# **IDENTIFYINGCOLOURKNOWLEDGE INDESIGNPRACTICE**



Postgraduate Art & Design

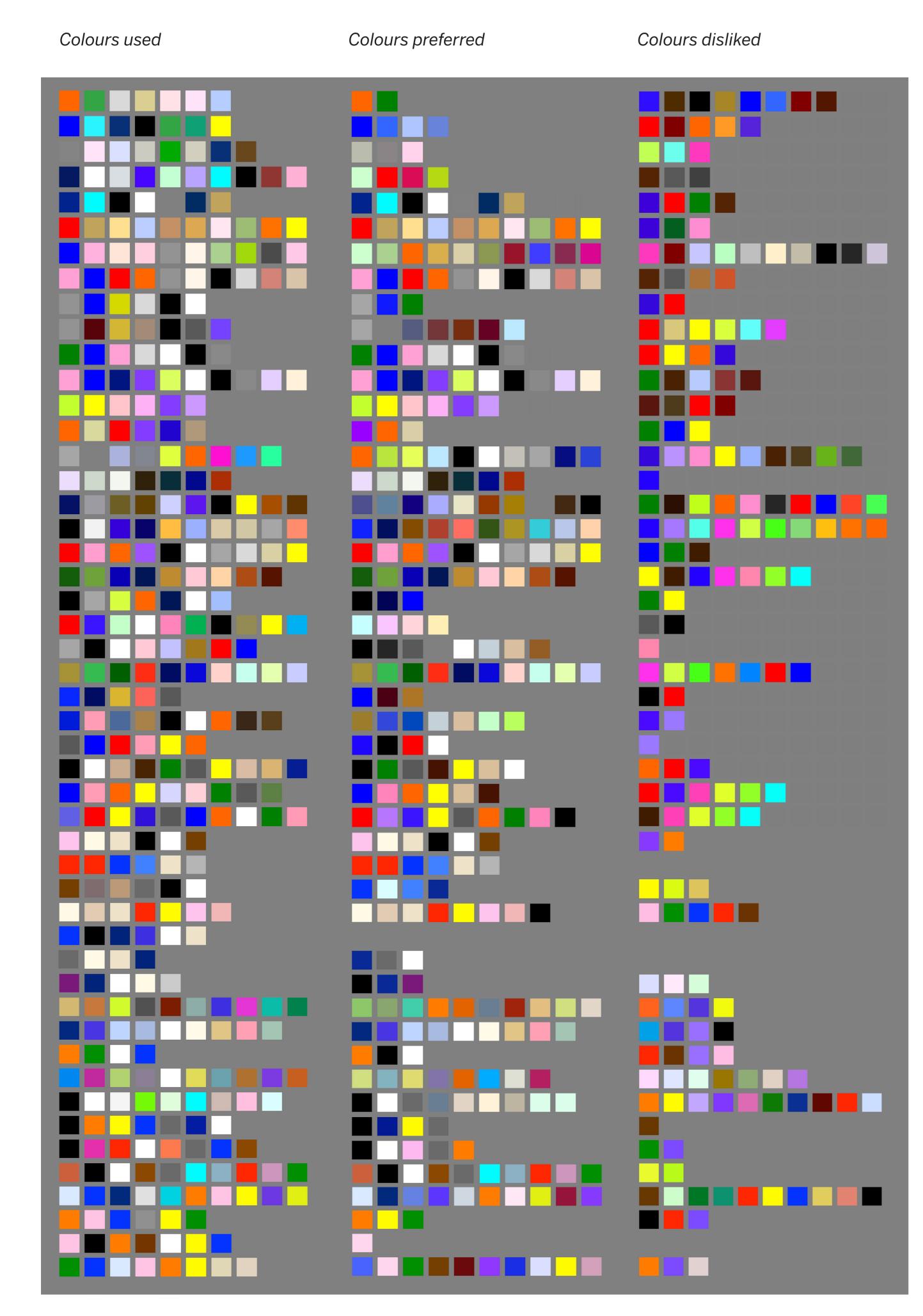
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This project explores use, knowledge and understanding about colour among a respondent group (n=49) of Textiles MA students at the Royal College of Art, London. The students are from many nationalities: American, British, or specification, and preference.

Chinese, Russian, Turkish and Thai, with diverse prior educational and cultural experience. The project hopes to provide a platform for reflection on common interests in nomenclature, visualisation

regularly used in designs, those they with a set of distinct hues, and more preferred and those they disliked. They colour-orientated palettes with one or described their colour palette. There is two neutral notes. Disliked colours are indication of preference leading use, of not using preferred colours, and some expressed.

Respondents listed colours they evidence of use of a light/dark axis more specific, and in some places not



#### Description of palette

Bright, zesty, fluorescent, metallics. Rich. Blues

Neutrals/soft, natural colours Loads of cream or ecru colours, mixed with a strong Pop or colour like mint/bright orange. Tonal shades of blue, blacks and whites Pastel colors with a pop of a strong bold color i.e. red or orange Pastels, earthy

Monochrome colours with hints of bright colours

2 brights, poppy colours and 3 subtle grey, or white with black and a metallic

Bright acidic vs monochrome Rich, warm, elaborate Monochrome and pop, bold

Natural colour palette : neutrals, saturated pastels , and shades derived from nature.... Black & white with warm colours I'm not sure how to describe it Dark Literally all colours... I do not discriminate.....

Modern textural colours

Inspired from nature

flesh tones

neutrals - work with architecture as a theme

## flesh/skin tone orientated

### Light, soft

muted, traditional usually based on natural sources offset with neon/hper colour muted, tonal Bright + bold bright vs muted complimentaries vs neutrals

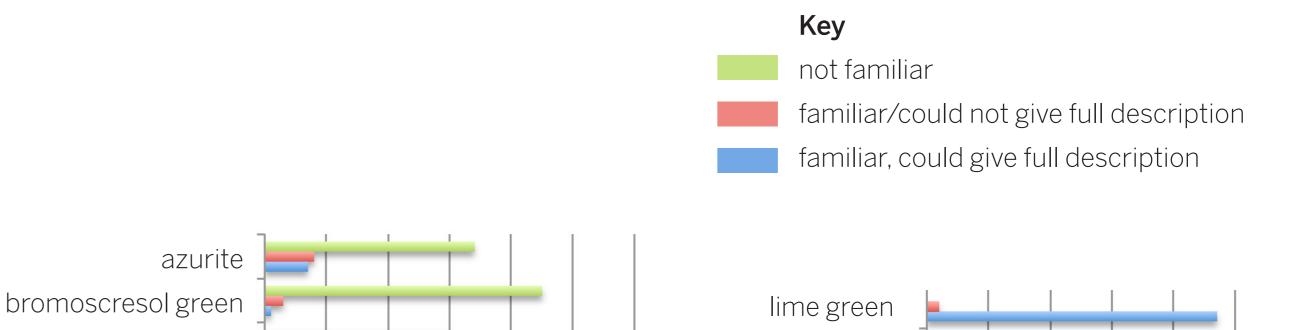
monochrome palette with several accent colours - usually bright bright, tropical colours such as orange and red, with a mix of neutral colours... I like quite cold colours, lots of blues and bluey-greens, unusual combinations brights

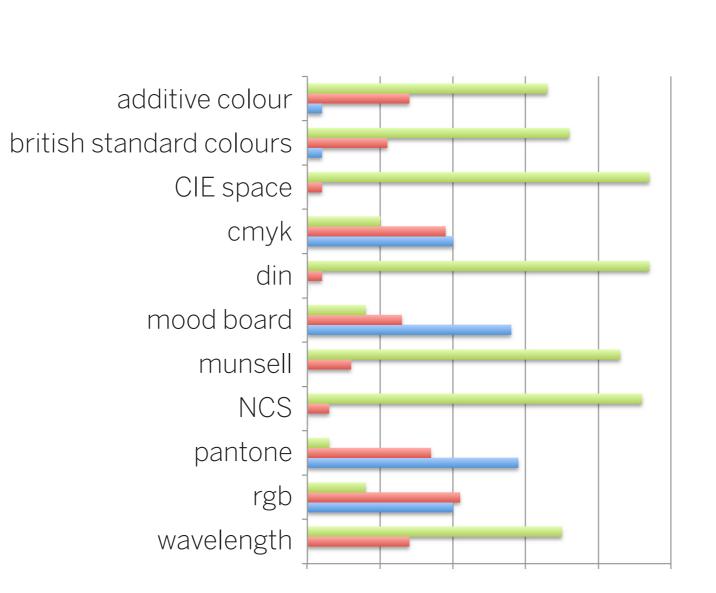
Pastel, deep colors, fluo, soft colors

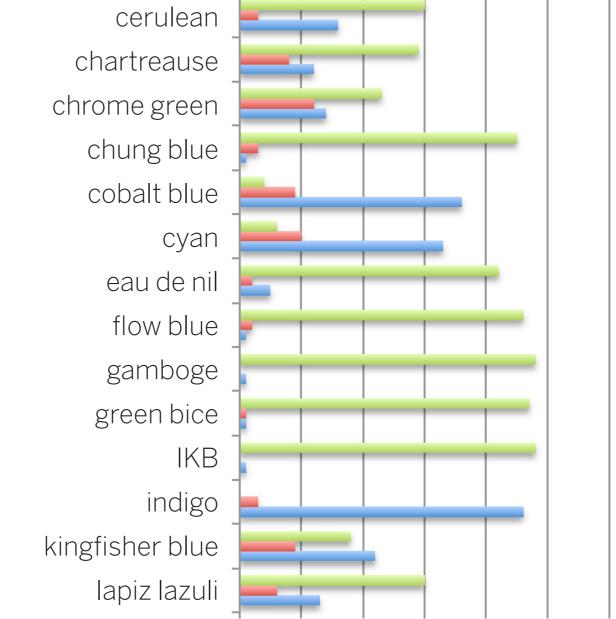
# Familiarity with Colour Terms

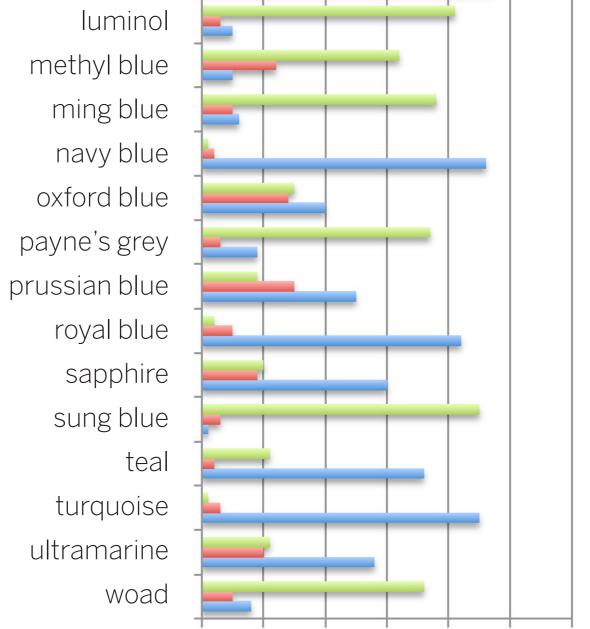
The survey explored familiarity with 11 The limitations of the study to date colour system terms and 31 terms used to describe colours in the blue-green dimension as used in several different terms, the rendering metallic, neon art and craft arenas (artists pigments, ceramic glaze colours and natural language). The colour term dimension was constrained to blue-green focus for the study. The range of ways to describe some specific colour samples to different audiences confirms the challenge for specification and variability in perception. Next steps/further work will include a second survey with new students, follow-up survey with original group, focus groups with original group to explore range of palettes, interviews with industry professionals, and further analysis of use/prefer/dislike data.

are known to include: researcher interpretation of non-specific colour and pearlescent colours, and possible questionnaire fatigue influencing responses.









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