

## **For UCEED New course curricula (October 2015):**

### **DD112 Color Theory and Applications**

**(1-0-4-3)**

#### Preamble:

The course aims at imparting knowledge about the basic components of color as a design principle, basic colour wheel as invented by Johannes Itten, colour meanings as part of colour psychology and their design based applications in the context of business, culture and environment. Students also learn and apply different ways to wield color more intelligently in the professional graphic design practice.

#### Syllabus:

- ‘Colour’ as a Design Principle - there are certain description components (hue, value, saturation or temperature) and relationship based components (Contrast, Effects, Harmony and Hierarchy)
- The Science of Color Theories (Light & Pigment Theories)
- History and functions of the basic Colour Wheel by Johannes Itten
- Science of Colour mixing (Subtractive & Additive colour mixing principles)
- Color communication in Art and Design
- Color Perception – the perception of volume, weight, size, temperature, noise and sound.
- Color Associations – historical, political, commercial, religious, mythic, linguistic and culture based associations, tactile based associations, odour and taste based associations and lastly, contemporary contextual colour display
- Color Applications via discussing Case studies - Color use in Commercial brands/product logos/logotypes and other printed forms, on packaging as part of ‘Product Graphics’, products/symbols of cultural/political/social communications/propaganda/promotional designs etc.

#### Reference Books:

1. Itten J. (1974). *The art of color: the subjective experience and objective rationale of color*, John Wiley and Sons.
2. Gage, J. (1999). *Color and meaning : art, science and symbolism*, Singapore: Thames & Hudson
3. Feisner E.A.,(2006). *Color Studies* Second ed. Fairchild Publications, NY.
4. Feisner, A. (2006). *Color: how to use colour in art and design*, Laurence King Publishing.
5. [Holtzschue](#), L. (2002) *Understanding Color: An Introduction for Designers*, John Wiley & Sons.
6. Sherin, A. (2011). *Design Elements, Color Fundamentals : A Graphic Style Manual for Understanding How Color Impacts Design*, Beverly, Mass : Rockport Publishers.
7. Martinson, B. and DeLong, M.R. (2012). *Colour and Design*. London : Bloomsbury Academic.