

Design & Color 1

Level 2

(MGD 1009)

Description: Covers the design process and creative problem solving. Design and color theories, fundamentals, styles, stages area applied to workups, finished art, and presentations. Emphasis will be on line, form, composition, and continuity.

STANDARD COMPETENCIES:

- I. Demonstrate a familiarity with the history of design, styles, trends, terms, and the relationship and interaction within the Visual Communications Design field.
- II. Demonstrate a familiarity with design communication theory in conceptual ways for natural, developed, and implied visual results in components and the design image.
- III. Demonstrate a basic understanding of design theory, principles, fundamentals, and the components of line, form and image space and their relationships for composition and image development.
- IV. Demonstrate a familiarity with the creative process, research, idea exploration, design development, and their working stages, methods, devices, strategies, execution, techniques, and troubleshooting.
- V. Demonstrate a basic understanding of specifications, measuring scales, devices, and drafting procedures to produce design elements and components in preparation for exercises and assignments.
- VI. Identify and use design, drawing tools, materials, medias, and methods to execute all the elements as well as the components in preparation for exercises and assignments.
- VII. Demonstrate a basic knowledge of color theory and principles that include communication, psychology and emotions, science of color with light bands, reflections, visual mechanics and perceptions, as well as light source effects.
- VIII. Demonstrate a basic understanding of color wheel positions, relationships, mixing and color system theories that include Munsell, Ostwald and the related concepts of hue, chroma, value, shade, tone, and tint.
- IX. Exhibit an understanding of design to print color theory, PMS/Printers; Matching System, process and spot colors, and modifying, matching, or correcting color to design specifications.
- X. Demonstrate a working knowledge of project development, task analysis, execution skills and procedures, deadlines and responsibilities in a working environment.
- XI. Demonstrate a basic working knowledge of the design;s content and execution evaluation stages, and the analysis and critique process.
- XII. Demonstrate a familiarity with the basic working strategies in a studio environment with regard to preparation, procedures, precautions, troubleshooting and communication.

TOPICAL OUTLINE:

- I. Design Overview and Terminology
 - A. History
 - B. Role in Visual Communications
 - C. Design Principles/Fundamentals
 - D. Composition and Development
 - E. Design Process
 - 1. Applications
 - 2. Stages
 - 3. Procedures
 - 4. Methods
 - F. Trends and Styles
 - 1. Historic
 - 2. Contemporary
 - 3. Projections
- II. Design Theory
 - A. Design Origins
 - 1. Natural
 - 2. Cultural
 - 3. Styles
 - a. Historic
 - b. Contemporary
 - 4. Design Trends
 - a. Historic
 - b. Contemporary
 - c. Projections
 - 5. Created Design
 - 6. Orchestrated Design
 - B. Design/Visual Communication
 - 1. Natural/Cultural/Implied
 - 2. Developed/Created
 - 3. Applications
 - 4. Methods/Strategies/Devices
 - 5. Communication/Mood/Emotion
 - 6. Styles/Trends
 - C. Design Fundamentals/Principles
 - 1. Design Components
 - a. line
 - b. form
 - c. image space
 - 2. Image Composition
 - a. Image and Element Interactions
 - b. Element Relationships
 - c. Image Balance/Harmony/Contrasts
 - d. Formal/Informal/Symmetry
 - 3. Image Variables and Design Development
 - a. Shape/Size

- b. Position/Interval/Rhythm
 - c. Direction
 - d. Texture/Value/Color
 - 4. Balance, Harmony, and Symmetry
 - D. Processes, Stages and Strategies
 - 1. Conceptual Design
 - 2. Layout Design
 - 3. Component Design and Illustration
 - 4. Execution
 - E. Image Continuity, Impact and Analysis
- III. Overview and Review of Color, Theory and Working Vocabulary
 - A. Color Science
 - 1. Light Bands and Color Spectrum
 - a. Additive/Subtractive
 - b. RGB Light Source Color
 - c. Filter/Subtractive
 - B. Visual Perceptions: Eye/Light
 - a. Object Reflection
 - b. Retina Link to Brain
 - c. Color Vision
 - d. Color Illusions
 - e. Natural Light/ Artificial/ Electronic
 - f. Focus/Contrast
 - 1. Light Sources
 - C. Psychology of Color
 - 1. Environment
 - a. Natural
 - b. Developed
 - 2. Color Awareness
 - 3. Emotion and Perceptions
 - a. Natural/Implied
 - b. Created/Orchestrated
 - D. Color Wheel
 - 1. Positions
 - 2. Delineation and Relationships
 - 3. Mixing
 - a. Primaries/Secondaries etc.
 - b. Color Triangle
 - c. Warm and Cool
 - d. Pigments, Medias, Surfaces, and Techniques
 - 4. Color Systems, Overview, History, and Theory
 - a. Munsell
 - b. Ostwald
 - c. RGB
 - d. PMS, CMYK, Process and Spot Color
- IV. Design Stages
 - A. Project Specifications and Development
 - B. Creative Process

- C. Conceptual Sketches, and Prep
- D. Design Development and Strategies
- E. Layout Stages
- F. Analysis and Revamps
- G. Design Execution, and Production
- H. Finishing
- I. Presentations and/or Demonstration
- J. Review and Analysis
- K. Evaluation and Critique
- V. Design Execution with Materials, Tools and Techniques
 - A. Fundamentals, Process, and Methods
 - B. Variables, Devices, and Strategies
 - C. Procedures and Steps
 - D. Precautions and Troubleshooting
 - E. Presentation (Craftsmanship)