

## COLOR THEORY – AD114

Instructor:	e-mail:
	Term:
Voice mail:	Total class hours: 18
Office hours:	Class meets:

**Course description:** Discover color and its implications for designers and artists. Study ideas of space and the use of color to solve spatial problems. Look at color harmony and the way colors interact, as well as color qualities and combinations.

**Course objectives:** Upon completion of the class, students will:

- Develop a working understanding of the essential traits of color.
- Establish and demonstrate practicable strategies for selecting color palettes and concept-driven color harmonies.
- Establish and demonstrate skill in color mixing and color discernment.
- Be familiar with contemporary color specification systems such as Pantone (PMS), RGB, CMYK, CIE.
- Become familiar with the history of and use of color in apparel design.
- Know in principle the physics of color (light), the chemistry of color (pigment), and the impact of color (psychology).

**Competencies being assessed.** At the end of course, a student can:

- Apply basic and complex color schemes and color theory to develop and enhance visual effects.

**Class format:** Class time is divided between lecture, research and student presentations.

**Recommended text:** *Understanding Color: An Introduction for Designers: 4th Edition;* Holtzschue, Linda; ISBN 9780470381359.

**Required supplemental materials:** Laptop or tablet for taking notes and in-class research.

**Standards of conduct: Complete and on-time attendance is mandatory.**

- **No student can miss three or more classes and expect to pass this class.**
- Attendance is at the beginning of each class period. If you are late, you will lose half the attendance points for the day. If you arrive late, it is your responsibility to make sure you have been counted present. If you arrive more than 15 minutes after the beginning of a part of the class period, you will be counted absent for that part of the period.
- If you are absent, you lose the attendance points for that day. If you know ahead of time that you will not be in class, make arrangement with the instructor the night *before* class (by 10 p.m. and by telephone).
- It is the student's responsibility to keep track of assignments and turn them in on time should the students miss the class or arrive late.
- Professionalism means: Turn off your cell phone. Attend the full class. Focus and follow-through during classroom work. Have respect and work well with classmates. Use the same behavior in the classroom as you would on the job in the apparel industry.
- Late work will result in a one letter grade deduction.

**Labeling Policy:** All student work must be turned in with the following information: Name, Course Name/Number, Instructor, Term/Date, Project/Assignment, Contact Info (phone or e-mail). Work may not be accepted for full credit without the required information. PFI cannot guarantee the return of student work that is not labeled with the required information.

**Incomplete:** A student who, due to medical or other exceptional causes, cannot complete the required class work must document his/her situation and submit a written request for an incomplete grade to be entered. The instructor, the academic advisor and director must approve the grade and assign a time line for the work to be completed. Incompletes must be requested and approved no later than the end of the quarter for which the incomplete is requested. To remove an incomplete, a student must complete the required course work before the next quarter commences. If a student does not comply within the time line or does not complete the work, an "F" grade, or the grade calculated by the instructor on the incomplete form, will be entered to replace the incomplete.

To initiate a request for an incomplete grade, the student must fill out an incomplete form and submit it to his/her instructor. The instructor will obtain the required signatures and submit the completed form with final grades.

**Withdrawal (W/WF):** The student who withdraws from a course or from the program during the first six weeks of the quarter will be assigned a "W" code for each course. The "W" code is not used in computation of the student's grade point average; however, "W" credits are counted toward total credits attempted. The student who withdraws from a course or from the program after the ninth week of the quarter will be assigned a "WF" code for each course. The "WF" code is the equivalent of a grade of "F" and is used in computing the student's grade point average.

Students wishing to withdraw from PFI must file an official status change form with the Academic Advisor.

Last day to withdraw from the class is 48 hours before class starts.

**Lab Policies:** Leave food and drink outside the classroom. Disciplinary action will be taken toward any student found using the equipment in an inappropriate manner. Disruptive, disrespectful, rude behavior is not tolerated.

**Plagiarism:** Presenting the writings, images or paraphrased ideas of another as one's own, is strictly prohibited. Properly documented excerpts from other's works, when they are limited to an appropriate amount of the total length of a student's paper, are permissible when used to support a researched argument.

**Attendance Policy:** Students who are absent from all scheduled classes over a 14-day period (2 weeks) are subject to automatic attendance suspension—from PFI, not just from this course. This means the student is administratively withdrawn from all courses and cannot attend classes or continue in the current quarter unless he/she successfully appeals for reinstatement. Students who anticipate violating the attendance policy should contact the academic advisor immediately to discuss options such as withdrawing from PFI or navigating the appeals process.

**Picking up Work:** Please pick up your work no later than the first Friday of the following quarter. If you cannot retrieve your work by this date please make arrangements with me. All work not picked up by this date will be recycled.

**Students with Disabilities:** It is PFI policy not to discriminate against qualified students with a documented disability in its educational programs, activities or services. If you have a disability-related need for adjustments contact the academic advisor.

**Evaluation:**

Attendance/Professionalism/Participation	10 %
Midterm review	10 %
Final review	10 %
Four color exercises & presentations	40 %
Final exercise and presentation	30%
<b>TOTAL</b>	<b>100 %</b>

**Grade Scale**

Letter	Number	Rating
A	95-100	Excellent
A-	90-94	
B+	87-89	Good
B	83-86	
B-	80-82	
C+	77-79	Satisfactory
C	73-76	Fair
C-	70-72	
D+	67-69	Marginal
D	62-66	
F	<62	Failure

**COURSE CALENDAR**

This syllabus is subject to change at the instructor's discretion.

WEEK/DATE	TOPIC	ACTIVITY	ASSIGNMENTS
1/	Introductions. Goals and Objectives. Overview: Principles of visual design	<b>Bring supplies to every class.</b> <b>LECTURE:</b> Why Color: Color basic terms & concepts <ul style="list-style-type: none"> <li>Color's emotional connection — direct-to-response design.</li> <li>Culture and Color — color personality, color identity, branding.</li> <li>Color Coding — communicating via color selections and assignments</li> </ul> <b>IN CLASS RESEARCH:</b> Color Connotations <b>CLASSWORK</b> <ul style="list-style-type: none"> <li>Color exercise #1</li> </ul>	Complete color exercise #1  Read: Ch1, Ch2 (pp11-24)
2/	History of color: use and application	<b>PRESENTATIONS:</b> <ul style="list-style-type: none"> <li>Share homework</li> </ul> <b>LECTURE:</b> <ul style="list-style-type: none"> <li>Color and textiles: Europe, Islamic, Indian, Chinese, American traditional</li> </ul> <b>IN CLASS RESEARCH:</b> <ul style="list-style-type: none"> <li>Historic uses of color in textiles</li> </ul> <b>CLASSWORK</b> <ul style="list-style-type: none"> <li>Color exercise #2: Historic research paper</li> </ul>	Complete color exercise #2
3/	Elements of color	<b>PRESENTATIONS:</b> <ul style="list-style-type: none"> <li>Share homework</li> </ul> <b>LECTURE:</b> Color Charting Intro & HVC Basics <ul style="list-style-type: none"> <li>Color Basics: Hue, Value, Chroma according to Munsell.</li> <li>Interactive Play with Hue-Saturation-Value: Try out Kuler</li> <li>Charting Basics: Schemes according to Elsen</li> <li>Color Charting Examples</li> </ul> <b>IN CLASS RESEARCH:</b>	Complete color exercise #3  <b>Prep for midterm review</b>

		<ul style="list-style-type: none"> <li>• H/V/C in a 3D model</li> </ul> <b>CLASSWORK</b> <ul style="list-style-type: none"> <li>• Color exercise #3: Build color schemes within a 3D color model similar to Muller's color model, Ostwald's double-cone model or the Swedish NCS model</li> </ul> <b>MIDTERM REVIEW</b>	
4/	Color in design	<b>PRESENTATIONS:</b> <ul style="list-style-type: none"> <li>• Share homework</li> </ul> <b>LECTURE:</b> <ul style="list-style-type: none"> <li>• Textiles as art</li> <li>• Taxonomy of color: Pantone (PMS), RGB, CMYK, CIE</li> </ul> <b>IN CLASS RESEARCH:</b> <ul style="list-style-type: none"> <li>• Historic uses of color in design</li> <li>• The organization of the textile industry</li> </ul> <b>CLASSWORK</b> <ul style="list-style-type: none"> <li>• Color exercise #4: Art and its influence on the fashion industry</li> </ul>	Complete color exercise #4
5/	Color research and trends	<b>PRESENTATIONS:</b> <ul style="list-style-type: none"> <li>• Share homework</li> </ul> <b>LECTURE:</b> <ul style="list-style-type: none"> <li>• The chemistry of color: Physical and psychological</li> <li>• Color in the industry: Testing, mixing and patents</li> <li>• Color trends &amp; preferences — anticipating the market; selling color</li> </ul> <b>IN CLASS RESEARCH:</b> <ul style="list-style-type: none"> <li>• Color and society</li> </ul> <b>CLASSWORK</b> <ul style="list-style-type: none"> <li>• Color exercise #5: Color trends for one of next four seasons and why</li> </ul>	Complete color exercise #5  <b>Prep for final review</b>
6/	Final presentation	<b>PRESENTATIONS:</b> <ul style="list-style-type: none"> <li>• Share homework</li> </ul> <b>FINAL REVIEW</b>	<b>Final presentation, notebook of color exercises due</b> at end of class