

Assessments

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Branding

Colour Study

Your city contains a variety of unique and interesting places and spaces. Each with its own community and culture – History, traditions, symbols, language, values and beliefs.

Choose a space within your city. Research its culture and community, find out how it is used, and who uses it.

Based on your research, establish a well justified colour palette for the space and produce a visual representation to support it. You are to provide examples of how the colour palette can be implemented by applying it to something in the space or that could be displayed outside of the space; with the purpose of promoting the space or creating further engagement with the space.

Requirements

- Use multiple research methods
- Create well justified colour palette
- Apply your colour palette to something and create a mock-up
- Presentation showing all of the above