

Digital Design 104: Color Theory & Design

Professor TBA

Meets: TBA

Email: n/a

Office: TBA

Phone: n/a

Course description:

This course provides students with a foundational understanding of color from the perspective of design, and helps students to recognize how color choices can enhance or undermine an intended message. The class will explore the basic principles of color theory as well as its history and theorists, and students will learn to apply this information to the practice of graphic design through projects and brief research papers.

Course objectives:

By the end of the course, students will have learned:

- An introduction to color theorists, their approaches and concepts
- Physics of light
- Interaction of Color
- Spatial and compositional effects of color
- Color harmony
- Color contrasts
- Color in social and psychological context
- Working with color and print based media
- Working with color and screen based media
- Transitioning from screen media to print media
- Addressing Issues of color blindness as a designer

Credit Hours:

3 hours

Pre-requisites:

None

Required readings:

Color for the Digital Artist – Erika Kendra

The Elements of Color – Johannes Itten

Color ~ The Secret Influence – Kenneth & Cherie Fehrman

Strongly suggested:

While this class has not been designated as 'web-enhanced,' it is strongly urged that students wishing to take full advantage of the class have:

- Some familiarity with the Internet;
- Access to the Internet from home or elsewhere
- An active email account.

Due dates:

Late assignments will not be accepted without a physician or counselor's note.

Grading:

Projects	45
Papers	20
Final Exam	20
Participation	15
Total	100

Grades:

90-100	A
80-89	B
70-79	C
60-69	D
0-50	F

There is no R grade in this course.

Color Theory & Design (CTD) assignments:

This course will be an organic mix of lecture and practice with the professor working to explain the concepts, give examples, and also oversee how well students grasp the concepts discussed as they work on assigned projects. 15% of the grade will be based on engagement and consistent attendance. The balance of the grade will be determined by four projects, two research papers and a final exam.

Assignment	Type	Date	Graded Points
What is Color Theory?	Take-home	RP1	10
Conveying Information w/ Color	In class/take-home	P1	10
Creating Color Harmony	In class/take-home	P2	10
Attracting Attention w/ Color	In class/take-home	P3	15
Experimenting w/ Color	In class/take-home	P4	10
What is Color Blindness	Take-home	RP2	10
Final Exam	In class	E1	20
Total			85

Notes on the grading criteria:

Work will be evaluated according to the following criteria:

- Understanding and interpretation of readings
- Aesthetic and execution of projects
- Research and Analysis of related issues
- Contribution to in-class discussion

The CTD assignments:

What follows are brief descriptions of the CTD assignments students will be doing over the course of the term. Detailed instructions will be provided in-class. Without a physician or counselor's note, late assignments will not be accepted and so will receive a grade of 0.

What is Color Theory?

Write a research paper on color theory – its history and various systems. Create a well-written and *well-designed* document, which incorporates graphic elements and examples to indicate your awareness of issues, concepts, and various theories. The final document should be five pages long excluding cover page and bibliography.

Conveying Information with Color

Tapping into an audience's cultural and emotional conditioning to color can be a very powerful tool. An example of such cultural color associations would be the references we recognize in flag colors from various nations. Nationalism is often strongly associated with these flag colors, and so associated cultures have strong associations with them. Create an 11" x 17" poster that uses such associations to make a wordless political statement.

Creating Color Harmony

Choose a recent magazine article, and create a title page for it. This should be an 8.5" x 11" sheet which uses color harmony to complement the concepts within the text. In order to do this, students must begin by creating a color palette. They must decide what purpose their color palette will serve, and after reviewing the color basics choose a dominant color and accent colors with which to work. Then shades should be selected and varied to create contrasts of light and dark for dramatic effect, compatible hues much be chosen. The piece should then be created using this palette and, the palette documented for presentation along side the end product.

Attracting Attention with Color

Design a system of signs for the fascias of various buildings around campus. Begin by carefully photographing select buildings, and then, after studying these images, developing a color palette for a publicity campaign. You may use current campaign language or develop your own. Design the signs and superimpose them upon the images you have taken for presentation to the class.

Experimentation with Color

Develop and design a magazine advertisement for a fictitious clothing company. Create six different iterations of the piece, which differ only in color palette. Analyze audience response through some sort of user testing and present the pieces and their audience responses.

What is Color Blindness?

Write a research paper on color blindness – its variations and statistics. What does the condition say about our potential audience? What do we, as designers need to take into consideration when developing our work? Create two 8.5" x 11" pieces (on whatever topic you wish) giving examples of good and bad design for a color blind audience. This paper should be three pages in length (excluding cover page and bibliography).

Participation:

A student's participation grade is based primarily on their attendance and participation in class. Every student begins the term with 15 participation points. Attendance is mandatory for every single scheduled class. For each class missed, 4 participation points will be deducted. Tardy students will have 2 participation points deducted. More than three absences amount to a failure, as a student may not earn less than 0 participation points.

Academic policies (from Catalogue):

Hostos Community College believes that developing student's abilities to think through issues and problems by themselves is central to the educational process. Since the Hostos College degree signifies that the student knows the material s/he has studied, and the practice of academic dishonesty results in grades or scores that do not reflect how much or how well the student has learned, understood, or mastered the material, the College will investigate any form of academic dishonesty brought to its attention. If the charge of academic dishonesty is proved, the College will impose sanctions. The three most common forms of academic dishonesty are cheating, plagiarism, and bribery.

Cheating (from Catalogue):

In the collegiate setting, cheating is defined as the purposeful misrepresentation of another's work as one's own. Faculty and students alike are responsible for upholding the integrity of this institution by not participating either directly or indirectly in act of cheating and by discouraging others from doing so.

Plagiarism (from Catalogue):

Plagiarism is a form of cheating which occurs when persons, even if unintentionally, fail to acknowledge appropriately the sources for the ideas, language, concepts, inventions, etc. referred to in their own work. Thus, any attempt to claim another's intellectual or artistic work as one's own constitutes an act of plagiarism.

Bribery (from Catalogue):

In the collegiate setting, bribery involves the offering, promising, or giving of items of value, such as money or gifts, to a person in a position of authority, such as a teacher, administrator, or staff member, so as to influence his/her judgment or conduct in favor of the student. The offering of sexual favors in exchange for a grade, test score, or other academic favor, shall be considered attempted bribery. The matter of sexual favors, either requested or offered, in exchange for a grade, test score or other academic favor, shall also be handled as per the Sexual Harassment procedures of the College.

College attendance policy (from Catalogue):

Students are expected to attend all class meetings in the courses for which they are registered. Classes begin at the times indicated in the official schedule of classes. Arrival in class after the scheduled starting time constitutes lateness.

The maximum number of absences is limited to 15% of the number of scheduled class hours per semester and a student absent more than the indicated 15% is deemed excessively absent. Attendance is monitored from the first official day of classes. In the case of excessive absences or lateness, the instructor has the right to lower the grade, assign a failing grade, or assign additional written work or readings.

Absences due to late registration, change of program, or extenuating circumstances will be considered on an individual basis by the instructor. Each department and program may specify in writing a different attendance policy. Instructors are required to keep an official record of student attendance and inform each class of the College's or department attendance policy.

NOTE:

- Any work missed during any period of absence must be made up by the student.
- To meet financial aid criteria, a student must attend class at least once in the first three weeks and once in either the fourth or fifth week of class.

Course schedule:

Readings must be completed for each class. Not all assigned texts will be discussed in class or covered in the class lectures.

CLASS	CTD Project Due	ROOM	TOPIC	READ FOR TODAY
1		TBA	Discussion: Class Introduction Power of Color	No reading
2		TBA	Discussion: History of Visual Comm. & Color Perception	Kendra's <i>Color for the Digital Artist</i> Chapter 1 & 2
3	RP1	TBA	Discussion: Pigment & Light	Fehrman's <i>Color ~ The Secret Influence</i> Chapters 1 & 2
4		TBA	Discussion: Subjectivity & Color	Itten's <i>The Elements of Color</i> Pp. 19 - 30
5	P1	TBA	Discussion: Making Order from Light Presentation & critique	Fehrman's <i>Color ~ The Secret Influence</i> Chapter 11
6		TBA	Discussion: Further Exploration of color systems	Itten's <i>The Elements of Color</i> Pp30-63
7	P2	TBA	Discussion: Mixing Color Presentation & critique	Itten's <i>The Elements of Color</i> Pp64-74
8		TBA	Discussion: Color & the Mind	Fehrman's <i>Color ~ The Secret Influence</i> Chapter 5
9	P3	TBA	Discussion: Color as rhetorical tool Presentation & critique	Fehrman's <i>Color ~ The Secret Influence</i> Chapter 8
10		TBA	Discussion: Color in cultural context	Fehrman's <i>Color ~ The Secret Influence</i> Chapter 10
11		TBA	Discussion: Digital imaging & color	Kendra's <i>Color for the Digital Artist</i> Chapter 4
12	P4	TBA	Discussion: Printing Color Presentation & critique	Kendra's <i>Color for the Digital Artist</i> Chapter 5
13		TBA	Discussion: Management systems	Kendra's <i>Color for the Digital Artist</i> Chapter 6
14	RP2	TBA	Discussion: Color Correction	Kendra's <i>Color for the Digital Artist</i> Chapter 7
15	E1	TBA	Final Exam	No reading

COURSE ID	-
PASSWORD	-