rgbLite

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Description:

rgbLite is a VR project that explores the additive color theory, using 3D typographic elements and red, green, and blue colored spotlights. "The color additive theory is how colors are made by mixing the primary colors red, green, and blue, and how those colors are perceived." Red and green make yellow, red and blue make magenta, blue and green make cyan, and all 3 together make white.

As graphic designers, we are familiar with both type and color, however, the addition of 3D space, allows for an additional layer of experimentation. Using colored light on the type to explore the additive color theory could unveil interesting shadow forms, and allow for unique interaction for those unfamiliar with the theory.

To add interactivity and further allow VR to explain and explore the additive color theory, the user would journey down a "color spectrum hallway" and be able to mix the typographic color in front of them by using their keyboard.

Users start out facing 6 "color stations", each with a red, green, blue colored spotlight and a 3D typographic color name. The goal at each station is to mix the lights to match the color of the typographic color name. Users can trigger the colored lights off and on by walking in (off) and walking out (on), to preview what color is created before removing one. Once the user determines the correct combination they can then press the (L) key to lock the selection and move out of the colored spotlight they turned off without it turning back on. If a wrong selection is locked, the user can use the (U) key to unlock that selection. For some colors, users have to half the intensity of the colored light in order to make certain colors like orange, purple, and green-blue. To do this users would find the correct colored light and press the (H) key to half the intensity of that light. If the user feels stuck on what colors create another, there are hints behind and below the 3D type to aid the user in correctly mixing the color.