

## Subtle Color Changes Make Significant Design Improvement

by Margie Deeb  
January 2010

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?



[Download the Fall/Winter 2009 PDF now](#)

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.

Join me in exploring the exciting new colors of each season.



[Download the Spring/Summer 2009 PDF now](#)

### 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

Take your artistry to a higher level. Spend 3 months learning from the master of color one-on-one. Examine your strengths and weaknesses, and get on the path to discovering your true color voice.

In this consultation process you will:

- Discover more of your color voice
- Raise your artistry to a new level
- Have your current work critiqued
- Create new work for critique
- Become an empowered artist

You and your artwork will be forever changed.

[Register now.](#)



Learn the most critical secret to making dynamic, powerful color combinations. A 33-page PDF for instant purchase and download

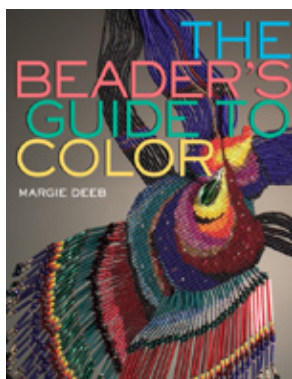
[Click for details...](#)

# MARGIEDEEB.COM

The Art of Color for Bead Artists

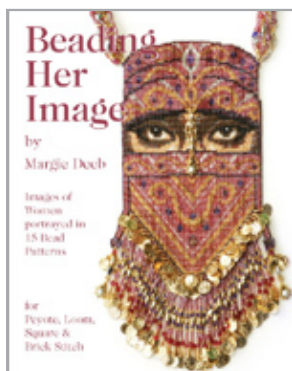


[The Beader's Color Palette: 20 Creative Projects and 220 Inspired Combinations for Beaded and Gemstone Jewelry](#) Gather from history, culture, and our planet to create stunning color schemes for beaded creations. (Paperback, 192 pages) \$24.95 US Dollars



The only book of its kind written specifically for bead artists, [The Beader's Guide to Color](#) teaches bead-ers of all levels everything they need to know about color to create unique and vibrant bead-work designs. Margie discusses psychological and symbolic color associations, and ways in which color can be used to create and accentuate pattern, rhythm, and movement. 21 color schemes are described and illustrated in detail with accompanying projects for all skill levels. (Paperback, 144 pages)

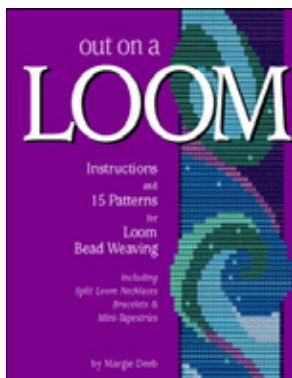
\$21.95 US Dollars



[Beading Her Image](#) illustrates the power and beauty of the feminine in 15 seed bead patterns for **peyote, brick, square stitch, and loomwork**. Women from a wide range of times and cultures are woven into tapestries, necklaces, and bracelets. The stunning and gorgeous color palettes that artist Margie Deeb is known for adorn each piece.

Includes loom building instructions, finishing split loom necklace instructions, and peyote, brick, and looming instructions. (Paperback, 44 pages)

\$19.95 US Dollars



[Out On A Loom](#) is a creative journey through color, design, and form for the beginning to intermediate level seed bead artist.

The soft cover book features 32 full-color pages of detailed instructions, patterns, illustrations, and diagrams for creating loom woven bracelets, mini-tapestries and split loom necklaces. Professional and creative finishing techniques are provided so each finished project can be a work of art.

(Paperback, 36 pages)

\$19.95 US Dollars

Artist, designer, musician, and color expert

[Margie Deeb](#) is the author of several books, including the popular [The Beader's Guide to Color](#) and [The Beader's Color Palette](#).



She teaches color courses for artists, interior designers, and bead-ers. Her free monthly color column, "[Margie's Muse](#)," is available on her website. She produces a free graphically enhanced podcast, "[Margie Deeb's Color Celebration](#)," available on iTunes.

Her articles have appeared in [Bead & Button](#) and [Beadwork](#) magazines, and she writes a regular color column in [Step-by-Step Beads](#). She has appeared on the PBS show "Beads, Baubles, and Jewels" speaking about color. Visit Margie's website for her books, patterns, jewelry, inspiration, and more:

[www.MargieDeeb.com](http://www.MargieDeeb.com)

Margie's Blog:

[colorforbeadartists.com](http://colorforbeadartists.com)

Join Margie's color coterie: [margiedeeb.com/newsletter](http://margiedeeb.com/newsletter)