SYLLABUS

Graphic Design: GD 390-401 Color Theory in Graphic Design

ALWAYS CHECK D2L FOR LATEST VERSION OF SYLLABUS.

SYLLABUS MAY BE READJUSTED THROUGHPUT THE QUARTER.

SYLLABUS LAST EDITED SEPTEMBER 5, 2017

"He who wishes to become a master of color must see, feel, and experience each individual color in its endless combinations with all other colors."

—JOHANNES ITTEN

"If one says 'red' —the name of color—and there are fifty people listening, it can be expected that there will be fifty reds in their minds. And one can be sure that all these reds will be very different."

—JOSEF ALBERS

"Brands and color are inextricably linked because color offers an instantaneous method for conveying meaning and message without words. Color is the visual component people remember most about a brand followed closely by shapes/symbols then numbers and finally words. People see color before they absorb anything else. Many of the most recognizable brands in the world rely on color as a key factor in their instant recognition. Research has reinforced that 60% of the time people will decide if they are attracted or not to a message - based on color alone! Color increases brand recognition by up to 80 percent."

—SOURCE, UNIVERSITY OF LOYOLA MARYLAND STUDY

Special Topics in Graphic Design: GD 390-401

CLASS INFO:

Autumn 2017
Section: 401
Mondays 1:30 - 3:00pm
14 E. Jackson Room 213

Final Exam
Your exam is on November 15, 2017, from 11:30 AM to 1:45 PM

Instructor: Heather Quinn
hquinn2@depaul.edu
Office: CDM 503
Office Hours: Monday and Wednesdays 10:15-11:45pm (please email to schedule)

September 13
Last day to add (or swap) classes to AQ2017 schedule (8:00am Deadline)

September 19
Last day to drop classes with no penalty
100% tuition refund if applicable and no grade on transcript
Last day to select pass/fail option

September 20
Grades of "W" assigned for AQ2017 classes dropped on or after this day

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COURSE DESCRIPTION

Color is one of the fundamental principals behind art and design. Understanding both the science and emotion of color is important to creating effective, usable design. This class will introduce you to the fundamentals of Color Theory—both by studying scientific principals of the Color Wheel, as well as the emotive principals of color. We will work both in gouache and on the computer. The goal of the class is to have you understand how color works, and how it varies from industry to industry (Graphic Design, Branding/Advertising, Fashion) as well as from media to media (paint, screen, inkjet, cmyk, pantone, fabric).

COURSE OBJECTIVES

TO TRAIN THE EYE BY UNDERSTANDING THE PROPERTIES OF COLOR

BECOMING SENSITIVE TO THE SUBTLETIES
- To explore the subtle variations of appearances in different reproduction methodologies (gouache versus Epson printouts).
- To be able to use color effectively realizing that it is the most powerful tool in visual communication thus appreciating the strong role of the context in the perception of hues.

UNDERSTANDING HOW COLOR RELATES TO AND IS USED IN THE GRAPHIC DESIGN FIELD INCLUDING,
- Understanding how color affects usability and experience. Color meaning and psychology, and use in branding.
- Color trends as they happen in the world and then relate to graphic design (by also observing trends in fashion, interiors etc.)
- Print technique including cmyk and pantone colors for offset and other printing
-Application of color across a brand identity (both print and screen) and in 1, 2, 3 and 4 color process.
-Tour of an offset print shop

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LEARNING OUTCOMES
- Students will understand grayscale and the color wheel and the history/methodologies behind it (Itten, Albers), enabling them to understand scientifically how colors work.
- Students will be able to analyze color in print and on screen and understand how to adjust the color as needed to achieve desired results.
- Students will be able to understand how color is used in the graphic design field and be able to apply it to their work effectively, including cmyk, rgb, and pantone.
- Students will understand how color trends begin in other industries and essentially influence the graphic design field. This understanding will enable them to choose colors effectively for projects and clients.
- Students will learn how color affects users practically (usability) as well as emotionally (branding), and therefore have a strong methodology for selecting colors (reasoning).

BASIC MATERIALS
I will give a supply list early next week after I review the assessments.

SOFTWARE/TECH
Adobe
External hard drive/flash drive

READING MATERIALS AND GENERAL TO-DO'S

REQUIRED:
Design Elements, Color Fundamentals, A Graphic Style Manual for Understanding How Color Affects Design by Aaris Sherin
https://www.amazon.com/Design-Elements-Color-Fundamentals-Understanding/dp/1592537197/ref=sr_1_fkmr0_1?s=books&ie=UTF8&qid=1504702189&sr=1-1-fkmr0&keywords=design+elementsc%3A+color+fundamentals

HIGHLY RECOMMENDED:
The Politics of Design, Rubin Pater
https://www.amazon.com/Politics-Design-Global-Manual-Communication/dp/9063694229/ref=sr_1_1?ie=UTF8&qid=1504702147&sr=8-1&keywords=politics+of+design

NOT REQUIRED BUT WORTH REVIEWING
Interaction of Color, Josef Albers
The Elements of Color, Johannes Itten

Always bring supplies to every class
We will need a few additional supplies throughout the quarter

CHANGES TO SYLLABUS

This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class, posted under Announcements in D2L and sent via email.

ONLINE COURSE EVALUATIONS

Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in CampusConnect.

ACADEMIC INTEGRITY AND PLAGIARISM

This course will be subject to the university's academic integrity policy. More information can be found at http://academicintegrity.depaul.edu/. If you have any questions be sure to consult with your professor.

ACADEMIC POLICIES

All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the University Academic Calendar. Information on enrollment, withdrawal, grading and incompletes can be found at: http://www.cdm.depaul.edu/Current%20Students/Pages/PoliciesandProcedures.aspx

STUDENTS WITH DISABILITIES

Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential.

To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at: csd@depaul.edu.

Lewis Center 1420, 25 East Jackson Blvd.

Phone number: (312)362-8002

Fax: (312)362-6544

TTY: (773)325.7296

ATTENDANCE
Students are expected to attend each class and to remain for the duration. Coming 15 minutes late or leaving 15 minutes early constitutes an absence for the student. The overall grade for participation drops one-third after any absence. Three absences for any reason, whether excused or not, may constitute failure for the course.

CLASS DISCUSSION
Student participation in class discussions will be measured in two ways. First, students are highly encouraged to ask questions and offer comments relevant to the day's topic. Participation allows the instructor to "hear" the student's voice when grading papers and projects. Secondly, students will be called upon by the instructor to offer comments related to the reading assignments and projects. Students must keep up with the reading to participate in class discussion.

ATTITUDE
A professional and academic attitude is expected throughout this course. Measurable examples of non-academic or unprofessional attitude include but are not limited to: talking to others when the instructor is speaking, mocking another's opinion, cell phones ringing, emailing, texting or using the internet whether on a phone or computer. If any issues arise a student may be asked to leave the classroom. The professor will work with the Dean of Students Office to navigate such student issues.

CIVIL DISCOURSE
DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be Socially Responsible Leaders. It is the expectation that all dialogue in this course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student's ability to be successful in the course. The professor will partner with the Dean of Students Office to assist in managing such issues.

CELL PHONES/ON-CALL
If you bring a cell phone to class, it must be off or set to a silent mode. Should you need to answer a call during class, students must leave the room in an undisruptive manner. Out of respect to fellow students and the professor, texting is never allowable in class. If you are required to be on call as part of your job, please advise me at the start of the course.

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WHAT TO EXPECT IN THIS CLASS WEEK TO WEEK
Schedule is Subject to Change.
Classes and homework will consist of readings, presentations, lectures, field trips, in-class assignments by hand and on the computer.

WEEK 1
Intro/Color Theory
Assessment
Begin Group Project
Read Politics of Design (chapter on d2l)

WEEK 2
Theory
Basics

WEEK 3
Theory
Basics

WEEK 4
Theory
Basics
Printing Press Field Trip

WEEK 5
Quiz
Begin Logotype Studies

WEEK 6
Logotype Revised
Logotype in 1, 2, 3, and multicolor

WEEK 7
Logotype for screen display

WEEK 8
Begin brand application

WEEK 9
Work on brand assets

WEEK 10
Create style guide

WEEK 11
Final Project Due
Final Exam is:
November 15, 2017, from 11:30 AM
to 1:45 PM

GRADES

Grades are a reflection of the effort put forth as stated below. I do not look for perfection or the best final projects. I look for students who take risks, keep exploring, try new things and go back and improve projects after we review them. I want my students to develop a love and a passion for Color. The course is meant to inspire you to discover color all around you. I expect you to work hard.

GENERAL GRADING POLICIES

Participation, In-Class Attitude/Attendance
Everyone should participate in each class. Not everyone is the best presenter, however its important to become comfortable speaking in a group and communicating.

Homework Assignments
Have your homework completed at the start of class. Process, research and discovery are as important as the final result(s). While not required, it is recommended that you keep a sketchbook/process book during the quarter.

Projects (Design and Craftsmanship)
Have your assignments complete and take risks. I'd rather see you try something new and fail than have a perfect project. Work on your craft. You need to develop a steady hand and an eye for detail.

Quiz's/Exam
Covers what we learn in class lectures and through projects.