Texas A&M University- Corpus Christi
Arts 2311.001 Design III: Color Theory
Remote Instruction Course Syllabus

Summer Session I, 2020
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Office Hours: T/Th. 4:00 – 5:30pm via WebEx

A. DESIGN III: COLOR THEORY
This online course develops an understanding of color properties and relationships through formal exercises, research, and creative thinking. Students build a vocabulary for analyzing and identifying color and color phenomena. Concepts of color theorists and color use in a variety of fields are examined to understand the application of color theory. Students will analyze use of color in their own work and in the work of others and apply their knowledge

B. FOCUS, PURPOSE AND GOALS OF COURSE:

1. COURSE PURPOSE: The purpose of DESIGN III is to further explore the elements and principles of two-dimensional design with an emphasis on color composition. To investigate primary color concepts through a series of interrelated studio projects. To assist the student in graphic skills development, understanding visual issues, ideas, and creative problem solving. To further develop critical thinking and graphic analysis skills through studio project evaluation.

2. COURSE GOALS: DESIGN III is designed to extend each student’s basis of visual knowledge, critical thinking skills, and working disciplines through the exploration of major color theories as well as the practical use as applied to pictorial composition. Information on materials, techniques and color nomenclature are provided and experienced through studio projects with a class critique evaluation process.

Student Learning Outcomes:
a. Each student will be able to design effective two-dimensional, compositional color pattern strategies.
b. Each student is required to complete a range of projects that explore color composition, perceptual awareness, knowledge of contemporary formal issues and archetypes, and creative synergy.
d. Each student will be able to employ appropriate technical processes for expression of physical, social and psychological aspects of pictorial composition and color theory.
e. Each student will be able to employ unifying principles of design including repetition, variety, rhythm, balance, emphasis, and economy.
f. Each student will be able to use vocabulary specific to the design process.

Delivery of Course:
As this course will be conducted online, content will be delivered through weekly videos explaining the individual projects, shared documents on Blackboard, as well as shared video links discussing topics pertaining to the course assignments. Office hours are set where students will be able to reserve time to discuss individual projects with the instructor and receive
feedback if necessary. Completed course assignments will be needed to be uploaded through digital documentation and submitted to the instructor for further instruction and grading. https://bb9.tamucc.edu/

**Course Structure**

The assignments in this course are sequential and build upon each other. Therefore, each assignment must be completed before addressing the next. Video presentations will be used so the instructor can explain assignments. Students will be required to devote several hours to make further progress in their practice. The successful completion of this course will lay a strong foundation for further pursuits in visual arts.

**Course Schedule of Weekly Video Discussions:**

Week 1: Intro to class and assignments; Discussion on materials needed; Discussion on Color Journal Part 1 and Project 1:
Week 2: Beginning Color Journal Part 1: Working with gray scales; Tints, Tones, and Shades; the Color Wheel; and Complimentary colors.
Week 3: Project 1 due and submitted; Begin Project 2; complete and submit Color Journal Part 1.
Week 4: Beginning Color Journal Part 2: Working with color aid paper; Color systems; Color Transparency; and Color Luminosity.
Week 5: Project 2 due and submitted; Continue Color Journal Part 2; Beginning Project 3.
Week 6: Completing and submitting Color Journal Part 2; Project 3 due and submitted.

**Assignment Weights:**

- Color Journal Part 1: 20%
- Color Journal Part 2: 20%
- Project 1: 20%
- Project 2: 20%
- Project 3: 20%
- **Total Weight:** 100%

**Participation in Critiques**

Critiques are an essential part of the creative process. Students should be open to hearing feedback about the quality of their work on an ongoing basis throughout the semester. When receiving criticism, listen with an open mind. Do not take what is said about your work personally, no matter how difficult this seems. These assignments require that you take risks and try new approaches.

**Methods of Evaluation:**

Students will be evaluated on the development and execution of their ideas, attendance, overall improvement, their oral and written participation in virtual critiques and discussions, the completion and submission of each assignment, and the excellence of their total body of work. All work digitally submitted must be completed unless otherwise discussed with the instructor.

**ATTENDANCE**

As this course will be conducted online, the basis of your attendance grading will be dependent on the delivery of your progression and completed assignments. Please ensure you have methods of submitting the assignments.
Safety
Because art studios use materials and tools that could be dangerous, safe and cooperative behavior by students is absolutely necessary when working. Please be safe when needed.

Dropping a Class
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class.

Disabilities Accommodations
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Academic Advising
The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

Grade Appeals
As stated in University Procedure 13.02.99.C2.03, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.03, Student Grade Appeals. These documents are accessible online at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_app eals.pdf. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean's office in the college in which the course is taught. For complete details on the process of submitting a formal grade appeal in CLA, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html.
**Academic Integrity/Plagiarism**
University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a drop of a letter grade.

**Classroom/professional behavior**
Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

**Statement of Civility**
Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

**Statement of Academic Continuity**
In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi, this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

**Textbook**
While a textbook is not required for this class, the book “Interaction of Color” by Joseph Albers is an excellent resource for further understanding of this course, its assignments, and the author who is considered to be foremost authority of color theory.
Required Supplies for Design III: Color Theory

- 1 box of Color-Aid Paper 4 ½” x 6” set, 220 colors (Amazon $65, Blickart.com $50.58)


OR

- Liquitex Professional Heavy Body Classic Beginner 6 color mixing set. 22 ml. (Amazon $16.31) (Cadmium Yellow Medium Hue, Naphthol Crimson, Ultramarine Blue (Green Shade), Phthalo Green (Blue Shade), Burnt Sienna, and Titanium White. Optional: Purchase Cerulean Blue separately.

*I’m giving you the option of working with Gouache or Acrylic. Both are wonderful media but have individual advantages and disadvantages. If you have worked with either before and are comfortable, then use what you know. If you’ve never used either media, then I would suggest exploring Gouache.

- A method to submit completed assignments: Digital Camera or scanner
- Three ring binder and expandable sheet protectors (8 ½” x 11”) for Color Journal
- Bristol Pad 9” x 12” or 11” x 17”
- 9” x 14” Small self-healing cutting matt
- X-ACTO Knife and blades
- Metal ruler 18” long
- Plastic Triangle
- Mechanical pencils
- Removable glue stick
- Small plastic palette for mixing paint
- Small sealable containers with covers for storing mixed paint
- Palette knife
- Artist Tape
- Tracing Paper Pad
- Scissors
- Paint Brushes, various sizes (round #1, #3, flat ½ wide, you may need additional sizes)