

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 wheel. You will learn the seven types of color contrast and how they can be used to affect the emotional impact of your work.

Upon completion of this class the student will:

- Understand how to mix and use the 12 part color wheel.
- Understand the seven types of color contrast, outlined and explained the first day of class.
- Understand the importance of value contrast, and demonstrate the ability to mix with white, black, gray, or complements.
- Understand how to use intensity contrast, and the difference between pure and mixed colors.
- Demonstrate the ability to work with analogous, complementary, and color motif systems to create unified color design.

### **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.

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 tests 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.