

ART 116 : BASIC DESIGN: COLOR

Transcript title

Basic Design: Color

Credits

3

Grading mode

Standard letter grades

Total contact hours

60

Other hours

60

Course Description

Introduces concepts and principles of color theory related to the visual arts. Make informed color choices to communicate ideas through studying scientific research (theory) and hands-on projects (practice). Emphasizes critical thinking and creative problem solving in a variety of media.

Course learning outcomes

1. Use color and design as a form of visual communication.
2. Apply concepts and principles of color theory in exercises and compositions using a variety of media.
3. Analyze color as a design element.
4. Articulate concepts and principles using color theory vocabulary.
5. Contextualize the evolution of color theory.
6. Use media-specific terminology to receive and provide feedback.

Content outline

1. Concepts and vocabulary of color theory
2. Additive and subtractive colors and color circles
3. Application of color harmonies: simple, opposing, balanced, and informal
4. Application of color interactions: value, saturation, chroma, muting, transparency
5. Application of color symbolism
6. Constructive critique, receiving and giving feedback between instructor and classmates

Required materials

Students will need to provide specific materials used in this course, please see the syllabus for a detailed list.

General education/Related instruction lists

- Arts and Letters