

10/1/04

MASTER SYLLABI
MINNESOTA SCHOOL OF BUSINESS
GLOBE COLLEGE
TECHNICAL COURSE SYLLABUS

COURSE NUMBER:	AD100	COURSE TITLE:	APPLIED COLOR THEORY
COURSE LENGTH:	12 WEEKS	CREDIT HOURS:	3
PREREQUISITES:	NONE	CONTACT HOURS:	50 (LECTURE 10/ LAB 40)

TEXT: PRINCIPLES OF COLOR: A REVIEW OF PAST TRADITIONS AND MODERN THEORIES OF COLOR HARMONY, Faber Birren, Schiffer Publishing, Ltd.
ISBN: 0-88740-103-1

CREATIVE COLOR, Faber Birren, Schiffer Publishing, Ltd.
ISBN: 0-88740-096-5

EXPLORING THE ELEMENTS OF DESIGN, by Poppy Evans & Mark A. Thomas (Current Edition)
Delmar Learning
ISBN: 1-4018-3286-5

COURSE DESCRIPTION: This course is designed to teach the student the fundamentals of color, and its use in the creative profession from an artistic and aesthetic point of view to practical production-oriented applications, that will enable the student to effectively communicate as well as express ideas.

OBJECTIVES: Upon completion of this course the student will be able to:

1. Identify the visible color spectrum.
2. Define color terminology.
3. Differentiate between the elements of harmony.
4. Compare and contrast color wheels throughout history.
5. Utilize complementary, split complementary, analogous, triad, tetrad, and dyad color schemes.
6. Develop digital color palettes using image editing and vector software.
7. Identify modern color systems within desktop publishing applications.
8. Create luster, iridescent, luminous, transparency and chromatic light effects.

COURSE OUTLINE:

Topic(s) & Class Activities

Week 1

The visible color spectrum
Additive color
Subtractive color

Week 2

Color wheels throughout history

Week 3

Color schemes
Complementary
Split complementary
Analogous
Triads
Tetrads
Dyads

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Topic(s) & Class Activities

Week 4

Color sequencing
The 5 straight-line sequences

Week 5

The color triangle
Color forms

Week 6

Creating digital color palettes

Week 7

Creating color effects

Week 8

Iridescence
Luminosity
Luster
Chromatic light
Transparency

Week 9

Color bias
Dual primary systems
Color temperature

Week 10

Modern color systems
Process color
Pantone (PMS)
Munsell
Trumatch

Week 11

Focoltone
Dic
Toyo

INSTRUCTIONAL METHODS: Class sessions will consist of instructor lectures, demonstrations, hands-on exercises, and drawing projects. Students will be assigned reading from required texts and instructor provided hand-outs.

Students should expect homework assignments.

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EVALUATION METHODS:

Testing	250 Points
Projects	500 Points
Attendance and Participation	<u>250 Points</u>
	1000 Points

GRADING:

900 - 1000	= A
800 - 899	= B
700 - 799	= C
600 - 699	= D
599	= F