ID A175: APPLIED COLOR AND DESIGN THEORY

Item	Value
Curriculum Committee Approval Date	03/24/2021
Top Code	130200 - Interior Design and Merchandising
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

Basic design theory and application. Utilization of tools, materials, and equipment to develop technical skills applicable to interior, architectural, and other related fields of design. Enrollment Limitation: FASH A175; students who complete ID A175 may not enroll in or receive credit for FASH A175. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

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

Course Objectives

- 1. Identify and interpret all terminology related to design elements and principles.
- 2. Identify and interpret various color systems and theories, including Prang, Albers, Munsell, Itten and Otswold.
- 3. Demonstrate and apply psychological and physiological characteristics of design elements and principles.
- 4. Differentiate significant culture, geographic, economic, and political factors which influence the use of 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. Compile, through active participation in class, a portfolio of designs.
- 9. Present, discuss, critique and evaluate individual and group two-dimensional design work.

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 1. Line 2. Space 3. Texture 4. Pattern 5. Shape/ mass 6. Color VI.   Line weight and variation 1. Long/short 2. Thick/thin 3. Dark/light 4. Implied/psychic 5. Schematic/lyrical VII. Introduction to design principles 1. Unity 2. Emphasis 3. Proportion / scale 4. Rhythm 5. Balance VIII. Color Theory: physiological aspects of seeing color, psychological factors, trends and forecasts. IX. Color blindness – physiology and factors. X. Color Systems and attributes (additive/ subtractive) 1. Hue/ local color 2. Value

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 art 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 the use of: 1. Elements: a. line b. value c. color d. shape e. texture 2. Design principles a. Unity b. Emphasis c. Proportion / scale d. Rhythm e. Balance 3. Color Systems and attributes (additive/ subtractive) a. Hue/ local color b. Value c. Chroma/ saturation d. Transparency/ opacity/ undertones e. Warm/ cool 4. Color wheel a. Color schemes and relationships

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, greyscale, 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(can be self-guided), 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 individually 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, ed. New York: Fairchild Books, Inc. , 2014 Rationale: latest

Other Resources

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