

ART-1081: 2D DESIGN AND COLOR

Cuyahoga Community College

Viewing: ART-1081 : 2D Design and Color

Board of Trustees:

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Academic Term:

Fall 2023

Subject Code

ART - Art

Course Number:

1081

Title:

2D Design and Color

Catalog Description:

An introduction to the elements and principles of design and color theory on the two-dimensional surface as a basis for creative solutions for the problems of the artist and designer.

Credit Hour(s):

3

Lecture Hour(s):

1

Lab Hour(s):

5

Requisites

Prerequisite and Corequisite

None.

Outcomes

Course Outcome(s):

Demonstrate an understanding of the elements and principles of design individually and comprehensively.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Organize the basic design elements effectively in relation to the principles of visual design to create unity.
2. Achieve asymmetrical balance through use of varying methods of visual weight.
3. Link repetition and variety through use of motif.
4. Use value shifts/chiaroscuro to imply depth on the two-dimensional surface.
5. Use isolation and visual grouping to create emphasis and movement.
6. Create visual hierarchy through variations in line quality and scale.
7. Incorporate the paper/surface as part of the figure/ground balance.

Course Outcome(s):

Demonstrate an understanding of color perception, interaction, theory, and application through multiple projects/assignments.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Explain the unity of additive and subtractive color theory.
2. Create simultaneous contrast through formal color theory exercises.
3. Discern color interactivity and make needed adjustments for desired harmonics.
4. Mix and use various color palettes to create effective spatial transparencies.
5. Use optical color mixing to create visual energy.
6. Use the power of color to create gestalt or fragmentation in visual design.
7. Achieve three-dimensional volumetric illusion through use of the physical properties of color.
8. Mix and modify digital or pigment color.

Course Outcome(s):

Demonstrate appropriate application of the elements and principles of design to solve visual problems and communicate concepts with a variety of processes and/or materials.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Build on ideas from sketch state through a developing process to finished piece.
2. Make adjustments in work to achieve hierarchy, gestalt, and clarity of message through participation in critiques.
3. Reference relevant historical and contemporary sources to develop formal and conceptual design goals.

Course Outcome(s):

Demonstrate knowledge of art and design vocabulary and facility with a variety of processes and/or materials.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Learn and apply proper and correct terms for the elements and principles of two-dimensional design and color theory.
2. Use a variety of processes/media exhibiting a high degree of craftsmanship.
3. Manage time, material, and equipment constraints in completion of design projects.

Methods of Evaluation:

- a. Attendance
- b. Participation
- c. Completion of assignments
- d. Technical Competencies in completion of assignments
- e. Visual aesthetic development achieved in completion of assignments
- f. Development of vocabulary to discuss and describe the visual properties of design in critiques of the students' own individual work as well as the work of others
- g. Evidence of the visual research that went into development of the solution of the assigned problem
- h. Willingness to be open to constructive comments and criticism in order to search for visual answers within the parameters of the assigned problem
- i. Vocabulary examination
- j. Written responses to artwork and art concepts

Course Content Outline:

- a. Introduction to Two-Dimensional Design
 - i. Elements of two-dimensional design
 1. Line
 2. Shape
 3. Value

4. Color
5. Texture
- ii. Principles of Organization
 1. Balance
 2. Repetition/Rhythm
 3. Variety/Contrast
 4. Movement
 5. Emphasis/Dominance
 6. Proportion
 7. Economy
- iii. Contemporary/historical art examples
- b. Design projects studying the principles of organization
 - i. Incorporation of additional design concepts
 1. Figure/ground; positive/negative shape and space
 2. Symmetry/asymmetry
 3. Gestalt closure; grouping
 4. Tension
 5. Direction/counter-direction
 6. Chiaroscuro
 7. Visual Hierarchy
 - ii. Use of various source material such as human-made objects, subjects from nature, and historical/contemporary artworks
- c. Introduction to Color Theory
 - i. Color theory of additive and subtractive color systems
 - ii. Distribution of color in nature basis for aesthetic principles
 - iii. Color Wheel
 1. Primary
 2. Secondary
 3. Tertiary
 4. Complementary
 5. Analogous
 - iv. Properties of color and their interaction
 1. Hue
 2. Value
 3. Intensity
 4. Temperature
 5. Simultaneous contrast and optical mixing
- d. Design Projects with a focus on color perception, interaction, theory, and application
 - i. Mixture and modification of color
 1. Tint/shade
 2. Gradation
 3. Neutralization of color
 4. Transparency/implied transparency
 - ii. Gradient ranges of color
 1. Range: variations in hue, value, intensity, and temperature
 2. Color gradient to imply 3D volume
 - iii. Development of visual perception
 1. Discerning relative interactivity of color
 2. Applying adjustments to color to cause certain interactions
 - iv. Specific color palettes such as complementary, analogous, neutral
- e. Designing the presentation of completed coursework
 - i. Critiquing and analyzing elements which will maintain gestalt
 - ii. Craftsmanship in execution
 - iii. Good and bad examples
 - iv. Creating visual interest and establishing visual flow through the composition
 - v. Discussing relationships between form and content

Resources

Albers, Josef. *Interaction of Color: 50th Anniversary Edition*. New Haven: Yale University Press, 2013.

Bleicher, Steven. *Contemporary Color: Theory and Use*. 3rd ed. Abingdon, UK: Routledge, 2023.

Eckstut, Joann and Arielle Eckstut. *Secret Language of Color: Science, Nature, History, Culture, Beauty of Red, Orange, Yellow, Green, Blue, Violet*. 1st ed. New York: Black Dog and Leventhal Publishers, 2013.

Eiseman, Leatrice. *The Complete Color Harmony, Pantone Edition: Expert Color Information for Professional Results*. Beverly, MA: Rockport Publishers, 2017.

Feisner, Edith Anderson. *Color Studies*. 3rd ed. New York: Fairchild Publications, 2014.

Fine, Aaron. *Color Theory: A Critical Introduction*. New York: Bloomsbury Visual Arts, 2021.

Gear, Malcolm. *Inside/Outside: From the Basics to the Practice of Design*. 2nd ed. Berkeley, CA: New Riders, 2006.

Kessler, Margaret. *Color Harmony in your Paintings*. Cincinnati, OH: North Light Books, 2012.

Krause, Jim. *Color Index 2: Over 1500 New Color Combinations, For Print and Web Media, CMYK and RGB Formulas*. Cincinnati, OH: HOW Design Books, 2008.

Lauer, David A. and Stephen Pentak. *Design Basics*. 9th ed. Boston: Wadsworth Publishing, 2015.

Lester, Paul Martin. *Visual Communication: Images with Messages*. 6th ed. Belmont, CA: Thomson Wadsworth, 2013.

Mollica, Patti. *Color Theory: An Essential Guide to Color-from Basic Principles to Practical Application*. Irvine, CA: Walter Foster Publishing, 2013.

Ocvirk, Otto G, et al. *Art Fundamentals: Theory and Practice*. 12th ed. Boston: McGraw-Hill, 2012.

White, Alex W. *The Elements of Graphic Design: Space, Unity, Page Architecture, and Type*. 3rd ed. New York: Allworth, 2022.

Zelanski, Paul and Mary Pat Fisher. *Color*. 6th ed. Upper Saddle River, NJ: Prentice Hall, 2009.

Resources Other

- a. Additional resource materials as provided by the instructor

Instructional Services

OAN Number:

Transfer Assurance Guide OAH058

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