VIC 1000: Visual Communication

Project #2 Guidelines
The Extended First Field: Color
(Zettl: Chapters 4 and 5)

Bring to class a two-minute scene from a color film (VHS, DVD or Internet) for an oral presentation to the class. The presentation must be between 8 and 10 minutes. Remember that you not only need to identify the points outlined below, but you must explain how they are used to communicate the story and mood visually. The following must be covered to receive the grade of 500 points:

1. Discuss the Three Principal Functions of Color in your scene:
   - Informational
   - Compositional
   - Expressive

2. Discuss how colors are perceived in the scene depending on:
   1. Amount of light
      - Too little light > a dark color or no color
      - Too much light > a bright color or white
   2. Surface Reflectance
      - The quality/texture of the surface. A mirror reflects almost all the light, whereas a velvet cloth absorbs most.
   3. Surrounding Colors
      - Similar > disappear
      - Contrasting > look brighter
   4. Color Juxtaposition
      - When colors appear to vibrate if they are highly saturated and placed in contact

3. Discuss what is communicated in your scene through the use of:
   - Warm and Cold Colors for psychological effect
   - Color Symbolism
   - Color Energy
   - Saturation and/or Desaturation
   - Color Timing or Color Correction
   - Digital Color Manipulation, if any