

ART 116 : BASIC DESIGN: COLOR

Transcript title

Basic Design: Color

Credits

3

Grade mode

Standard letter grades

Contact hours total

60

Other hours

60

Description

Introduction to color theory and studio practice using value, hue and intensity with the elements of line, shape, texture and the principles of organization to articulate visual ideas with two-dimensional color design problems. Munsell color theory for paint mixing, Albers visual Interaction of color and Itten's proportional, cultural and subjective color theories are presented.

Learning outcomes

1. Demonstrate an understanding of the Basic color theory and its application in design, including color systems, color mixing, and dynamics and color schemes.
2. Demonstrate an understanding of the elements and principles of design and how to apply those to design graphics and artwork.
3. Demonstrate an understanding of the use of visual forces to achieve desired communication.
4. Approach visual problem solving in studio work.
5. Develop an appreciation of the process of evaluation and modification in the exploration of solutions to visual problems.
6. Explain, analyze and critically assess their own and others' work through discussions, formal and informal reviews and critiques.
7. Utilize appropriate visual terminology and concepts of the discipline both verbally and in reading and writing.
8. Notice concepts taught in class in local environment.
9. Develop habits for using studio time effectively.
10. Demonstrate an understanding of uses of color in historical and cultural traditions of 2-dimensional art.

Content outline

Visual spectrum
Additive and subtractive color
Primary triad
Complementary color hue
Value
Intensity
Saturation
Tinting and shading
Monochrome
Color temperatures
Soft edges

Gradations
Color symbolism
Color harmony
Color proportions

Required materials

Students will need to provide specific materials used in this course, please see the syllabus for a detailed list.

Grading methods

Grading will be based on participation in labs, discussions and critiques of completed assignments and the development of techniques and ideas demonstrated in portfolio reviews.

General education/Related instruction lists

- Discipline Studies/Arts and Letters