Your Name: $\qquad$

## In-Class Critique: Color Theory Diagram

Write your answers to these questions in as much detail as possible and hand in before you leave class today. Use back of paper if needed. This critique is worth 20 points.
I. Examine your partner's work on-screen as well as in print. How do the colors appear different when viewed in a subtractive model (ink on paper) versus in an additive model (the emitted light of the computer monitor)?
2. The goal of the diagram was to:

- Explain the relationship of these hues: yellow, yellow-orange, orange, orangered, red, red-purple, purple, purple-blue, blue, blue-green, green, greenyellow.
- Explain primary, secondary, and tertiary hues
- Show variation of saturation for each hue, both as tints and shades
- Show variation of value for each hue, as well as indicate inherent value of fully saturated hue
- Explain/show comparison of color temperature
- Explain/show complementary colors and how they have contrasting relationships

Which of these concepts are demonstrated especially well on this diagram? Explain why your think they are shown clearly.

What concepts could be demonstrated more clearly? Do you have any advice for how to do this?
3. According to Edward Tufte in his book Envisioning Information, "the fundamental uses of color in information design [are]: to label (color as noun), to measure (color as quantity), to represent or imitate reality (color as representation), and to enliven or decorate (color as beauty). Explain how one or more of these uses is working successfully in this diagram.
4. Explain what design strategies are used in this diagram to show connections and/or overlapping relationships between/among various aspects of color. You may use any concepts we have covered in the course thus far. Think about your readings from "Graphic Design: The New Basics."

