

## Spot Color - story telling through color...

## How do you tell a story with no words?

You will be creating 2 images, 1 with color in a black and white image, and 1 with black and white used in a color image.

Your task is to create an image that tells a story, evokes an emotional response or makes the viewer think of something by using your subject matter in conjunction with your use of color. Think about what you making specific parts of the image color (or black and white) and how that spot of color (or more importantly - how that specific object in color, in context with the b/w around it) communicates... and what it communicates.

In the box below, select 1 of your images, and tell me how your use of color tells a story, and what that story is...

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## GRADING CRITERIA

## CRITERIA 1 - Preparation

Is design booklet completed and turned in and are proper number of sketches evident in sketchbook?

## CRITERIA 2 - Concept 1

Were 2 images submitted - one found and one created by the artist?
Is one image spot color in a black and white image and is the second reverse a spot of black and white in a full color image?

## CRITERIA 3 - Concept 2

Is the image narrative? Does it tell a story or evoke an emotional response in the viewer? And is student able to articulate that message (was it intentional or accidental)?

## CRITERIA 4 - Technique 3

Are edges of color areas clean, neat and subtle? Or are they obvious and distracting?

## CRITERIA 5 - Technique 1

Did student use the Adjust menu and desaturation to create the top layer instead of Modes to create a grayscale image?

## CRITERIA 6 - Technique 2

Did student make good use of the layer mask option (instead of the eraser tool)? Did student use any other selections tools as part of the process?

## CRITERIA 7 - Craftsmanship 1

Is image resolution of a high quality, is the image the correct size and ration and do all the "bits and pieces" maintain their integrity?

## CRITERIA 8 - Craftsmanship 2

Has the final piece been crafted with care, all design rules followed, handed in properly (the correct format) and has student used class time effectively.

## FINAL PROJECT GRADE

