

### **Course description**

Color Theory and Application is a studio course designed to explore the objective and subjective components of color choice and organization.

Fulfills one Doane Plan Arts requirement. Required for Graphic Design

### **Objectives**

The purpose of this course is to explore the theory of color design based on the twelve-part color circle. You will learn the seven types of color contrast and how color can be used to affect the emotional impact of your work.

Emphasis will be placed on the following:

1. Twelve-part color circle/color mixing. By the end of this course you will be able to create the twelve-part color circle by mixing the primary colors: red, yellow, and blue.
2. Seven types of color contrast. The majority of our time will be spent exploring the seven types of color contrast. You will demonstrate your knowledge of color contrast by painting color grids and by completing sketchbook exercises. These will be submitted in the final portfolio.
3. Emotional impact of color. By the end of this course you will demonstrate an awareness of how color choice can affect the emotional impact (or mood) of a work of art. You will demonstrate your understanding of this concept through class critiques and by work submitted for the final portfolio.
4. Subjective component of color design. Even though many aspects of color theory are objective and predictable, one must take into consideration individual preference when discussing color choice. By the end of this course you will demonstrate your ability to work with any colors of your choice and still apply the concepts of color theory. Success will be demonstrated through class critiques and by work submitted for the final portfolio.

**Learning strategies**

1. Professor demonstrations. I will describe each assignment and write down important concepts on the chalkboard. In addition, I will demonstrate with the actual materials how to proceed.
2. Examples. Seeing once is better than hearing a hundred times.- Chinese Proverb. I will show slides and/or original works of art to illustrate concepts we will discuss.
3. Discussion/Critiques. We will talk about your work individually and as a group during the process of making the work. I will also encourage you to talk to other students about your work.
4. Assigned Readings. In addition to class lectures, you will be responsible for assigned readings and vocabulary from your text.

**Grading**

Attendance                      Mid-Term Portfolio    Final Portfolio

Work will be collected twice during the quarter in the form of the Mid-Term and Final Portfolios. Each work will be assigned a point score (A = 10, B+ = 9, B = 8, C = 7, D = 6, F = 0 ) to determine the grade for the portfolio. The sketchbook will be handed in with the portfolios and graded in the same manner.

Most or all of your work can be completed during the class session. You are responsible to complete work not finished during class. Each student is responsible for all worked missed, regardless of the reason for the absence.

Each absence after the first will result in the loss of 1 letter in your final grade.

**Academic Integrity Policy**

The Doane College Academic Integrity Policy will be adhered to in this class. All projects and test will represent your own work. Any use of other's ideas and words without proper citation of sources is plagiarism and will result in penalties to be determined by the instructor and/or the dean of undergraduate studies.