

# The Art Institute of California

## Course Syllabus

**Course Number:** FS103

**Course Title:** Color Theory section A

**Class Meetings:** Monday 8-12

**Session/Year:** Fall 2005

**Instructor Name:** Nina Bellisio

**Email Address:** nina@bellisio.com

**Phone:** 1-888-493-3261

**Instructor Availability Outside of Class:** Wednesday, 5-6 (402)

### Color Theory

#### **Course Description:**

In this course, students will explore color theory, including additive and subtractive color. Discussions of color and its relationship to composition, through harmony and contrast, will be explored.

**Course Length:** 11 Weeks

**Contact Hours:** 44 Hours

**Lecture:** 22 Hours

**Lab:** 22 Hours

**Credit Value:** 3 Credits

#### **Course Competencies:**

Upon successful completion of this course, the student should be able to:

- Compare and contrast hue, value, and saturation
- Apply the concepts of unity, variety, contrast, dominance, appropriateness, balance, and harmony to their design
- Compare and contrast additive and subtractive color theory
- Distinguish the relative aspects of color perception (e.g., psychological and cultural aspects) as they apply to solving design problems
- Differentiate between color used as symbol, as expression, and as description
- Identify and define which color theories apply to different input/output devices
- Identify color choices and ways
- Demonstrate the design concept visually through sample boards, etc

**Course Prerequisites:** None

**Recommended Texts:** *Exploring Color* by Nita Leland (North Light Books ISBN: 0891348468, 1999) & class handouts

#### **Materials and Supplies:**

portfolio binder, package of Color-Aid paper, \$6 for class trip, supplies from school kit (1 inch by 60 yards drafting tape, a 6-inch basic compass, a 24-inch stainless-steel T-

square with measurements, a 18-inch stainless steel AD agency ruler, a 10-cup palette tray, a #8 water-color brush, a pink pearl eraser, two pencils (HB and 3B), an illustration board (1/2 size), and a L&B gouache set with these colors: ivory black, permanent white, ultra-marine blue, cyan-blue, Persian red, magenta and primary yellow. )

**Estimated Homework Hours:** 4 Hours per week

**Technology Needed:** None

**Grading:**

Portfolio Projects	80 points (16 projects, 5 points each)
Film Essay	20 points (5 palette+ 15 essay)
Final Project	20 points (5 thumbnails + 15 posters)
Midterm Quiz	30 points
Final Quiz	30 points
Final Portfolio	20 points (20 projects + 10 magazine examples)
Participation	-1 point for every <b>HOUR</b> of class missed
TOTAL: 200 POINTS	

<b>Grading Scale:</b>	A	100-93
	A-	92-90
	B+	89-87
	B	86-83
	B-	82-80
	C+	79-77
	C	76-73
	C-	72-70
	D+	69-67
	D	66-65
	F	64 or below

**Process for Evaluation:**

- Class projects are graded on accuracy of color mixing, neatness and overall design.
- The final portfolio must contain work collected and created throughout the quarter.
- You are responsible for all material covered in lectures, readings and discussions.
  - Arrive on time - lectures and demos will take place at the beginning of each session.
  - All are required to participate in critiques, missing critique lowers your work one letter grade.
  - You are responsible for the work missed due to any absences.
  - All work must be received by the set deadlines, **NO LATE WORK** will be accepted.

- On-time projects may be redone with instructor approval.
- Midterm and final quizzes CANNOT be made up and must be completed on the assigned day.
- ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS WEEK 11.

**Classroom Policy:**

- No food allowed in class or lab at any time. Drinks in recloseable bottles allowed in classroom.
- Break times are scheduled by the instructor at appropriate intervals.
- Headphones are required if listening to music during lab. No headphones are allowed in lecture.
- Any student who has special needs that may affect his or her performance in this class is asked to identify his/her needs to the instructor in private by the end of the first day of class. Any resulting class performance problems that may arise for those who do not identify their needs will not receive any special grading considerations.

Any student who has special needs that may affect his or her performance in this class is asked to identify his/her needs to the instructor in private by the end of the first day of class. Any resulting class performance problems that may arise for those who do not identify their needs will not receive any special grading considerations.

**Disability Policy Statement:**

“It is our policy not to discriminate against qualified students with documented disabilities in its educational programs, activities, or services. If you have a disability-related need for adjustments or other accommodations in this class, contact the Disabilities Services Coordinator Tera Porterfield at 415-276-1060 or see her at room 505.”

## Weekly Outline

### Week One

**lecture:** using paint; mixing primaries into secondary and tertiary colors, tone, tints and shades

**lab:** material swatch chart, color wheel

**homework:** finish color wheel

### Week Two

**lecture:** creating a grayscale, primary color value scales, mixing complements

**lab:** grayscale and color value scales, achromatic composition

**homework:** read and outline *The Colorblind Painter* by Oliver Sacks

### Week Three

**lecture:** Island of the Colorblind, value-based compositions

**lab:** disappearing patterns

**homework:** disappearing/reappearing pattern challenge

### Week Four

**lecture:** the Bauhaus, effects of color schemes

**lab:** Albers exercises, color scheme compositions

**homework:** finish color scheme compositions, study for midterm

### Week Five MIDTERM QUIZ

**lecture:** color in film

**lab:** film analysis

**homework:** choose film, outline color schemes and create palette, fine art color example

### Week Six

**lecture:** the science of color, creating pigments and dyes

**lab:** fine art color palettes

**homework:** film paper, finish color palettes, advertising color example

### Week Seven

NO CLASS

### Week Eight

**lecture:** FILM PAPER DUE additive and subtractive color, RGB vs. CMYK, color in advertising

**lab:** website color schemes, Pantone matching

**homework:** advertising color palettes

### Week Nine

**lecture:** color in graphic design, color in art history

**lab:** color in art history (Picasso, Matisse)

**homework:** selected film poster color palettes with explanation, Warhol source image

### **Week Ten**

**lecture:** color in art history, non-European color

**lab:** color in art history (Warhol, Kandinsky)

**homework:** final portfolio, final project

### **Week Eleven FINAL QUIZ**

**Final Portfolio Due**

**Final Project Due**