like Captain Planet.

1. Find the idea

Before beginning, decide what you are actually trying to communicate. Don't do anything till you know this. What is the idea?

A noble wife grows worried and lonely as she has trouble communicating with her husband at war.

2. Brainstorm the idea

Brainstorm and organize what comes to mind.

Noble-mansion, grandiose, makes me feel small inside, framed artwork, formal dress, frilly décor

Wife-family, strong emotional ties, marriage, love, bonds, longing

Mode of communication-letter, hand-written, pen, ink, stamp, telegraph, thoughts

War-ugly, violent, tragic, dismal, grotesque, dark, depression, adversity

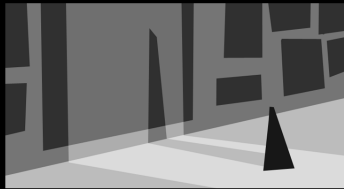
3. Design to the idea

Once I've meditated on the idea I begin to design thumbnails with shape language. For the clarity of this tutorial the shapes are masses. Normally, I just sketch it out.

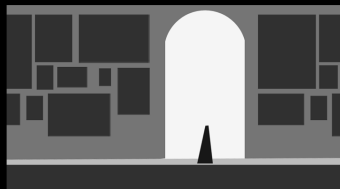
To keep the woman feeling lonely, I make her small in the composition. I'll make the furniture and structure oversized to exaggerate this. I play with my shapes to come up with different scenarios.

I need to choose one thumbnail. I ask myself: Does this support or distract the big idea?

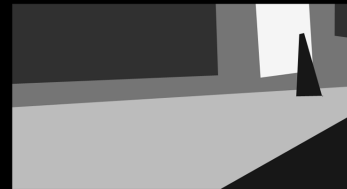
I decided that C supports it best and move onto the next step, value.



A



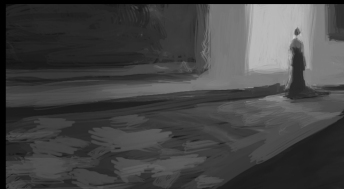
B



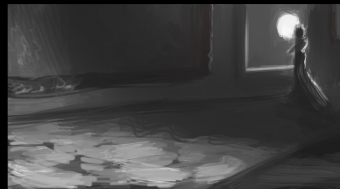
C

4. Value the idea

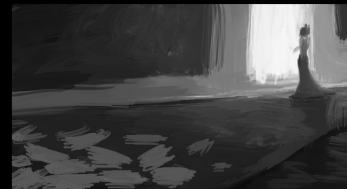
Explore the different ways you can tell this story and choose which is most appropriate for getting the idea across.



D



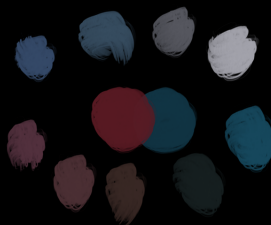
E



F

An overall middle value fit the dismal tone best. Light pouring in the window added some hope.

5. Color the idea



Choose a color scheme that best supports your idea. I chose two opposite colors as my base. The green is a bit sickly and the red is cold and bloody. Their juxtaposition adds more meaning to the piece which emphasizes the pain the woman is in.

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