

ART 006A: INTERMEDIATE DESIGN & COLOR

Originator

jcook

Justification / Rationale

Text update. Periodic review

Effective Term

Fall 2019

Credit Status

Credit - Degree Applicable

Subject

ART - Art

Course Number

006A

Full Course Title

Intermediate Design & Color

Short Title

DESIGN & COLOR, INT

Discipline**Disciplines List**

Art

Modality

Face-to-Face

Catalog Description

This is an intermediate two dimensional design course with an emphasis on the methods and applications of color theory. Students develop images that are created through the use of progressive applications of color within compositional structure. Topics include major historical and contemporary color systems, production of projects in applied color, and the elements of design as they apply to color. Multiple types of water based media, the use of collage and mixed media applications are investigated.

Schedule Description

This is an intermediate two dimensional design course with an emphasis on the methods and applications of color theory. Topics include major historical and contemporary color systems, applied color use, and the elements of design as they apply to color. Multiple types of water based media, the use of collage and mixed media applications are investigated. Prerequisite: ART 003A

Lecture Units

2

Lecture Semester Hours

36

Lab Units

1

Lab Semester Hours

54

In-class Hours

90

Out-of-class Hours

72

Total Course Units

3

Total Semester Hours

162

Prerequisite Course(s)

ART 003A

Required Text and Other Instructional Materials**Resource Type**

Book

Author

Bleicher, Steven

Title

Contemporary Color: Theory and Use

Edition

2nd

City

Clifton Park, NY

Publisher

Cengage Learning

Year

2012

College Level

Yes

ISBN #

101111538913

Resource Type

Book

Author

Finlay, Victoria

Title

Color: A Natural History of the Palette

City

New York

Publisher

Random H0use

Year

2004

College Level

Yes

ISBN #

0812971426

Resource Type

Book

Formatting Style

MLA

Author

Fraser, Pamela

Title

How Color Works: Color Theory in the 21st Century

City

New York

Publisher

Oxford University Press

Year

2019

College Level

Yes

ISBN #

9780190297220

For Text greater than five years old, list rationale:

Color theory currently fixed in time. Text information remains applicable.

Class Size Maximum

25

Entrance Skills

1. Student is aware of a range of design possibilities through inherent qualities of basic visual compositional elements.
2. Student composes compositional structure through the successful use of basic elements and principles of design.
3. Student applies basic theoretical schematic and symbolic color use employing aesthetics, creativity and quality craftsmanship.
4. Student creates basic design compositions through the use of basic design media.
5. Student visually present and critique their own work and of their peers in an oral presentation on a professional level.

Prerequisite Course Objectives

ART 003A-Present ideas and completed works of art in a professional format both visually and verbally.

ART 003A-Objectively analyze and assess their own work as well as the work of others.

ART 003A-Identify, analyze and resolve basic technical problems inherent to basic design medium such as pencil, pen, papers, marker and water based paint.

ART 003A-Demonstrate an understanding of organizational factors and be able to use them effectively in developing basic compositional structure.

ART 003A-Acquire knowledge of human responses to visual stimuli through the range of possibilities and unique qualities inherent in each of the visual elements.

ART 003A-Develop basic skills in the effective use of design and colors

ART 003A-Evaluate the means by which a design problem may be solved.

Course Content

1. Review of basic compositional structure, theoretical and symbolic color use followed by progressive applications of intermediate level design elements and principles.
2. Intermediate level application of color to composition.
3. Historical aspects of color theory investigation which includes Birren, Munsell and Albers theories.
4. Historical aspects of color and color palette development.

5. Intermediate level color systems and organization.
6. How color is perceived: light, vision and the brain.
7. Review of value, hue, intensity (chroma) and color temperature.
8. Colors, palettes, materials and types of paint including their inherent qualities.
9. Characteristics of gouache paint.
10. Additive and subtractive color (light versus paint).
11. Optical vs. process color vs. pigment color mixing.
12. Local, subjective and expressive color; intermediate level psychology of color and cultural influences on color usage.
13. Color usage in contemporary art and design.
14. Aspects of collage integration in intermediate level compositions.
15. Color and technology.
16. Theoretical and conceptual approaches to the multiple and sequential picture plane and the effects color has in development thereof.
17. Critical evaluation and critique of class projects.

Lab Content

1. Intermediate level design assignments in which the student is required to demonstrate knowledge and skill in the use of the principles of color theory.
2. Intermediate level design assignments in which the student is required to use a variety of color systems and application techniques appropriate to different art historical periods and styles.
3. Albers color studies to include grounds affecting one original color, one color to appear as two different colors and two different colors to appear as one color.
4. Collage integration in intermediate level compositions.
5. Color determination and replication in paint based on a process color image.
6. Use of spray mount and double sided tack film for mounting on board of design executed on paper substrate.

Course Objectives

	Objectives
Objective 1	Distinguish an intermediate level of design and color knowledge and the range of its use from traditional to contemporary applications.
Objective 2	Utilize intermediate design and theoretical color applications that illustrate a working knowledge of color systems and color organization through principles of color perception - light, vision, and the brain, additive and subtractive color (light and paint), value, hue, intensity (chroma/saturation level) and color temperature.
Objective 3	Comprehend and describe how color is perceived biologically, psychologically, culturally, symbolically and intuitively.
Objective 4	Independently complete color assignments using applications that exemplify the skillful use of a variety of artistic materials, techniques and tools.
Objective 5	Present their work and verbally communicate an understanding of color theory and principles in the history of art citing individual aesthetic insight and judgements related to their own artwork.
Objective 6	Distinguish relationships between color and composition in historical and contemporary art and design.

Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	Create a broad range of intermediate color theory applications with intermediate elements and principles of compositional structure including the application of mixed media collage techniques.
Outcome 2	Utilize on an intermediate level, a variety of color systems and applications appropriate to different art historical periods and styles.
Outcome 3	Analyze and evaluate intermediate level design works and use of color systems in a verbal critique format.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Demonstration, Repetition/Practice	Instructor demonstrates in groups proper safety use of equipment and design materials prior to assignments. After clarifying assignment concept, instructor demonstrates affective use of format and materials using vocabulary and technical applications relevant to the assignment.

Activity	During designated laboratory time instructor assists students work individually and in groups using a variety of visual approaches such as sketches and visual "blueprint" proposals in draft format in preparation for final visual resolution.
Technology-based instruction	Instructor demonstration of "smart phone" as a design tool.
Self-exploration	Instructor encourages students to "look beyond the realm of their familiar" when creating design work
Observation	Students view electronic and/or physical examples of artworks relevant to specific assignment. Examples are created by instructor or other professionals in the field.
Lecture	Instructor informs, guides and advises students in conceptual, format and medium use relevant to assignment.
Skilled Practice at a Workstation	Students perform necessary tasks to complete assignments at an individual workspace (drawing table).
Laboratory	Instructor demonstrates hands-on technical applications relating to assignments prior to students working on assignments.
Participation	Along with regular class lecture/lab activities, instructor leads individual and group critiques to best understand student work.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Written homework	Students write on color observations in their "Color Reference Journal"	Out of Class Only
Self-paced testing, Student preparation	Students read handouts describing assignment and create informal "rough" sketches pertaining to each assignment.	In and Out of Class
Student participation/contribution	Instructor assesses student's progress as students participate in assignment activity.	In Class Only
Self/peer assessment and portfolio evaluation	In preparation for critiques, students ask questions of themselves relevant to goals and objectives of assignments.	Out of Class Only
Product/project development evaluation	Students create series' of sketches in preparation for in class studio work.	Out of Class Only
Group activity participation/observation	Students discuss peer to peer as well as groups while observing differing visual problem resolutions.	In Class Only
Computational/problem-solving evaluations	Design is problem solving. Critiques explore the pros and cons of the visual result.	In Class Only
Guided/unguided journals	Students write weekly on "Color Observations" resulting with an outcome of a "Color Reference Journal".	Out of Class Only
Critiques	Each assignment is critiqued through student him/herself, their peer and instructor verbal observations and input.	In Class Only
Term or research papers	Students write essay based on how they, as humans, fit in the every-day-world and how color might affect perception and deductions.	Out of Class Only
Laboratory projects	Students continue work beyond designated class time to complete assignments,.	Out of Class Only
Presentations/student demonstration observations	Students prepare for class visual presentations and demonstrations.	Out of Class Only
Presentations/student demonstration observations	Students prepare for class verbal presentations on selected readings.	Out of Class Only
Product/project development evaluation	Outside of critiques, instructor works one-on-one with individual students.	In Class Only

Assignments

Other In-class Assignments

1. Schematic use of color in series of progressive image building compositions utilizing intermediate level design elements and principles.
2. Warm/cool color applications in a two part design composition series based on organic and geometric extrapolated shapes from existing forms.
3. Cross-cultural design with historical color usage.
4. Non-objective or narrative mixed media collage in which existing process color constitution is identified and replicated.
5. Oral presentation on conceptual, subjective and symbolic attributes of color.
6. Color Theory Reference Book to include using gouache definition of primary, secondary and tertiary hues; tints tones and shades of one color; desaturation of complements; subjective color combinations; ground color in grey, white and black affecting primary and secondary hues; subjective color definition of "pretty" and "ugly" color; color as content with written descriptive sidebars; arbitrary colors.
7. Albers color exercises.
4. Final self-designed project

Other Out-of-class Assignments

1. Color theory reference book with weekly assignments of intermediate color applications.
2. On going color journal.
3. Color autobiography essay.
4. Preparation of verbal presentation on historical, social and psychological aspects of individual hues.

Grade Methods

Letter Grade Only

MIS Course Data

CIP Code

50.0701 - Art/Art Studies, General.

TOP Code

100200 - Art

SAM Code

E - Non-Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Funding Agency Category

Not Applicable

Program Status

Program Applicable

Transfer Status

Transferable to both UC and CSU

C-ID

ARTS 270

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Approvals**Curriculum Committee Approval Date**

02/05/2019

Academic Senate Approval Date

02/14/2019

Board of Trustees Approval Date

03/15/2019

Course Control Number

CCC000282796

Programs referencing this course

Studio Arts AA-T Degree (<http://catalog.collegeofthedesert.eduundefined?key=2/>)