

Subtle Color Changes Make Significant Design Improvement

by Margie Deeb
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Study the two versions of the Aqua/Silver [Mini-Radiant Sun Earrings](#). Before you read further, decide which you think works best and why. Read further and I'll tell you my thoughts.

The one on the right is the final version that I sell as a kit. Here's why it is a much better design than the one on the left.

Focal Point

I constantly stress in my teachings and writings that as an artist, it's our job to visually guide the viewers' eye and tell them where to look first, where to focus. We do this by consciously creating a focal point. Or several focal points in a hierarchical manner.

Lightest or darkest areas often create focal points, as do areas of greatest contrast (lightest against darkest).

Where is the focal point within the earring on the left?

Finding it is a bit confusing, isn't it? My eye is drawn immediately to the visual horizontal band created by the lightest beads, the silver beads. That horizontal band is not an aesthetically pleasing focal point. And it competes with the upper medallion section of the earring, which seems a natural focal point



because of the circular shape.

In the earring on the right, the upper medallion section features four silver beads. My eye is drawn right into that upper center, where those lightest beads are. Here the composition and the color are in agreement that this is the focal point of the earring.

After enjoying the medallion focal point my eye immediately shifts straight down the middle of the earring, drawn to the light of the 6 largest silver beads that create a triangle shape. A second focal point! It is the lightest area of the bottom of the earring. And the triangle shape intrigues the eye, beckoning more of my attention.

Turning back to the earring on the left, look again at the visual horizontal band created by the lightest silver beads. This horizontal

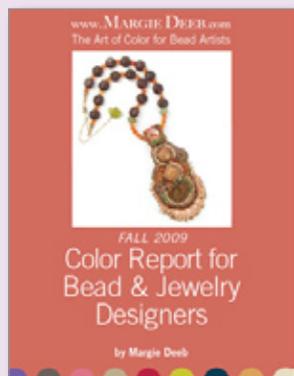
shape disturbs me. It cuts the earring horizontally and fights with the vertical draping of the 3 loops. The elegance of the whole composition is wiped out, and it cheapens the effect.

Now look back to the right earring. The silver triangle shape augments the length and drape, making an elegant composition.

Great design lies in paying attention to the tiniest of details, where subtle changes effect significant impact.



How Have You Lived without the Color Report for Bead & Jewelry Designers?



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Each season the *Color Report for Bead & Jewelry Designers* will expand what you can create in any medium - by introducing you to color combinations you've never used or even seen before. These seasonal PDFs contain over 40 palettes, descriptions, photos, gemstone and Delica bead suggestions, and ideas based on Pantone's fashion color report.

One of the most fun aspects of creativity is color: using new colors and harmonies. If you're like me, your beadwork soars when you're challenged and inspired. And it becomes exponentially more fun.

It thrills me to work with colors I've never seen or tried. Watching how the hues interact with each other and how I interact with them gives me such joy. And I want to learn more, go further, reach higher and create more.

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Responses to Margie's *Color Report for Bead & Jewelry Designers*:

"I really like the color report - particularly because there are colors that I probably would not have considered or noticed and this gives new directions to travel. I also REALLY appreciated the listing of the gemstones."
- Kathy L.

"Very helpful. I tend to work in certain palettes over and over again, but seeing a different palette helps me move out of my comfort zone."
- Susan K.

"I appreciated the fact that you mentioned your initial reaction to some of the Pantone colors for this season and yet after exploring them, your reaction to them changed. It reminds me to be open to colors I might not usually consider for jewelry (or wearing)."
- Rosalynn B.

*"I know I will not care for every season's colors but *The Color Report for Bead Artists* still gives me an idea of what to look for when designing for the next season. It is very helpful knowing that what I make will work with what is in the stores for those months."*
- Betty



Master Color One-on-One with Margie

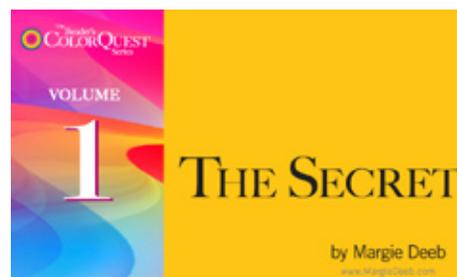
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