



COURSENAME: COLOR THEORY

COURSE NUMBER: ART* 109

CREDITS: 3

CATALOG DESCRIPTION: An examination of color theory and terminology. Studio projects will allow students to develop sensitivity to color interactions. Advanced projects will combine theory and practical problem solving.

PREREQUISITES: None

COURSE OBJECTIVES:

General Education Competencies Satisfied:

HCC General Education Requirement Designated Competency Attribute Code(s):

AESX **Appreciation of the Aesthetic Dimensions of Humankind**

Additional CSU General Education Requirements for CSU Transfer Degree Programs:

None

Embedded Competency(ies):

None

Discipline-Specific Attribute Code(s):

FINA **Fine Arts elective**

Course objectives:

General Education Goals and Outcomes:

Appreciation of the Aesthetic Dimensions of Humankind: Students will understand the diverse nature, meanings, and functions of creative endeavors through the study and practice of literature, music, the theatrical and visual arts, and related forms of expression.

Course Specific Outcomes:

1. Reinforce and expand competence in the application of basic design elements, properties, and principles.
2. Demonstrate the process of visual thinking that leads to productive problem solving.
3. Demonstrate a knowledge of the aesthetic and expressive qualities of fine art and commercial art with an emphasis on design.

4. Demonstrate a knowledge of artistic trends and styles acquired through visual examination and historic references that focus on social, political, and cultural contexts.
5. Create a portfolio that demonstrates the relationship between design projects.
6. Investigate and articulate ethical choices when communicating through the visual medium.

COURSE CONTENT:

This fundamental course will provide an introduction to the principles of color and an exploration of color theory as it relates to design. Students investigate color schemes and properties and their relationship to composition in making appropriate design decisions. The psychological, cultural and symbolic aspects of color will also be examined in relationship to visual communication.

The History of Color Theory

- A. Da Vinci
- B. Newton
- C. Goethe
- D. Ostwald
- E. Munsell
- F. Itten
- G. Albers

Color Models

- A. RGB Additive
- B. CMYK Subtractive

Color Principles

- A. Color Terminology
- B. The Color Wheel
- C. Color Interaction
- D. Hue
- E. Value
- F. Saturation
- G. Color Temperature
- H. Color Schemes
- I. Blending

Color Interaction

- A. Simultaneous Contrast
- B. Transparency
- C. Optical Mixing

Color Exploration

- C. Gouache
- D. Acrylic

- E. Cut Paper
- F. Color Aids

Color Unity

- A. Color Relationship
- B. Unifying Strategies for Color Mixing