

GROUP 6

CHROMADAPT

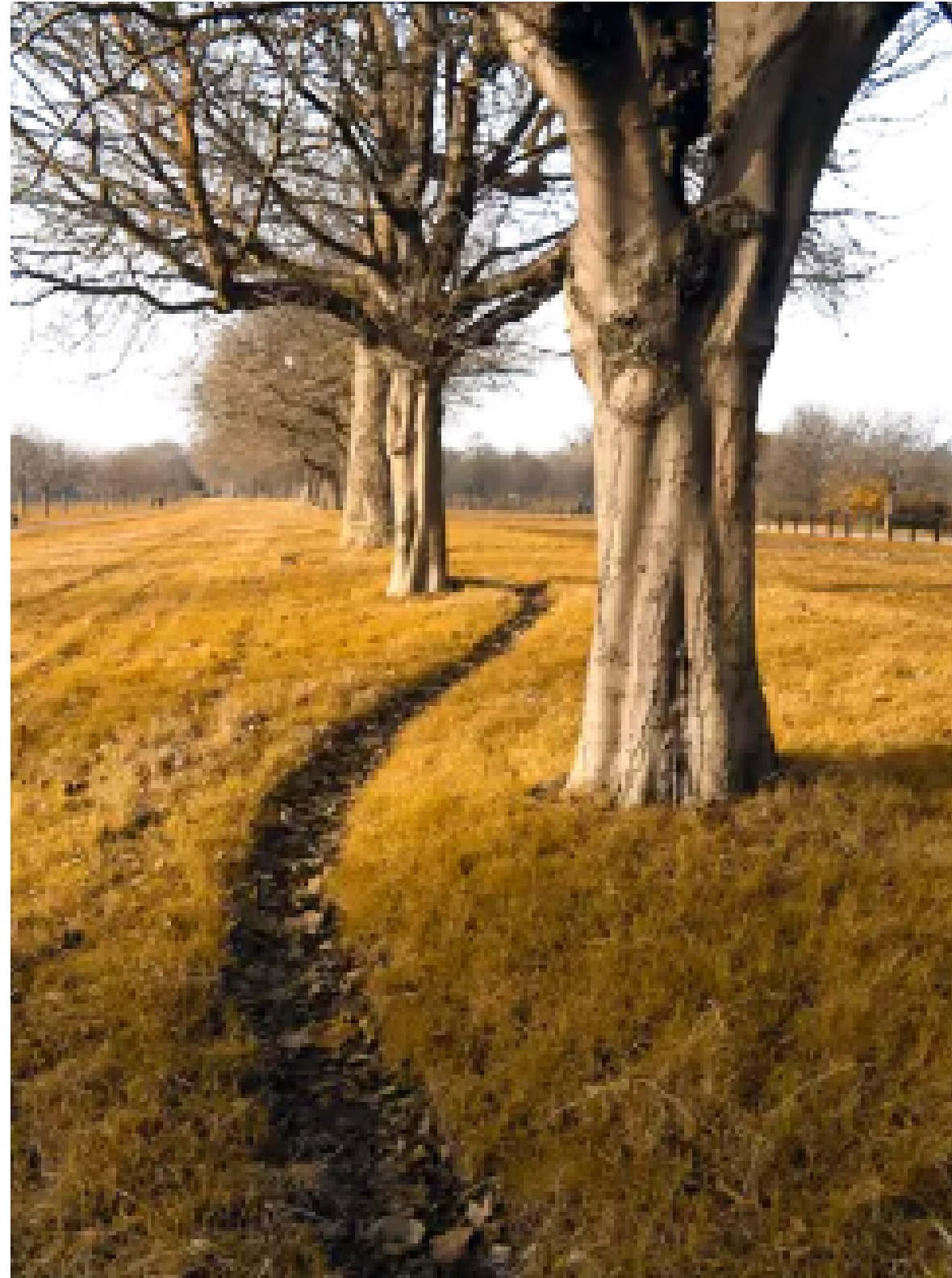
GRAPHIC DESIGN

GROUP 6

LETS DO A TEST

GRAPHIC DESIGN

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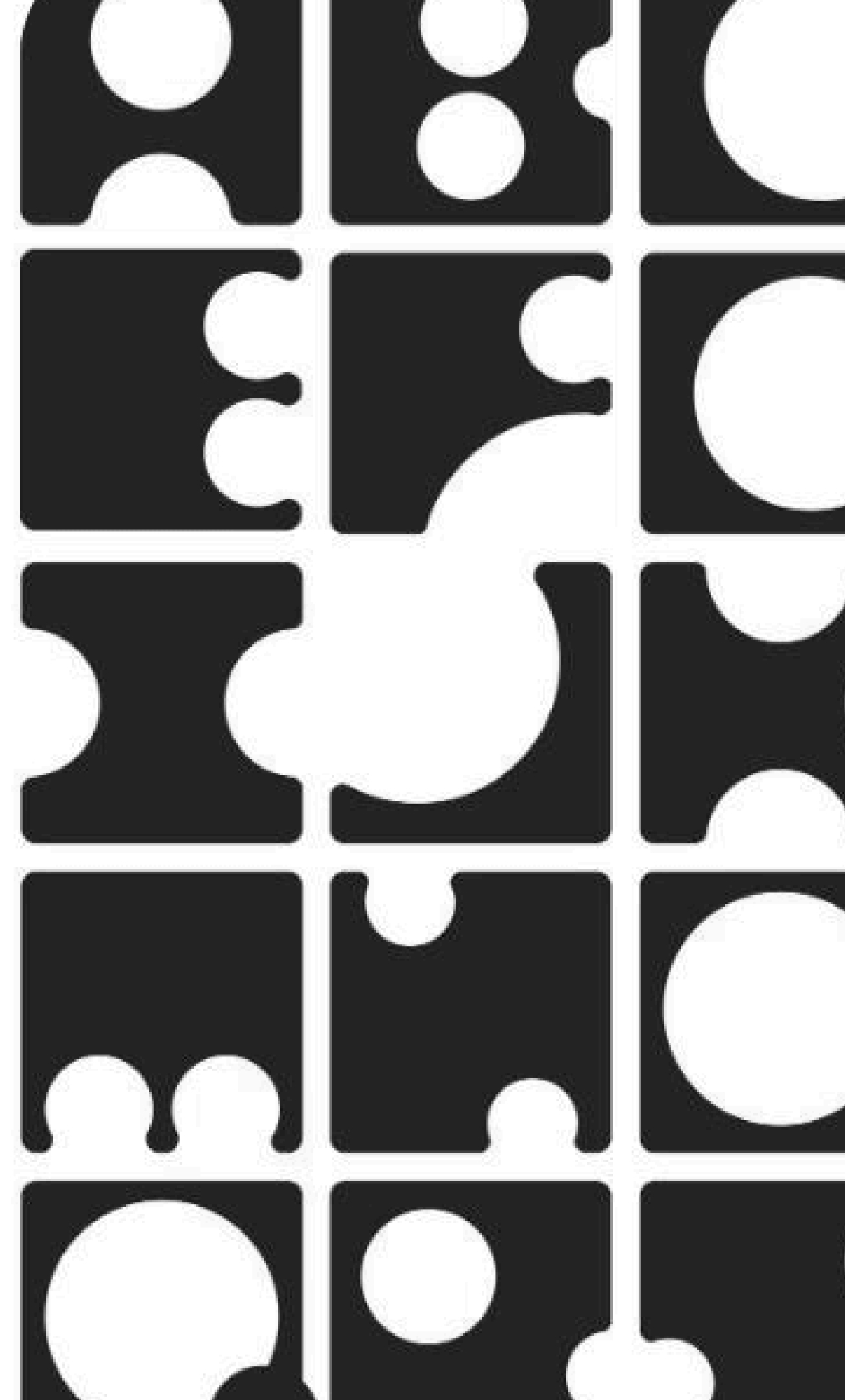


GRAPHIC DESIGN



1. IDEA

The project explores the design of a modular typeface built from a limited set of simple geometric shapes. By combining, rotating, and repeating these modules, the system generates multiple letterforms while maintaining visual consistency. The goal is to create a flexible and playful typographic language that balances structure and variation. Particular attention is given to readability and accessibility, especially through the use of contrast-focused color choice.





2. COLOR IDEA

We chose deuteranopia as the reference type of color blindness for this project.

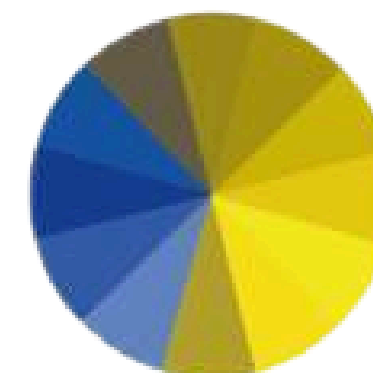
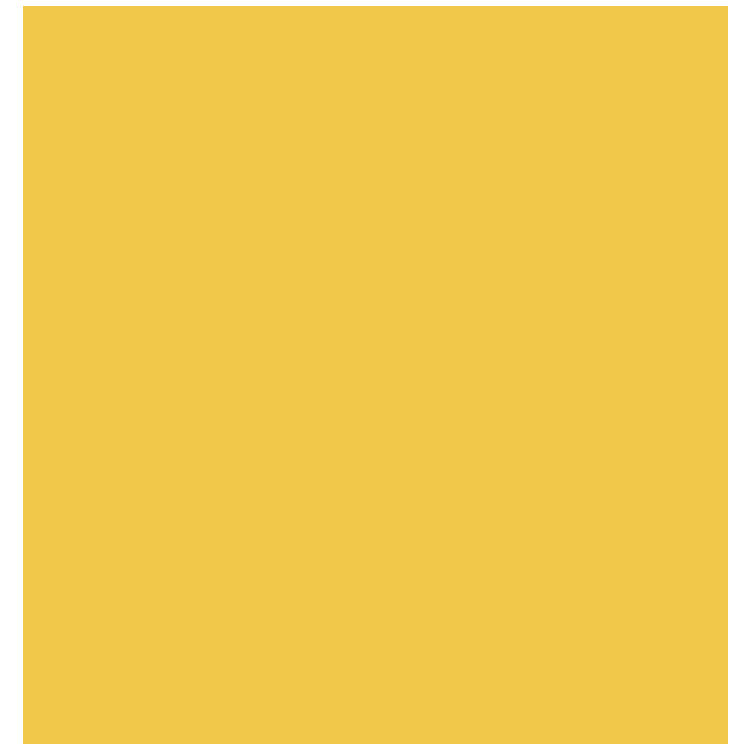
After careful evaluation, we refined the palette to two dominant hues: a specific shade of blue and a specific shade of yellow. These colors were chosen because they are among the most perceptible for individuals with deuteranopia and, when combined, provide a high level of contrast.

This contrast proved essential in enhancing legibility while preserving the coherence and consistency of the modular typographic system.

#1F3D86



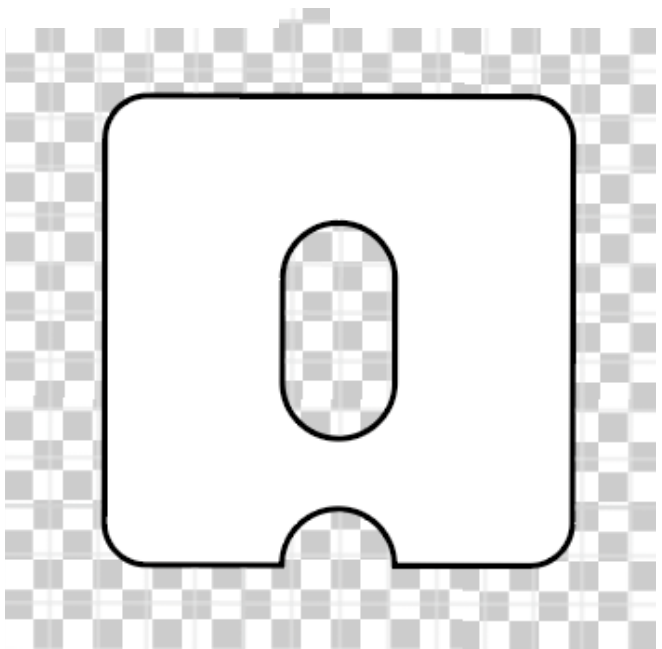
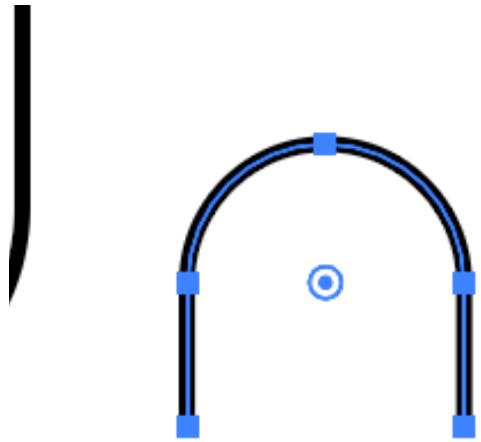
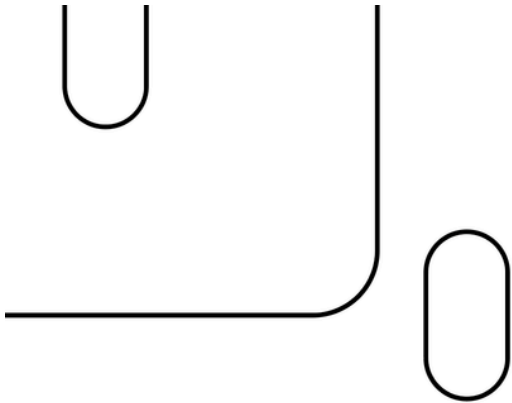
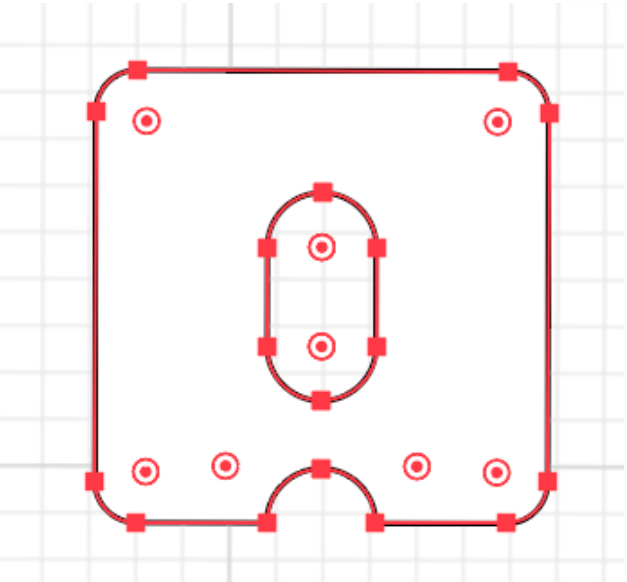
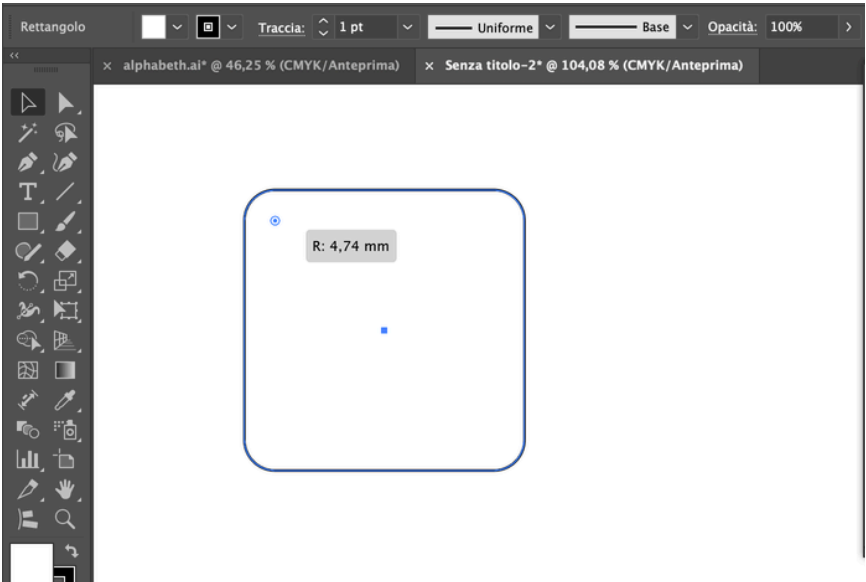
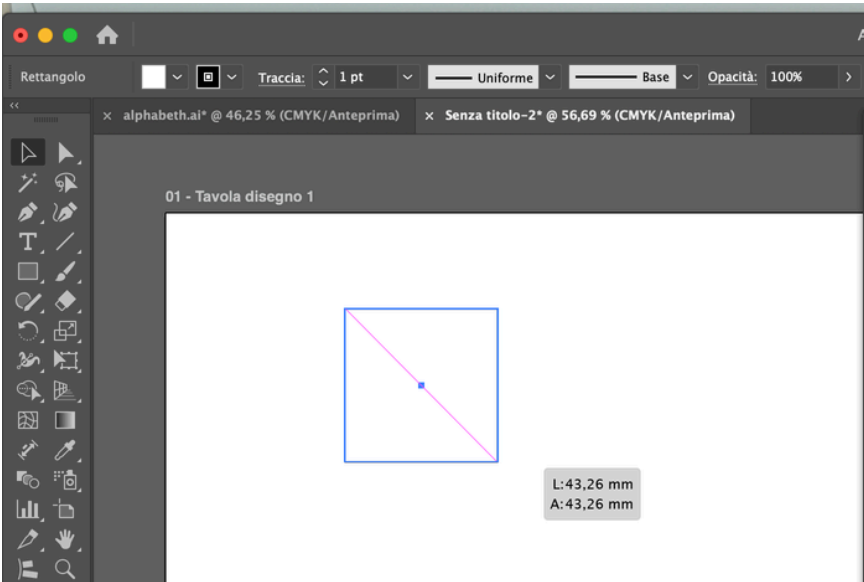
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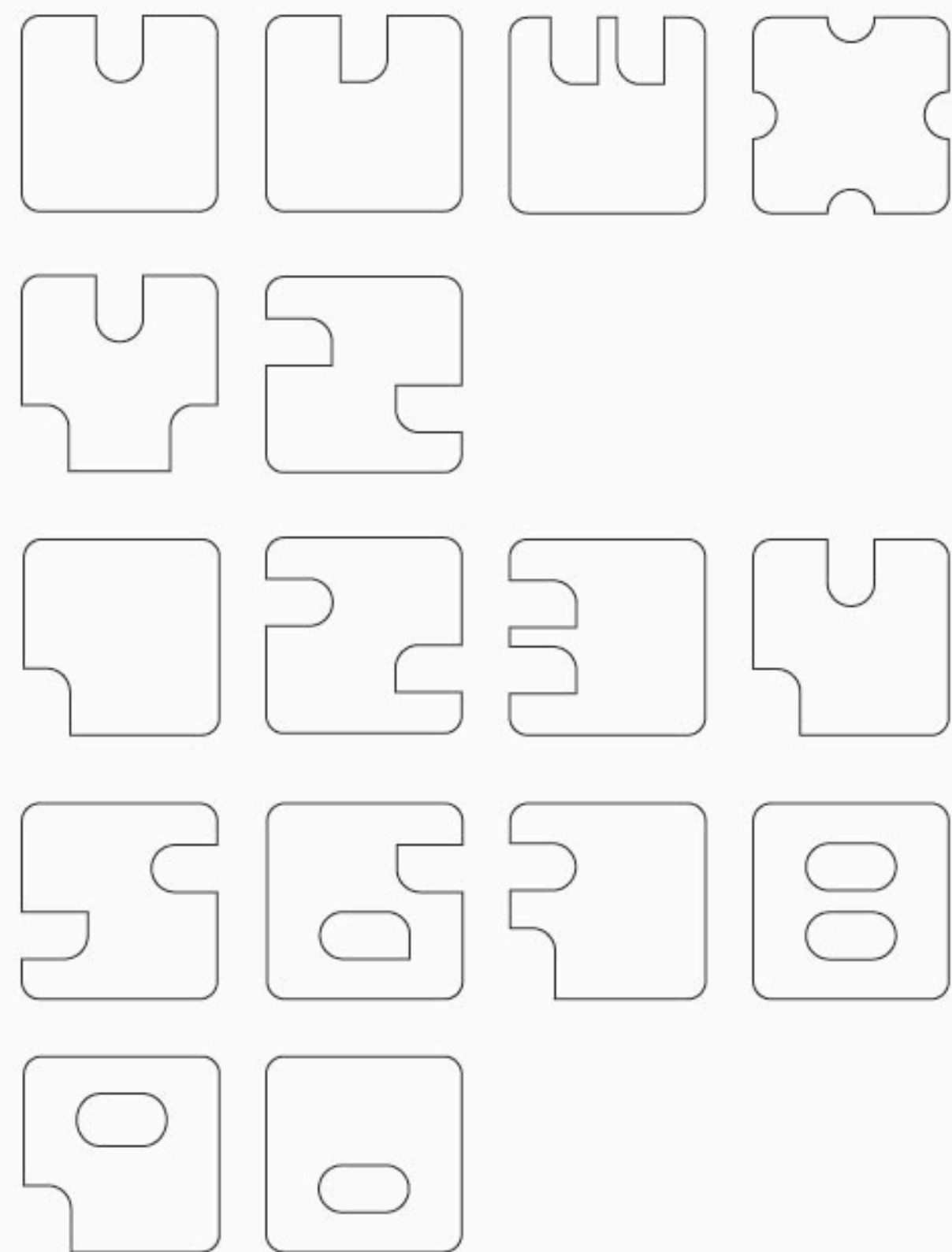
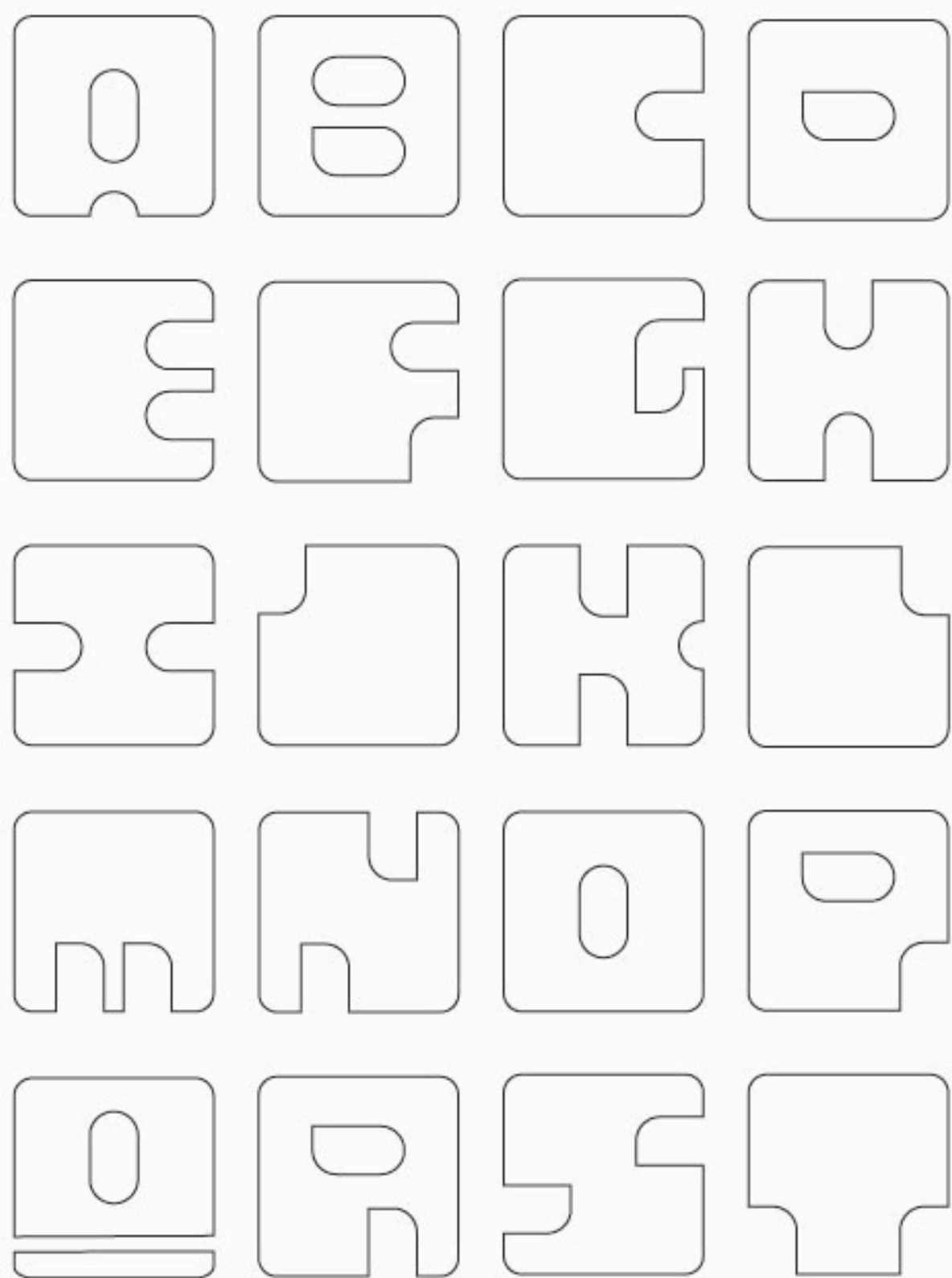


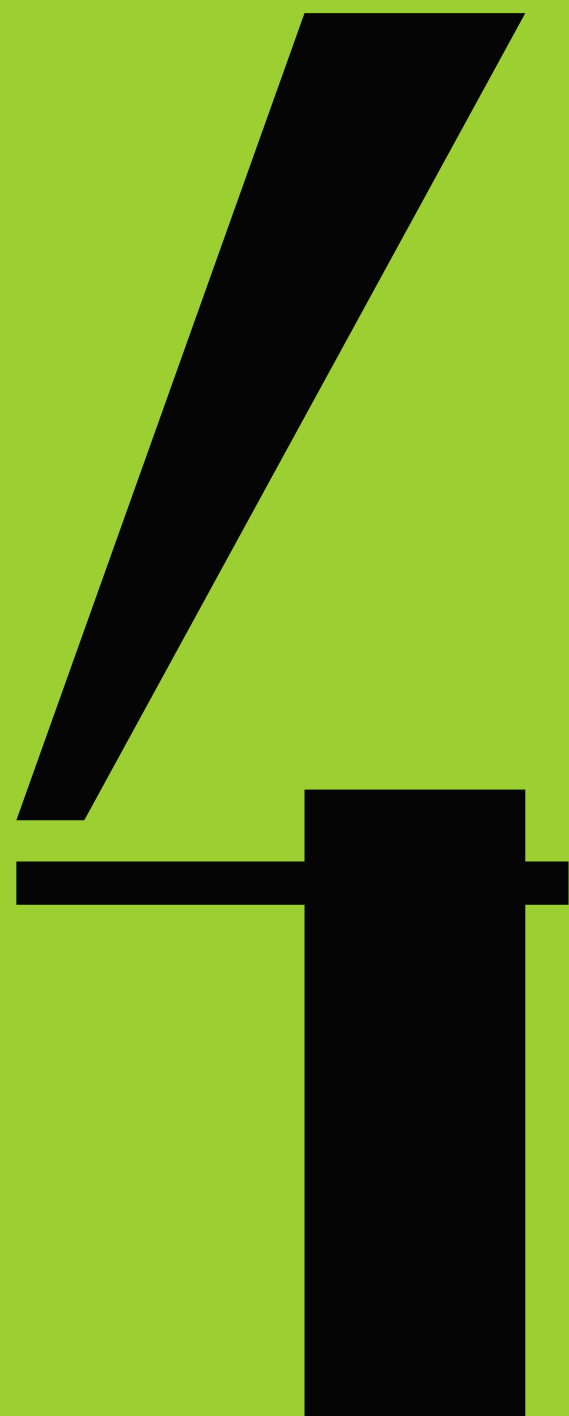
Deuteranopia

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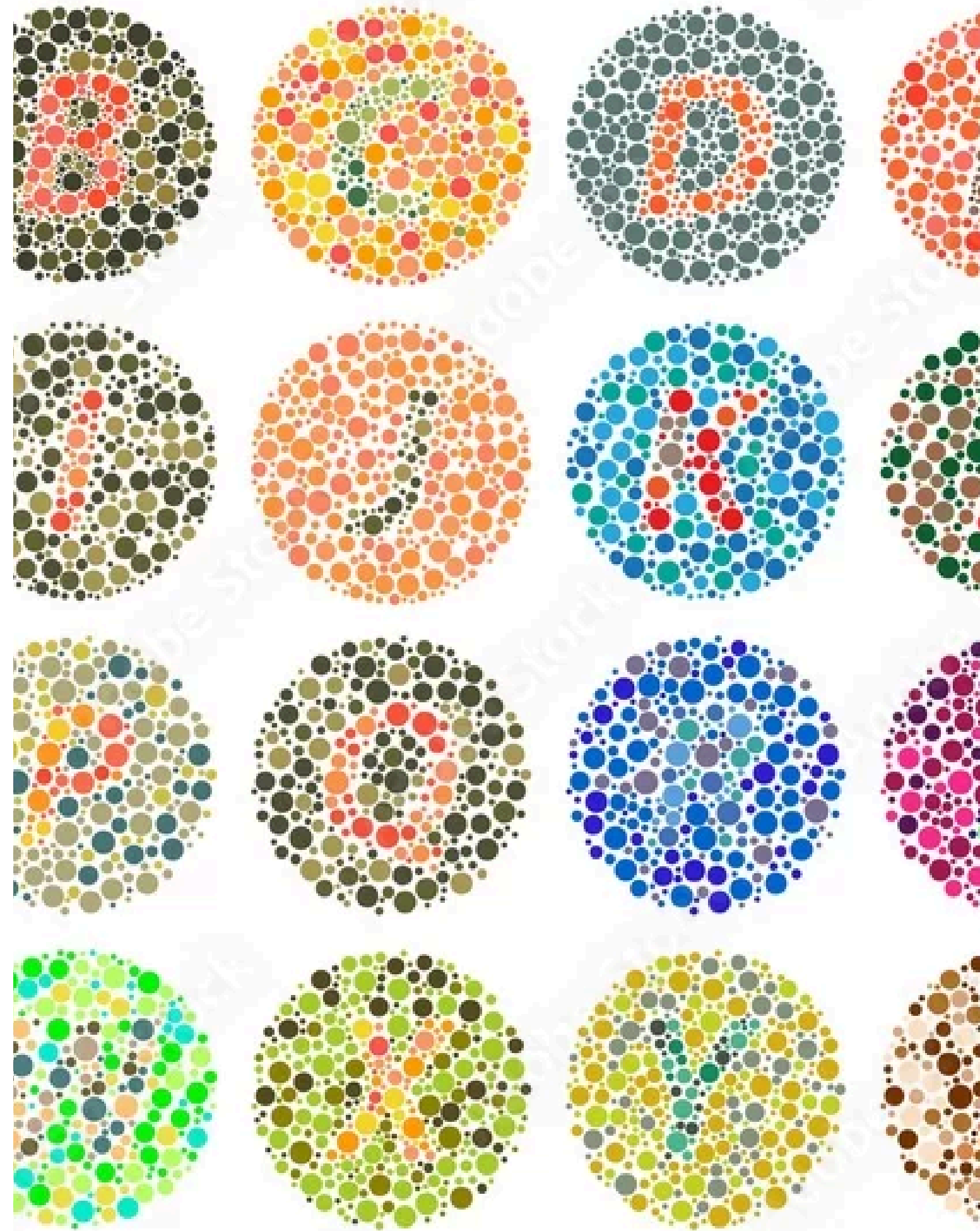
3.PROCESS



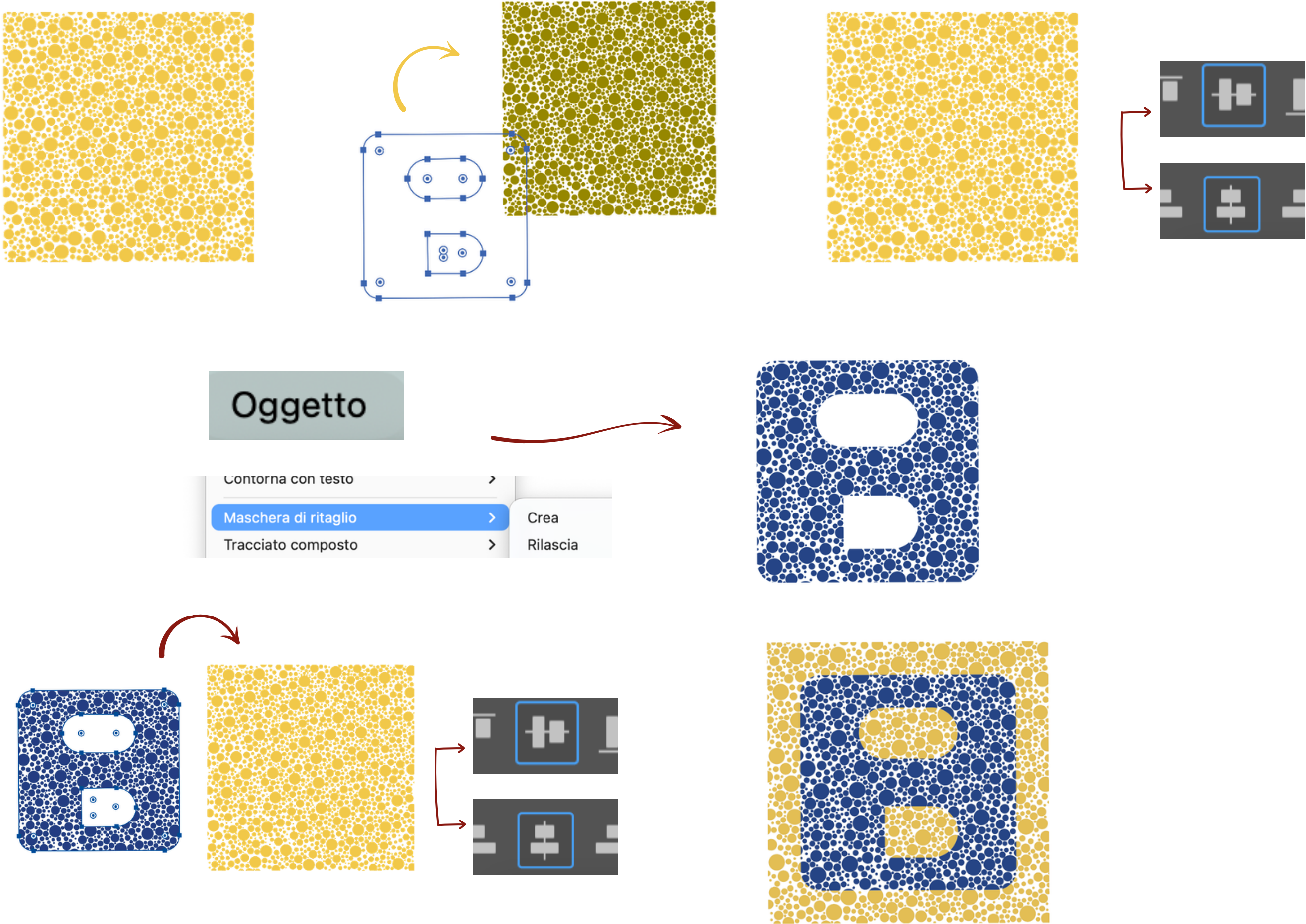




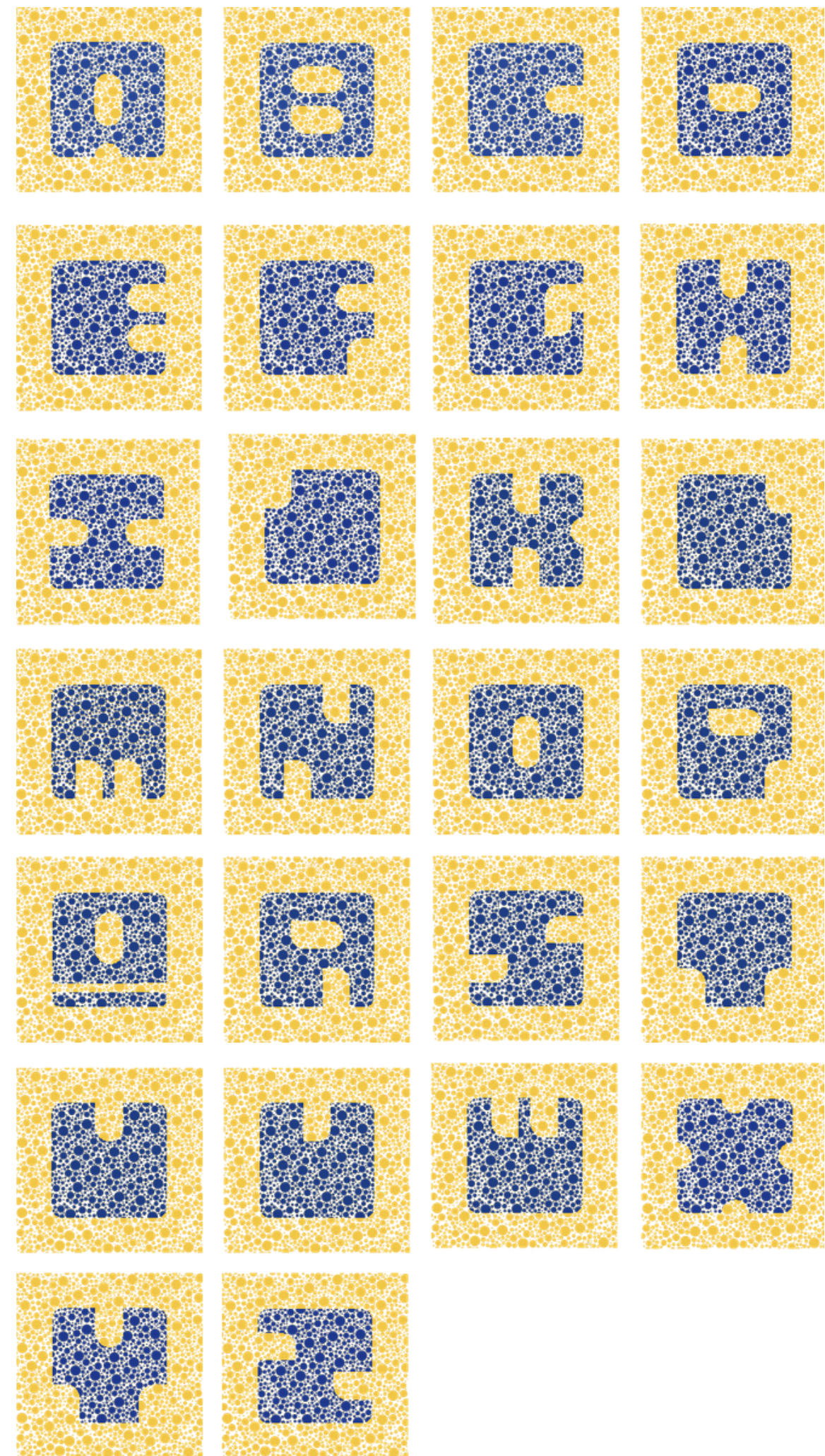
4. DOT PATTERN IDEA



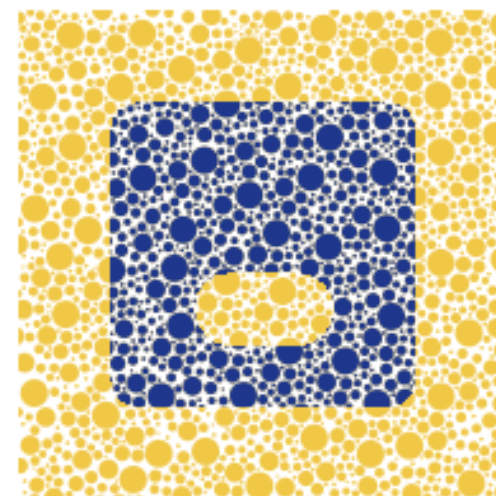
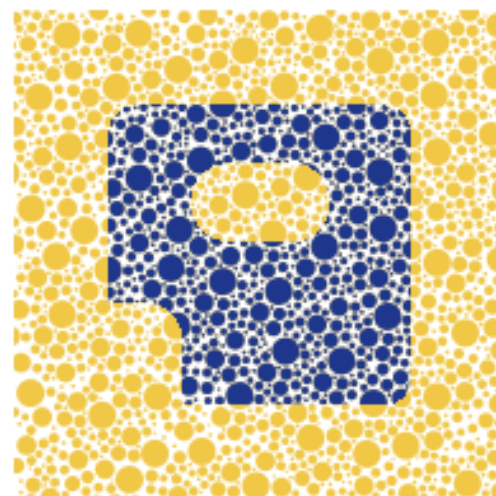
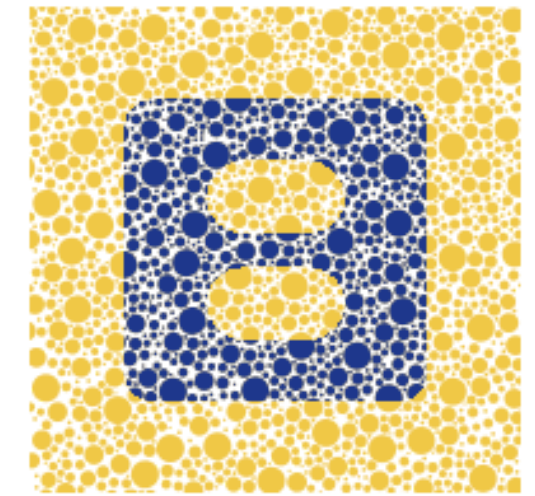
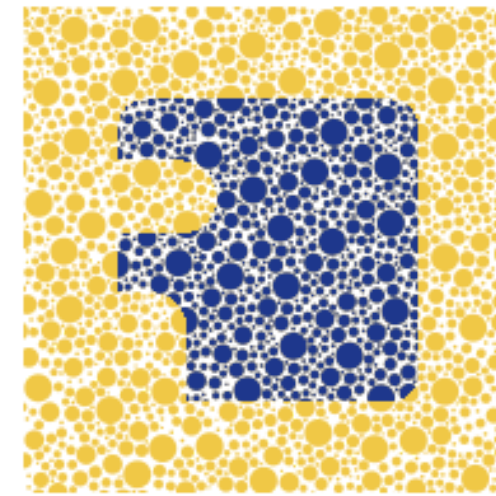
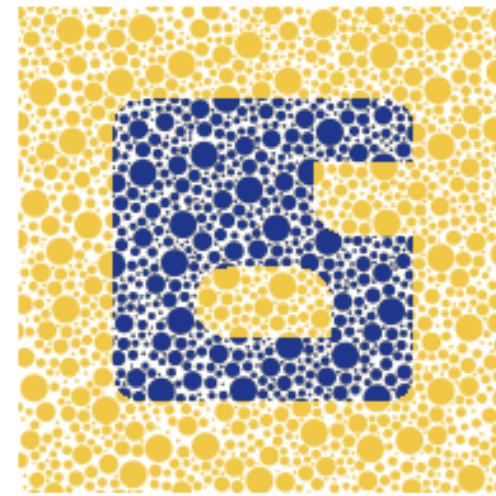
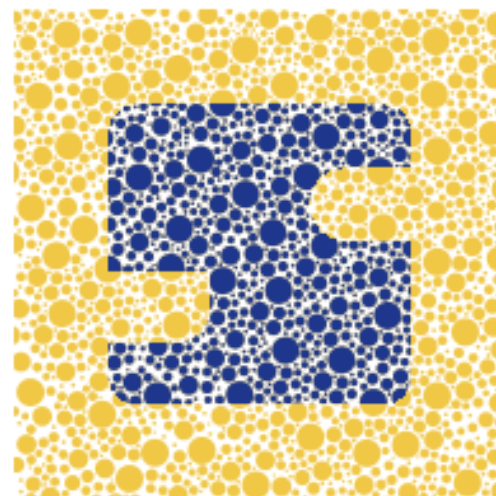
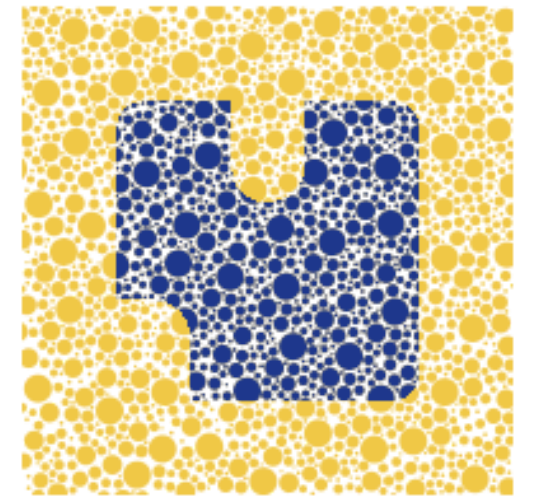
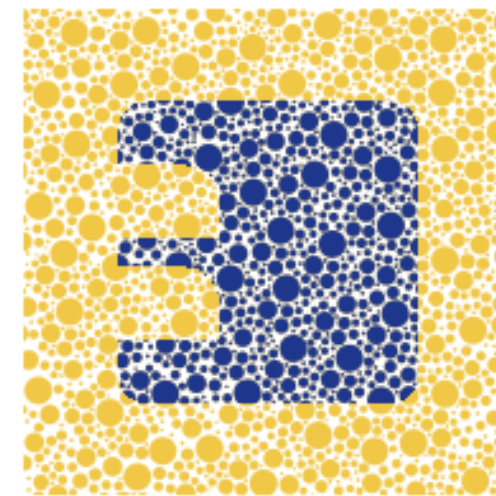
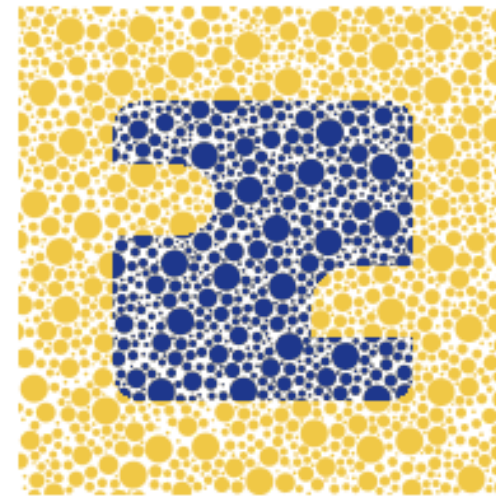
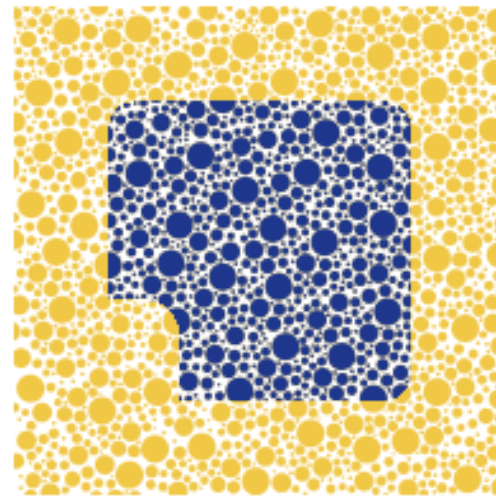
4.PROCESS



ALPHABET



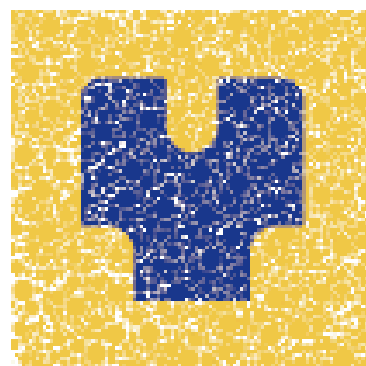
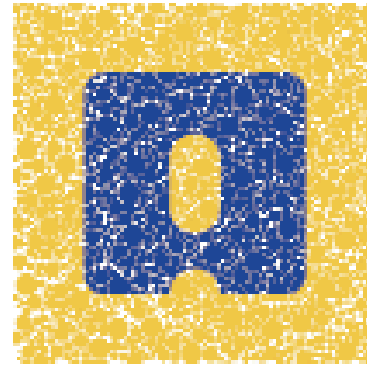
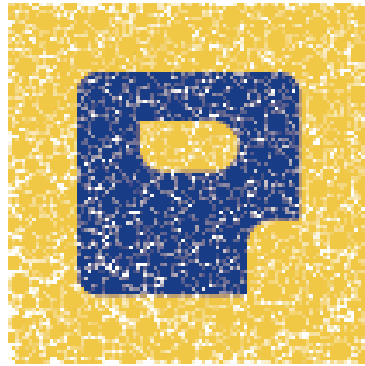
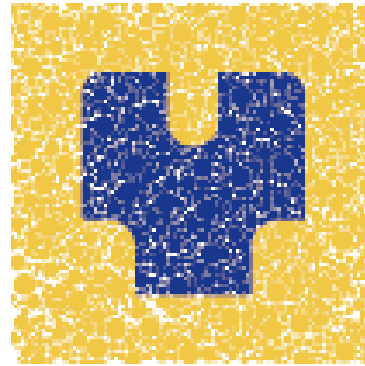
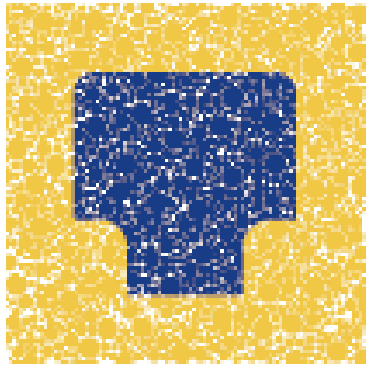
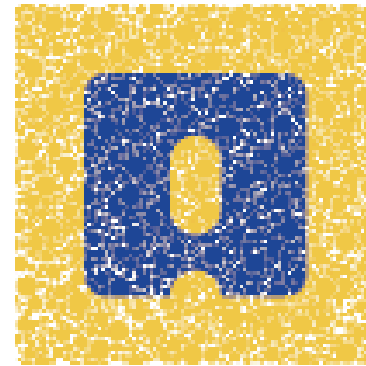
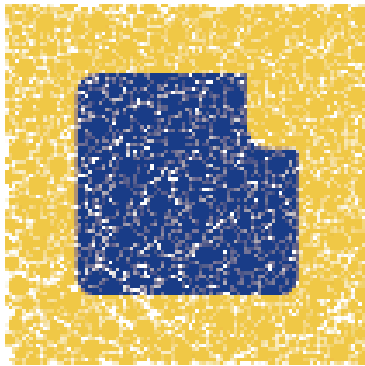
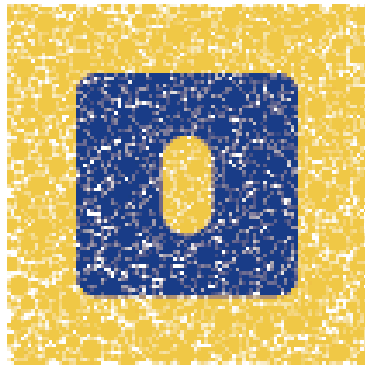
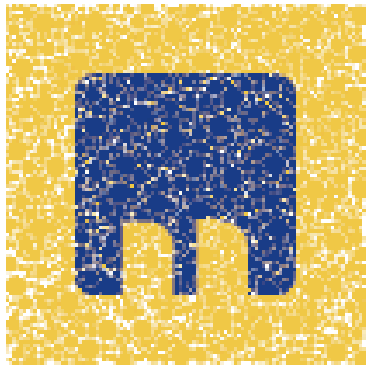
NUMBERS





5. WORD TESTING





6. PROMOTIONAL ASSETS



3. DECORATIVE POSTER



4. TOTE BAG



5. CALENDER



1. EYE DOCTOR TEST



6. HOODIE



2. PINS



