**Prerequisite: Recommended preparation: Art 33a, Two-Dimensional Design**

**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.

A variety of media will be used, though we will rely mostly on Acrylic paint and computer software. We will spend one day a week in the art lab, and one day a week in the computer lab. Several projects will incorporate both traditional and computer media. Beginning instruction in computer software, 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.

**Student Responsibilities**
The color design class will have ART STUDIO lectures MONDAYS at 12:30.m. SHARP. Critiques will often be at 1:30p.m. Lab time is MANDATORY and will be from 11:00 a.m. – 12:30 each Monday. Participation in the 2-D critiques (usually at 1:00 p.m. on Mondays) is expected. Plan to be on-time (arrive at 10:55) and be set-up and ready by 11:00.

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 to be CRITIQUED must be submitted on the due date for critique. Projects will be graded down one full letter grade if they are not ready for critique, 1/2 step per class day late thereafter. A cumulative final portfolio will be submitted at the end of the semester for review, so KEEP ALL OF YOUR WORK.

Regular attendance is crucial to develop proficiency and ensure the dissemination of information. You are expected to stay in class the full time, 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 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 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**
Daily in-class exercises to demonstrate and teach particular techniques. Longer assignments lasting up to several days and other major projects will be handed in periodically which will have a finite due date. These will be graded and returned so that you can monitor your progress.

**Grading**
Assignments will be evaluated based upon technical proficiency, implementation, and aesthetic achievement. See table to right.

**Final Exam**
There will be a final critique of the final project on the designated final exam date (Wed., Dec 13th from 9:40 – 11:40 a.m.).

Final portfolios (everything you did except the final project) will be due late in the semester. They will be cumulative so keep all of your (printed) work. Portfolios will be returned at our individual meeting, before finals week.
Drop/Withdrawal Policy
If you wish to drop the class, you must initiate the drop process at the admissions and 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.

Required Materials List
Immediately:
• Large Color Wheel (for paint colors, RYB primaries) from The Color Wheel Company (not grumbacher), Current edition
• Paints: Golden or Liquitex soft body acrylic paints including: Red: (Napthol Light or Camium Med.), Yellow: (Cadmium Light or Azo Medium), Blues: Ultramarine, and Thalo (Green Hue) &/or (Cobalt), Black (Ivory or Mars), Titanium White. Optional: Permanent Green Light (LIQUITEX), Dioxazine Purple. OR Liquitex/Amsterdam primary yellow, red, blue, etc.

Do NOT get “BASICS” by liquetex for this class! You will be very sad.
• Brushes: 5/8” flat (square), #6, or 8 or 10 round (-3/8” – 5/8”). -$2.00 each. Get synthetic brushes, not sable.
• Strathmore watercolor pad, 15” x 22” Regular weight. Some projects will be 11” x 15” but three will be 15” x22”
• Black surface (8& core) illustration board, 1 piece 12” x 10” Letramax or Crescent Black Core recommended
• “H” hard pencil for drawing, eraser.
• Glue: rubber cement or solid glue stick (not liquid) (and rubber cement pick-up)
• 15” ruler with a good straight-edge, with cork back
• Utility or X-acto #1 knife (#11 blade)
• Mixing Tray, palette (10 cup with cover available at bookstore)
• Film canisters, or Dixie cups and saran wrap or foil to cover, or “Cubbyware” 10-cup set of resealable canisters.
• Water cup
• Blue masking tape (optional)
• Acrylic Gloss or Matte medium (or modge podge), small bottle, 8oz. or less.
> Blank USB “jump” drive to back-up your computer work. At least 128 MB. <<
Later:
(Inexpensive) Portfolio red rope or black cardboard (at least 16” x 20” but not larger than 22” x 26”)
Other materials may be assigned later.

Resources:
WVC Bookstore – much of what you need for the class is in the art supply section, to the left front as you enter.
University Art, San Jose – 456 Meridian Ave (between Park St. and 280), 947-1444
Aaron Bros. Art – 1730 Bascom Av. Campbell, 879-3800; (other various locations)
Michaels’ Crafts – (various locations);

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).

©2017 Challas WVC Art 33c
<table>
<thead>
<tr>
<th>Week of</th>
<th>ART 033c Color Design</th>
<th>F '17 – CHALLAS</th>
<th>REV. 1.0</th>
</tr>
</thead>
</table>
| 1 Aug 28 | Introduction Materials  
Introduce Project 1 – Color wheel layout 11” x 15” | Computer intro – Photoshop, painting, brushes, color modes. Painting (E1)  
Introduce Comp. P1. | |
| 2 Sep 4 | **Off – LABOR DAY HOLIDAY** | Introduce Comp. P1 (CP1)  
Copy image on a new layer using paint tools. Layers, Brushes, etc. Make your own brush (E3) | |
| 3 S 11 | Work on project 1 – Primary gradient (E2), Secondaries: Flat painting, masking. | C1 Due @ 1:45 p.m. (10 pts.) | |
| 4 S 18 | Finish project 1 – Due for critique @ 1:30 (20 pts)  
P2, 11” x 15” using two solid complimentary. colors, from a photo (using grid enlarge. flat, solid areas. complete coverage). | Introduce Comp. Proj. 2 (C2) Adjustments, Colorizing Image processing: adjustment layers, value reduction. Threshold/posterize & enlarging to fit 11” x 17” for studio | |
| 5 S 25 | Work on P2: Image transfer tips | Filters, shape layers, painting, Expressionism and Animation.  
C2 files copied to server Due @ 1:45 p.m. (10 pts) | |
| 6 Oct 2 | Critique 2 at 1:30 p.m. (15 pts)  
(Interrupt tessellation to 2d, next project for 33c color.) | Text Project – C3 (5 points) 2 prints (one point-text illustration and one type on a path or paragraph text). Due by end | |
| 7 O 9 | Start P3, Tessellation (E5 Design a 2” square)  
Split-Compliments/shades on black (10” x 12”) board | C4 Perceived value of Hue, vector tools  
Quiz review  
Comp Proj. 4 – 3 files DUE @ 1:45 p.m. (5 pts.) | |
| 8 O 16 | **Quiz 1 – Color terms** (5 pts.) @ 11  
Work on Tessellation, Shade-color scale (E6); Quiz review | Comp Proj. 5 – Layout and colorization in Photoshop  
Vector drawing, bezier pen, etc. Due at 1:45 p.m. | |
| 9 O 23 | Critique 3 Tessellation @ 1:30 p.m. (20 pts)  
Introduce P4 Simultaneous Contrast (11” x 22”) | Comp Proj. 6 Layout – vectorization and colorization in Illustrator (5 pts) | |
| 10 O 30 | Critique P4 @ 1:30 p.m. (10 pts.)  
Introduce P5 Musical interpretation in color, shape, line and texture & P6 Collage project (in-class, next Monday). | CP6 Layout in illustrator DUE@ 1:45 p.m. (5 pts)  
History of computer graphics: Binary math, color, etc. | |
| 11 N 6 | Collage in-class studio project P6 (5 pts)  
Bring scissors, glue, old magazines, photos, etc.  
Critique at 1:30 p.m. (5 pts.) | Montage/masking exercise (E7)  
Introduce Final Project (7)  
Quiz review: File size, resolution | |
| 12 N 13 | Critique P5 – Music at 1:15 p.m. (10 pts.) | Quiz 2 – Computer terms (5 pts.)  
Find/print images for final projects  
Selections, copy/paste | |
| 13 N 20 | P7 RGB Still life – Color and spatial relationships,  
In-class still-life project  
Portfolios due next Monday! | Work on digital final/printing | |
| 14 N 27 | Critique P7 (5 pts.) @11:00  
Turn in final portfolio (all but final paint project)  
Discuss final | Show me your layered photoshop piece for CP7 (E8)  
Color correction, Rubber stamp cloning | |
| 15 D4 | Incorporating computer prints  
Individual Meetings @12:30 (work-in-progress = E9) | Final crit for 33a (2D)  
Workday, printing  
Individual Meetings @12:30 p.m. | |
| 17 D 11-13 Finals | (No class, ”dead” day) | Wed. Dec. 13th, 9:40–11:40  
Final Paint Project Critique (AL9) (25 pts) | |

©2017 Challas WVC Art 33c
Contents:
Syllabi .......................................................... iii – vi
Color wheel studio project .................................. 6
Color terminology for Quiz 1 ............................... 7
Photoshop painting review .................................. 8
Computer project 1 guidelines ............................. 9
  Brushes review .............................................. 10
Computer basic terms for Quiz 2 ........................ 11 – 12
Acrylic painting basics ....................................... 13
Colorizing project (#2.1) .................................... 14
  Colorizing how-to .......................................... 15
  Painting over images tips ................................ 16
Animation how-to ............................................ 17 – 18
Animation project (#2.2) .................................... 19
Value reduction/tints studio project ....................... 20
  Printing an image guide for tracing .................... 21
Tessellation studio project .................................. 22
Typography and layout ...................................... 23
Type project ................................................... 24
Perceived value project – Grid of 9 squares (4a) ...... 25
  Color modes project (4b) ................................. 26
Simultaneous Contrast studio project ..................... 27
Photoshop layout project ................................... 28
Livetrace and vectorizing in illustrator .................... 29
Vectorizing layout project .................................. 30
  Bezier points how-to ..................................... 31
Musical interpretation studio project ..................... 32
Collage studio project ...................................... 33
Final Project: Montaging how-to ......................... 34
  Photoshop selections ..................................... 35
Final project guidelines .................................... 36
  Combining images/collaging ............................. 37 – 38

Supplemental information:
Fleshtones ..................................................... 39
Color calibration – Monitor ................................ 40 – 41
  Photoshop .................................................. 42
Clipping paths ................................................ 43
Duotones ....................................................... 44

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 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.