



Elements of Color

School of Visual Concepts

Note: This is a general guide to material that may be covered. Each instructor may cover these subjects in different order and with a different degree of emphasis.

Objectives:

Give students an understanding of the underlying principles in color selection for design and art direction projects.

Give students the vocabulary and analytical skills to critique and discuss color choices in their own and others' projects

Develop a notebook of terms, samples, and explorations students can use for future reference.

Prerequisites:

None

Week One: Introduction

Course overview, objectives and supply list

Human sight and color perception

Vision and how the eye senses color

Week Two: Basic color principles

How do we define color?

Hue, Value, Chroma

Using the color wheel and value scales

Primary, secondary, intermediate and tertiary colors

Week Three: Creating color harmony

Harmony in primaries,

harmonies of contrast, harmonies of nuance, movement and music

Analogous, complementary colors

Week Four: The study of color and color effects

The Bauhaus and Johannes Itten

Joseph Albers' Homage to the Square

Hans Hofmann's Push-pull theory

Simultaneous contrast, afterimage, spreading effect

Week Five: Color as a creator of mood

Creating mood and theme through color

The use of color to create mood and theme

How color affects the body – behavior modification and color therapy

Using pattern/texture/size/proportion/shapes and edges with color

Week Six: Color in the marketplace

Review personal experience compositions

Color in advertising and packaging

History of color in advertising – attention and retention

Color use in packaging

Week Seven: Color symbolism

Color symbolism in language

Historic symbolism

Cultural symbolism

Symbolism in nature

Week Eight: Color trends

Color trends throughout history

Forecasting color trends

Color cycles

Week Nine: How designers work with color

Additive vs. subtractive colors

Continuous tone vs. halftone

Digitization, Color and computers

How designers specify color

Week Ten: Assignment review and color testing

Review assignments and color notebooks

Color testing and color accuracy