Course Description
Recommended preparation: Eligibility for English 1A and Reading 053. Students have the opportunity to refine their basic-design skills through the use of color concepts based on theory and expression, and experimentation. Projects focus on color attributes such as hue, value, intensity, weight, distance, temperature, color schemes, and color interaction. This course is AA/AS degree and certificate applicable. Credit/No Credit Option. Acceptable for credit: UC, CSU.

Beginning instruction in computer software (Adobe Photoshop CC), no previous experience necessary. This section is offered for individuals who intend to enter the computer art, design, graphic design and animation fields.

Student Learning Outcome:
Create a Color Wheel mixing pigments together to create primary, secondary, and tertiary hues.

Beginning instruction in color composition in two dimensions. We will explore several common tools, including using the computer to paint, draw, collage, etc. The exploration of color theory and artistic terminology will be the common theme to all projects. We will spend the equivalent of 3 hours on line two days a week at the computer (1 hour of “lecture” and 2 hours of “lab” /day).

The course content will be available via the Canvas site. https://wvm.instructure.com/login/canvas
We’ll begin watching videos and tutorials on Monday, Aug. 27th.
You will need access to any “CC” (Creative Cloud or “CS” Creative Suite – v. 5 or later) version of Adobe Photoshop software. (Don’t pay full price, be sure to get the student rate! Subscriptions are available for as low as $9.95 a month for students via adobe.com.) You will also need access to a computer with a web browser with appropriate plug-ins that can read .PDF files and play .SWF flash and quicktime movie files.
(There are computers available in the WVC tutorial center (located on the right side of the library) and in the Cilker School of Art and Design design lab, for students in the local vicinity.)

Student Responsibilities
The student is responsible for all of the material presented in class, which should be demonstrated in the work produced and the critiques of the assignments. All assignments must be submitted on the due date for critique. Projects will be graded down 1/2 step per class day late (i.e. from an “A” to an “A-”).

Regular attendance is crucial to develop proficiency and ensure the dissemination of information. You are expected to spend 6 hours with the course materials per week as this is a “laboratory”/studio class. If you should miss an assignment or demonstration, it is your responsibility to obtain that information from a classmate. E-mail or phone me if you have an excusable (medical) absence.
Participation in class discussions and peer critiques is essential and will be noted in your grade.

Student Attendance Policy  (from the WVC Catalog, p. 182)
Students are expected to attend all sessions of each class. Instructors may drop students from the class if they fail to attend the first class meeting, or when accumulated unexcused hours of absences exceed ten percent of the total number of hours the class meets during the semester (9.8 hours in our case). Moreover, an instructor may drop from the class any student who fails to attend at least one class session during the first three weeks of instruction.

Additional lab time may be done at home or in the Cilker Design Resource Center or Tutoring Center Labs in the library. Understand and abide by general lab rules and policies, and back up your own work on cd-rom or USB drives.

Assignments
We’ll have about 10 exercises to demonstrate and teach particular techniques (credit/no-credit). 10 Longer project lasting one week which will have a finite due date, usually Sundays at midnight.
These will be graded so that you can monitor your progress. Projects must be submitted via the assignment drop box in Canvas on time for critique. There are 2 small quizzes.
Late projects will be downgraded one step for each class day late.

Grading
Assignments will be evaluated based upon technical proficiency, implementation, and aesthetic achievement. See table to right. 10 Projects at 5-10 points each, the final is 30 points.

Final Exam: The final project will be due on the designated final exam date (May 22).
Drop/Withdrawal Policy
If you wish to drop the class, you must initiate the drop process at the admissions and (continued)
records office within the first four weeks. After that one a “W” grade will be recorded. Excessive absences will result in an instructor-initiated drop.

Text:
Download (and print) the REQUIRED reader/software notes from the class Canvas website.

Optional Text: Photoshop Visual Quickstart guide, Peachpit Press, CC (2014 or later) version, or other how-to photoshop CC book. Supplemental readings may be handed out.

So much data, where to begin? Start by familiarizing yourself with the Canvas site. Follow along using the MODULES tab.

1. Begin each week by looking at the assigned page in the reader, which you can download here:
   http://instruct.westvalley.edu/challas/33areader.pdf (I will also provide links page by page as we go).
2. Then watch the videos introducing the historical context and how-to for the project.
3. Look next at the Assignment/project guidelines .PDF file which will be posted in these folders.
4. After reading the guidelines (and history at the bottom of each page) watch the video for the student work samples for the project.
5. There will sometimes be an Exercise or two for the week, which we should do before attempting the project.
   (The exercises are little 1-point introductions to a particular technique or concept that will be helpful before executing the more major project.) These are credit/no-credit and should be submitted via the drop box link in these modules.
6. A discussion forum will take place some weeks. I’ll pose a question and you should briefly respond, then reply to one other person’s post. This is also a place where you can ask a technical question and quiz review questions.
7. Submit the major projects which will typically be due by midnight, Sundays.
   Peer reviews will take place after each assignment.

If you ever have a question about technique, content or other matters, feel free to e-mail me via Canvas’s mail client.

Required Materials
Large Color Wheel (for paint colors, RYB primaries) from The Color Wheel Company (not grumbacher), Current edition.

You will need access to a fairly modern computer and web browser with appropriate plug-ins that can read .PDF files and play .SWF flash and quicktime movie files. You will need access to any “CC” (Creative Cloud or “CS” Creative Suite – v. 5 or later) version of Adobe Photoshop and Animate/Flash Professional software (see above).

Plagiarism Policy
While good designers observe the world around them and often “borrow” ideas from existing designs, there is a distinct difference between borrowing and stealing! (Like the difference between paraphrasing and quotation.) Direct plagiarism and cheating on quizzes will not be tolerated. Academic Dishonesty statement: The College’s policy on academic dishonesty covers in-class and out-of-class cheating, plagiarism, assisting another student in cheating or plagiarism, and furnishing false information. Consequences for academic dishonesty may include, but is not limited to, a failing or zero grade for the assignment/quiz/exam, suspension or expulsion from the College. For more information, please see the West Valley College Catalog.

Important Phone Numbers
Emergency: 911; College district police: 741-2092 Health services: 741-2027

WVC makes reasonable accommodations for persons with documented disabilities. College materials may be made available in alternate formats if requested (Braille, audio, electronic or large print). For assistance, please contact the Disability and Educational support program at 741-2010 or 741-2658 (TTY).

A note about on-line etiquette:
We will be communicating with each other via on-line discussion forum/chat boards. Please maintain the same courtesy and respect for others’ view points that you would have with someone in a face-to-face discussion.

If you have a complaint or someone has shared information with you about unlawful discrimination or sexual harassment, contact the Associate Vice Chancellor of Human Resources at West Valley-Mission Community College District, Human Resources Department, (408-741-2060). If the Associate Vice Chancellor of Human Resources is not available, contact the President at 408-741-2097.

The instructor may make changes to the syllabus during the semester. It is the student's responsibility to stay informed of these changes. Students may contact the instructor during office hours and before/after class, time permitting. Students may also wish to have a study partner whom they can contact if they miss class.

If you have a complaint or someone has shared information with you about unlawful discrimination or sexual harassment, contact the Associate Vice Chancellor of Human Resources at West Valley-Mission Community College District, Human Resources Department, (408-741-2060). If the Associate Vice Chancellor of Human Resources is not available, contact the President at 408-741-2097.

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<table>
<thead>
<tr>
<th>Week of</th>
<th>ART 033C Color Design</th>
<th>Spring – Challas</th>
<th>Rev 1.0</th>
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<tr>
<td>1 Jan 28</td>
<td>Introduction. Terminology. Overview lecture. Photoshop, painting, brushes. Pg. 7</td>
<td>Photoshop, painting, brushes, cont. Pg. 8. (Exercises 1 &amp; 2 due, simple painting and custom brush) Introduce Project 1</td>
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<tr>
<td>2 Feb 4</td>
<td>Introduce P1 (5 points) Copy image on a new layer using paint tools.</td>
<td>Project 1 (copy master) DUE (10 points) Layers, Brushes, etc.</td>
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<tr>
<td>3 F 11</td>
<td>Work on project 2 – Self-portrait in monochrome, dotone, triad and tetrad. Shape layers, painting, Expressionism.</td>
<td>Project 2 Due Value and image processing DUE (10 pts). Layers, Brushes, etc. painting, expressionism. Copy image on a new layer w paint tools.</td>
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<tr>
<td>4 F 18</td>
<td>(Presidents’ Day) Introduce Project 3a, Color Wheel design in Red, Yellow and Blue primaries.</td>
<td>Project 3, Color Wheel design part 1 DUE (5 points).</td>
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<tr>
<td>5 F 25</td>
<td>Introduce Project 4a Color Wheel design in Red, Green and Blue primaries, &amp; 4c, Color Wheel design in Cyan, Magenta and Yellow primaries.</td>
<td>Project 4a &amp; b, Color Wheel design parts 2 &amp; 3 DUE (5 points each, 15 points total).</td>
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<tr>
<td>6 Mar 4</td>
<td>Project 5a, b &amp; c: Hue and Value relationship, transparency. Grid of 9 different hues with the same value, and color modes and transparency.</td>
<td>Project 5a,b &amp; c; grid of 9 and two tulips DUE (10 points).</td>
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<tr>
<td>7 M 11</td>
<td>Introduce Project 4, Text. Quiz review (Pg. 6).</td>
<td>Project 6, Text DUE (5 points) 3 files (Point type, type on a path and paragraph type). Quiz 1 – Color terms (5 pts.).</td>
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<tr>
<td>8 M 18</td>
<td>Project 7 Tessellation (E5 Design a 2&quot; square) Notan, symmetry, pattern, Escher. Pg. 19. Split-Compliments, with gradient on black.</td>
<td>Project 7 Tessellation DUE (10 points).</td>
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<tr>
<td>9 M 25</td>
<td>Introduce Project 8 Simultaneous Contrast.</td>
<td>Project 8 Simultaneous Contrast DUE (5 points).</td>
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<td>Apr 1</td>
<td>Spring Break</td>
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<tr>
<td>11 A 15</td>
<td>Introduce Proj. 10 Animation Pp. 28 –30 History of computer graphics; Binary math, color; Pp. 18 – 19.</td>
<td>Project 10 Animation DUE (10pts). Quiz review: File size, resolution</td>
<td></td>
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<tr>
<td>12 A 22</td>
<td>Introduce Proj. 11, Layout, Pg. 28.</td>
<td>Project 11 Layout DUE (10 pts). Quiz review, pp. 18 – 19. Last day to drop with a “W” is 4/25</td>
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<tr>
<td>13 A 29</td>
<td>Montage/Masking exercise, Pg. 29 Introduce Final Project: Montage, Pg. 30.</td>
<td>Quiz 2 – Computer terms (5 pts.).</td>
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<tr>
<td>14 May 6</td>
<td>Introduce Final Project: Montage, Pg. 33.</td>
<td>Work on project 12, final project. Selections, copy/paste. color correction, Pg. 34.</td>
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<tr>
<td>15 M 13</td>
<td>Color correction; Rubber stamp cloning; Pg. 32.</td>
<td>Show me your layered photoshop work-in-progress for final (counts as the last exercise).</td>
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<td>Last week of regular class</td>
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<tr>
<td>17 M 20 – 24 Finals</td>
<td>(No class, “dead”/work day)</td>
<td>Wed. May. 22nd Final Project Due (30 POINTS)!</td>
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Upon completion of this course the student should be able to:
Discuss a heightened awareness of color as shown in the value scale and color wheel organizing principles.
Color match: deduce contents of a color through paint mixing experimentation.
Evaluate/critique a work of one’s own and other’s design using color and design terminology and make individual aesthetic decisions and judgments.

Create color compositions which demonstrate the use of:
Various color systems and color organization, such as: monochromatic, analogous, complementary, dyad, triad, tetrad.
Principles of color perception - light, vision, and the brain, value, hue, intensity (chroma), and color temperature.
Additive and subtractive color (light and paint).
Relationships between color and composition.
Color usage in contemporary art and design and the history of art.
A variety of artistic materials, techniques and tools.

Course Content
Lecture Content
1. Identification and understanding color mixtures using Color Wheel/Color Mixing including hue, primary, secondary, tertiary colors, warm & cool colors.
2. Value, hue, tints, shades, tones, color temperature and intensity.
3. Color and composition.
4. Psychology of Color: mood, expression, association, and cultural and personal interpretations.
5. Color schemes: monochromatic, analogous, complementary, dyads, triads, tetrads and interpretive color interaction and effects.
6. History of color and the development of the color palette.
7. Color systems and color organization
8. Examination of color perception - mind, vision, light.
9. Additive and subtractive color (light and paint).
10. Color usage in contemporary art and design.
11. Color and Technology
12. Critical evaluation and critique of class projects.
13. How color is perceived - light, vision, and the brain.
14. Value, hue, intensity (chroma), and color temperature.
15. Colors, palettes and materials.
17. Identifying and understanding color mixtures.
18. Cultural influences on color usage.

Lab Content
1. Completion of various color scales and charts.
2. Completion of basic design projects emphasizing color schemes demonstrating color theory along with the elements and principles of design.
3. Analyze and evaluate work verbally employing color and design terminology.
4. Completion of projects using a variety of color systems and application techniques appropriate to different art historical periods and styles.
5. Basic design assignments in which the student is required to demonstrate knowledge and skill in the use of the principles of color theory.
6. Assignments in which the student is required to use a variety of color systems and application techniques appropriate to different art historical periods and styles.

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