FASH A175: APPLIED COLOR AND DESIGN THEORY

Item	Value
Curriculum Committee Approval Date	03/10/2021
Top Code	130300 - Fashion
Units	3 Total Units
Hours	90 Total Hours (Lecture Hours 36; Lab Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	Yes
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)
Associate Arts Local General Education (GE)	• OC Active Participation - AA (OC2)
Associate Science Local General Education (GE)	• OCC Arts - AS (OSC1)

Course Description

Introduction to color and design theory and application, including line, shape, value and color. Utilization of tools, materials, and equipment to develop a visual vocabulary and technical skills applicable to interior, architectural, and fashion related fields of design. Enrollment Limitation: ID A175; students who complete FASH A175 may not enroll in or receive credit for ID A175. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Demonstrate understanding and application of the intergeration of color theory into the elements and principles of design.

Course Objectives

• 1. Identify and apply all terminology related to design elements and principles.
• 2. Identify and recognize various color systems and theories, including Prang, Albers, Munsell, Itten and Otswold.
• 3. Demonstrate and apply psychological and physiological characteristics of color theory.
• 4. Differentiate significant cultural, geographic, economic, and political factors which influence the use color in design.
• 5. Develop communication skills in the presentation of design ideas in written, oral and visual forms.
• 6. Demonstrate craftsmanship and technical skill in the accurate manipulation of a variety of selected art materials, equipment, media, and tools used in the preparation of professional quality design presentations..
• 7. Translate art principles and design elements through skills and techniques in the design process.
• 8. Present, discuss, critique and evaluate individual and group two-dimensional design work.
• 9. Compile, through active participation in class, a portfolio of designs.

Lecture Content

Introduction, course orientation. Introduction to the design process and development of skills using a variety of media. Presentation of design ideas in written, oral and visual form. Recognize the theoretical concepts and terminology common to all two-dimensional art activities, including the basic elements of line, shape, value, texture, color, and spatial illusion. Problem solving visual exercises that develop two-dimensional awareness and require exploration and manipulation of the basic two-dimensional elements. Introduction to art elements Line Space Texture Pattern Shape/ mass Color Line weight and variation Long/short Thick/thin Dark/light Implied/psychic Schematic/lyrical Introduction to design principles Unity Emphasis Proportion / scale Rhythm Balance Color Theory: physiological aspects of seeing color, psychological factors, trends and forecasts. Color blindness – physiology and factors. Color Systems and attributes (additive/subtractive) Hue/ local color Value Chroma/ saturation Transparency/opacity/ undertones Warm/ cool Color wheel: Color schemes and relationships Complements, split-complements Triad High/low contrast Monochromatic Analogous Neutralized color by complementary mixing. Value relationship (grayscale) Achromatic De-saturation of color into tints, tones, shades Color systems Munsell Albers Itten Ostwald Prang Pantone Color Harmony Related Contrasting Cultural interpretations of design and color Heritage/Historical Symbolism Geographic Location Application of design elements and principles in related fields of design Apparel Industrial design Architectural Graphic Interior Design Trends and forecasting for color and design fields.

Lab Content

Assignments based upon the elements of design. Assignments based upon the principles of design. Problem solving visual exercises that develop two-dimensional awareness and require exploration and manipulation of the basic two-dimensional elements for design related fields. Course projects that explore the dynamic relationships of two-dimensional elements and organizing principles. Development of skills using a variety of artistic materials, techniques and tools appropriate to an introductory study in color and design, including but not exclusive to pencils, markers, inks, paints, glues and cutting tools. Present, discuss, critique and evaluate their own work, as well as those of their classmates. Demonstration of organizing visual elements and principles in the composing of designs, which include use of: Elements: line value color shape texture Design principles Unity Emphasis Proportion / scale Rhythm Balance   Color Systems and attributes (additive/subtractive) Hue/ local color Value Chroma/ saturation Transparency/opacity/ undertones Warm/ cool Color wheel Color schemes and relationships Complements, split-complements Triad High/low contrast Monochromatic Analogous Neutralized color by complementary mixing. Value relationship (grayscale) Achromatic De-saturation of color into tints, tones, shades

Method(s) of Instruction

• Lecture (02)
• DE Live Online Lecture (02S)
• DE Online Lecture (02X)
• Lab (04)
• DE Live Online Lab (04S)
• DE Online Lab (04X)

Instructional Techniques

Lecture, demonstration of methods and materials, laboratory, class discussion and critique, visual examples by slides, books, video, computer, field trips.

Reading Assignments

Various art, design and theory reading provided by the instructor. 1-2 hours per-week.

Writing Assignments

Notebook: Compile a notebook of techniques learned in class for future reference. Line Study: Expressing adjectives or adverbs, horizontal and vertical lines, curved lines, textural effect, and use of space, balance, and interest. Suggested Color Assignments: Variety of color media, paper and boards used in assignments of color wheel, grey scale, constant chroma and value, earth tones advance and recede. Other assignments involving fabrics, etc., may be used to develop color schemes, Color Key, or other harmonies. 2-3 hours per week.

Out-of-class Assignments

Field trip, historical and contemporary research 1-2 hours per week.

Demonstration of Critical Thinking

Students will demonstrate the ability to conceptualize and complete projects on time and in a manner outlined in assignment rubric. Students will work individualy and in groups to complete theory and design based projects. Participation in personal and group critique.

Required Writing, Problem Solving, Skills Demonstration

Student projects, class presentations, research, examinations, student participation.

Eligible Disciplines

Fashion and related technologies (merchandising, design, production): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Interior design: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Feisner, Edith Anderson. Color Studies, 3rd ed. New York: Fairchild Books, Inc. , 2014 Rationale: latest

Other Resources

1. Students will supply project materials. Instructor will supply handouts and special resourses, including but not limited to digital content, video, and art materials.