

Exercise 3 – Lesson 4

Tools

Students may use any tools available (Adobe Creative Suite, Canva, PowerPoint, Google Slides, sketches, AI tools, etc.). The quality of thinking and strategy is more important than technical polish, but the quality and creativity is priority.

Objective

To develop a polished, professional visual proposal in which color operates as a strategic communication system, not as decoration. Students must demonstrate mastery of color theory, perception, cultural meaning, and brand functionality through a refined graphic execution.

Activity Brief

Students will create a high-quality visual proposal for one of the following:

- A brand color system (new or reimagined), or
- A key campaign visual where color is the primary strategic driver

The proposal must show that color:

- Communicates meaning intentionally
- Differentiates the brand or message
- Functions across realistic media contexts
- Reflects professional design standards

“This is not an exploratory sketch”.

This is a polished visual solution suitable for a portfolio review.

Step 1 – Define the context

Define clearly:

- Brand or campaign (real or hypothetical)
- Target audience
- Communication objective
- Primary platform (digital, print, environmental, or hybrid)

This information must be visible on the first slide or page.

Step 2 – Color strategy development

Develop a **clear color strategy**, informed by the readings. Your proposal must demonstrate **at least five** of the following, clearly visible in the work:

- Color associations and cultural meaning
- Color harmony or intentional disruption
- Contrast (hue, value, saturation, or proportion)
- Figure–ground relationship
- Mnemonic or signature color logic
- Accessibility and legibility considerations
- Context awareness (environment, competitors, media)
- Palette limitation and hierarchy

Color decisions must be **deliberate, consistent, and defensible**.

<p>Step 3 – Polished visual execution</p> <p>Produce a professionally finished visual output, such as:</p> <ul style="list-style-type: none"> • A campaign key visual (poster, ad, or hero image) • A mini brand color system applied to 2–3 assets • A social media visual system (minimum 3 posts) • A packaging or identity application <p>Expectations:</p> <ul style="list-style-type: none"> • Clean composition • Correct alignment and spacing • Thoughtful hierarchy • Consistent color usage • High visual clarity <p>“Execution quality matters”.</p>	<p>Step 4 – Strategic rationale (Concise and professional)</p> <p>Include a 250–300 word written rationale explaining:</p> <ul style="list-style-type: none"> • Why this color system was chosen • What responses or behaviors it is intended to trigger • How color supports the communication objective • Which concepts from the readings informed the strategy <p>This text should read like a client-facing justification, not an academic essay please.</p> <p>Deliverables:</p> <ul style="list-style-type: none"> • Polished visual proposal (PDF or slides) • Short written rationale (included in the same file)
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