

GD 62 Course Outline as of Fall 2019**CATALOG INFORMATION**

Dept and Nbr: GD 62 Title: COLOR THEORY

Full Title: Color Theory for Designers

Last Reviewed: 9/24/2018

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50	Lecture Scheduled	1.50	17.5	Lecture Scheduled	26.25
Minimum	1.50	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	1.50		Contact Total	26.25
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 52.50

Total Student Learning Hours: 78.75

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

Catalog Description:

A study of the principles, theories, and applications of additive and subtractive color in two dimensions. Topics will include major historical and contemporary color systems, production of projects in applied color, and the elements of design as they apply to color. This course will also work with color in the context of industry standard computer software, such as: Adobe Illustrator, InDesign and Photoshop.

Prerequisites/Corequisites:**Recommended Preparation:****Limits on Enrollment:****Schedule of Classes Information:**

Description: A study of the principles, theories, and applications of additive and subtractive color in two dimensions. Topics will include major historical and contemporary color systems, production of projects in applied color, and the elements of design as they apply to color. This course will also work with color in the context of industry standard computer software, such as:

Adobe Illustrator, InDesign and Photoshop. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended:

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:

IGETC:	Transfer Area	Effective:	Inactive:
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CSU Transfer:	Transferable	Effective:	Fall 2019	Inactive:
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UC Transfer:		Effective:		Inactive:
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CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

Approval and Dates

Version:	01	Course Created/Approved:	9/24/2018
Version Created:	12/20/2017	Course Last Modified:	10/13/2020
Submitter:	Summer Winston	Course last full review:	9/24/2018
Version Status:	Approved New Course (First Version)	Prereq Created/Approved:	9/24/2018
Version Status Date:	9/24/2018	Semester Last Taught:	Spring 2020
Version Term Effective:	Fall 2019	Term Inactive:	Spring 2021

COURSE CONTENT

Student Learning Outcomes:

At the conclusion of this course, the student should be able to:

1. Effectively select and pair colors within a design that work in harmony with the desired communication goals.
2. Identify and create color schemes and harmonies, with an awareness of color interactions.
3. Effectively work with color management tools and color systems in Adobe Illustrator, Photoshop and InDesign.

Objectives:

Upon completion of the course, students will be able to:

1. Identify the fundamental color schemes.
2. Create aesthetically complete designs and images that demonstrate a working knowledge of:
 - a. Color systems and color organization
 - b. Principles of color perception - light, vision, and the brain
 - c. Value, hue, intensity (chroma), and color temperature
 - d. Additive and subtractive color (digital color vs analog)
 - e. Relationships between color and composition
 - f. Color usage in contemporary art and design

3. Make individual aesthetic decisions and judgments related to their own artwork.
4. Skillfully use a variety of materials, techniques and tools.
5. Independently produce finished color assignments that demonstrate an understanding of color theory and principles in the history of art.
6. Proof color to achieve desired communication goals.
7. Comprehend and describe how color is perceived biologically, psychologically, culturally, symbolically and intuitively.
8. Work effectively with digital color tools found Adobe Illustrator, Photoshop and InDesign.

Topics and Scope:

I. History of Color and the Development of the Color Palette

II. How Color is Perceived - Light, Vision, and the Brain

III. Color Systems and Color Organization

A. Value

B. Hue

C. Intensity

D. Additive and subtractive color

E. Primary colors

F. Secondary colors

G. Tertiary colors

H. Analogous

I. Complimentary

J. Split complimentary

K. Monotone

L. Color temperature

IV. Colors, Palettes and Materials

A. Paints (oil and water-based)

B. Color-aid

C. Color pencils

D. Digital screen

V. Color and Composition

A. Harmony

B. Interaction

1. Color effects on each other

2. Overlapping transparency

C. Contrast

D. Audience

E. Pairing colors

F. Identifying and understanding color mixtures

VI. Selection

A. Color and mood

B. Cultural influences on color usage

C. Color appropriateness

D. Color psychology

E. Spot colors: Global vs non-global

F. Pantone and other color systems

VII. Color and Technology

A. Screen vs print (RGB vs CMYK)

B. Adobe Photoshop

C. Adobe Illustrator

D. Adobe InDesign

VIII. Color Management Systems

- A. Digital color vs analog color
- B. Adobe Kuler (Capture)
- C. Libraries

IX. Color usage in Contemporary Art and Design

X. Printing needs

- A. Proofing colors
- B. Paper and color
- C. Inkjet vs Laser
- D. Screen printing and other printmaking processes

XI. Critical Evaluation and Critique of Class Projects

Assignment:

1. Weekly reading assignments (1 - 50 pages)
2. Quizzes or exams (1 - 8)
3. Skill demonstrating exercises done in class (1 - 8), such as:
 - a. Exercises expanding on content
 - b. Create a color using color swatches pulled from the world around us
 - c. Color matching: Using primary paint colors to create color matches to swatches
 - d. Using prisms to create rainbows
4. Problem solving color assignments (1 - 4), such as:
 - a. An assignment that requires color matching across multiple media. Could include creating a 25 color, color wheel and reproducing it in multiple mediums (digital, color aid swatches, environmental swatches, paints, photographs)
 - b. An assignment that works with multiple target audiences. Must make the best color choice for the target audience and explain their choice in writing
 - c. An assignment created using Adobe Photoshop, Illustrator and/or InDesign, that ends as a printed piece, making apparent the difference between a printed design's end result and the design's appearance on the screen. As well as, how to best resolve color shifts
 - d. Identify poor color selections and pairing, then replace them with better solutions
 - e. Assignments in which a variety of color systems and application techniques, appropriate to a variety of art historical movements and styles, are used to create creative compositions and finished works
 - f. Basic design assignment that utilize of the principles of color theory requiring a demonstration of knowledge and skill

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

None, This is a degree applicable course but assessment tools based on writing are not included because problem solving assessments and skill demonstrations are more appropriate for this course.

Writing
0 - 0%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Color Assignments

Problem solving
20 - 60%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

In-class exercises

Skill Demonstrations
10 - 40%

Exams: All forms of formal testing, other than skill performance exams.

Quizzes or examinations

Exams
10 - 40%

Other: Includes any assessment tools that do not logically fit into the above categories.

Attendance and participation (critiques, presentations, in-class discussions)

Other Category
5 - 20%

Representative Textbooks and Materials:

Instructor prepared materials

Foundations of Color. Davis, Jeff. Tempe Digital. 2015

Color for Designers: Ninety-five things you need to know when choosing and using colors for layouts and illustrations (Creative Core). Krause, Jim. New Riders. 2014 (classic)

OTHER REQUIRED ELEMENTS

STUDENT PREPARATION

Matric Assessment Required:	X	Exempt From Assessment
Prerequisites-generate description:	NP	No Prerequisite
Advisories-generate description:	NA	No Advisory
Prereq-provisional:	N	NO
Prereq/coreq-registration check:	N	No Prerequisite Rules Exist
Requires instructor signature:	N	Instructor's Signature Not Required

BASIC INFORMATION, HOURS/UNITS & REPEATABILITY

Method of instruction:	02	Lecture
	71	Internet-Based, Simultaneous Interaction
	72	Internet-Based, Delayed Interaction
Area department:	CS	Computer Studies
Division:	72	Arts & Humanities
Special topic course:	N	Not a Special Topic Course
Program status:	1	Both Certificate and Major Applicable
Repeatability:	00	Two Repeats if Grade was D, F, NC, or NP
Repeat group id:		

SCHEDULING

Audit allowed:	N	Not Auditable
Open entry/exit:	N	Not Open Entry/Open Exit
Credit by exam:	N	Credit by examination not allowed
Budget code: Program:	0000	Unrestricted
Budget code: Activity:	0702	Graphic Design

OTHER CODES

Discipline:	Graphic Arts	
Basic skills:	N	Not a Basic Skills Course
Level below transfer:	Y	Not Applicable
CVU/CVC status:	N	Not Distance Ed
Distance Ed Approved:	Y	Exclusively online or other technology based instruction
Emergency Distance Ed Approved:	Y	Fully Online Partially Online Online with flexible in-person activities
Credit for Prior Learning:	N	Agency Exam
	N	CBE
	N	Industry Credentials
	N	Portfolio
Non-credit category:	Y	Not Applicable, Credit Course
Classification:	Y	Career-Technical Education
SAM classification:	C	Clearly Occupational
TOP code:	1030.00	Graphic Art and Design
Work-based learning:	N	Does Not Include Work-Based Learning
DSPS course:	N	Not a DSPS Course

In-service:

N

Not an in-Service Course