

California University of Pennsylvania
Guidelines for New Course Proposals
University Course Syllabus
Approved: 2/4/13

Department of Art and Design

A. Protocol

Course Name: Color Theory
Course Number: ART 262
Credits: 3
Prerequisites: None
Maximum Class Size (face-to-face): 22
Maximum Class Size (online):
(Choose which one is appropriate or both if applicable)

B. Objectives of the Course:

1. Students will analyze the important role of color as it relates to art and design.
2. Students will define and apply the correct color terminology used by professional artists and designers.
3. Students will create original visual works utilizing various color systems.
4. Students will utilize color effectively for intentional viewer informational and emotional response.

C. Catalog Description:

This course is designed to teach the effective use of color across the areas of art and design. The course covers in detail fundamental studio elements along with historical perspectives to give the student a deeper insight and understanding.

D. Outline of the Course:

1. color and perception
 - a. Sources of light
 - b. Metamerism
 - c. The human eye
 - d. Rods and cones
 - e. Afterimages

- f. Color perception deficiencies
- g. Chromotherapy
- h. Chromophobia
- i. Color forecasting
- j. Anaglyphic stereography

2. Color Theory

- a. Aristotle
- b. Da Vinci
- c. Newton
- d. Goethe
- e. Albers
- f. Munsell
- g. CIE (Commission International D'Eclairage)
- h. ICC (International Color Consortium)
- i. ISCC (Inter-Society Color Council)
- j. Digital Color

3. Color Psychology

- a. Psychological perception
- b. Mood and emotion
- c. Color and appetite
- d. Color and flavor
- e. Socioeconomic aspects of color
- f. Learned color responses
- g. Color function and cognition
- h. Packaging and products

4. Color Harmonies

- a. Shades of gray, values and monotonies
- b. Tints, tones, and shades
- c. Hue, chroma and saturation
- d. The color wheels
- e. Color temperature
- f. Transparency and space
- g. Complements and split complements
- h. Neutrals and value
- i. Triads
- j. Tetrads
- k. Contrast and simultaneous contrast
- l. Local color

5. Digital Color

- a. Pixels
- b. Color and pixel depth
- c. Raster vs vector
- d. Additive color vs subtractive color
- e. Color pickers (rgb, cmyk, adobe, pantone, etc.)
- f. Gamma and monitors
- g. Color management modules
- h. ICC profiles

- i. Color calibration
- j. Scanning
- k. Web color
- l. Production printing
- m. Dot gain
- n. 4-color separations:plates
- o. Benday dots/velbx

6. Color and Fine Art

- a. Impressionism
- b. Pointilism/divisionism
- c. Fauvism
- d. Abstract expressionism
- e. Minimalism
- f. Op art
- g. Neo-expressionism
- h. Outsider art

7. Color and Design

- a. Graphics and brand identity
- b. Package design
- c. Product design
- d. Toy design
- e. Web design
- f. Environmentally friendly inks
- g. Color ownership and copyright

E. Teaching Methodology:

Traditional Classroom Methodology

This course is designed to provide the student with 90 hours of instruction per semester (typically 6 hours per week.) Instruction will occur using, but not limited to lecture, assignments, critiques and demonstrations.

F. Text

Specifications for an appropriate text or supportive material will be provided by the instructor.

G. Assessment Activities:

Traditional Classroom Assessment

Students will be assessed using exams, quizzes, homework assignments, individual and group assignments.

H. Accommodations for Students with Disabilities:

Accommodations for Students with Disabilities

Students with disabilities:

- Reserve the right to decide when to self-identify and when to request accommodations.
- Will register with the Office for Students with Disabilities (OSD) each semester to receive accommodations.
- Might be required to communicate with faculty for accommodations, which specifically involve the faculty.
- Will present the OSD Accommodation Approval Notice to faculty when requesting accommodations that involve the faculty.

Requests for approval for reasonable accommodations should be directed to the Office for Students with Disabilities (OSD). Approved accommodations will be recorded on the OSD Accommodation Approval notice and provided to the student. Students are expected to adhere to OSD procedures for self-identifying, providing documentation and requesting accommodations in a timely manner.

Contact Information:

- Location: Azorsky Hall – Room 105
- Phone: (724) 938-5781
- Fax: (724) 938-4599
- Email: osdmail@calu.edu
- Web Site: <http://www.calu.edu/current-students/student-services/disability/index.htm>

I. Supportive Instructional Materials, e.g. library materials, web sites, etc.

A list of library and internet material will be provided by the instructor.

Additional Information for Course Proposals

J. Proposed Instructors:

Any qualified member of the Department of Art and Design Faculty.

K. Rationale for the Course:

Required for students to have a complete understanding of color theory.

L. Specialized Equipment or Supplies Needed:

None

M. Answer the following questions using complete sentences:

1. Does the course require additional human resources? (Please explain)
No, additional human resources are not required.
2. Does the course require additional physical resources? (Please explain)
No, additional physical resources are not required.
3. Does the course change the requirements in any particular major?
(Please explain)
Yes, required for a BS in Graphic Design and BFA Majors.
4. Does the course replace an existing course in your program? (If so, list the course)
No, it does not replace an existing course.
5. How often will the course be taught?
This course will be taught every semester.
6. Does the course duplicate an existing course in another Department or College? (If the possibility exists, indicate course discipline, number, and name)
No, it does not duplicate an existing course.

N. If the proposed course includes substantial material that is traditionally taught in another discipline, you must request a statement of support from the department chair that houses that discipline.

O. Please identify if you are proposing to have this course considered as a menu course for General Education. If yes, justify and demonstrate the reasons based on the categories for General Education. The General Education Committee must consider and approve the course proposal before consideration by the UCC.

No