## Design & Color Principles
### Course Syllabus

<table>
<thead>
<tr>
<th>Course Number:</th>
<th>VA-0736</th>
<th>OHLAP Credit:</th>
<th>No</th>
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<tbody>
<tr>
<td>OCAS Code:</td>
<td>None</td>
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<tr>
<td>Course Length:</td>
<td>60 Hours</td>
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<tr>
<td>Career Cluster:</td>
<td>Arts, A/V Technology &amp; Communications</td>
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<td>Career Pathway:</td>
<td>Visual Arts</td>
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<tr>
<td>Career Major(s):</td>
<td>Visual Graphic Design</td>
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Pre-requisite(s): Students learn the elements and principles of design theory.

### Textbooks:
- Exploring the Elements of Design by Poppy Evans and Mark A. Thomas, Cengage Delmar Learning (2008)
Course Objectives: A. Understand and Apply Design Principles.

1. Define terminology associated with graphic design.
2. Identify and demonstrate use of elements and principles of graphic design.
   a. Line
      1. Characteristics
      2. Qualities
   b. Shape
      1. Geometric
      2. Organic
   c. Value
      1. Light
      2. Dark
   d. Texture
      1. Tactile
      2. Visual
   e. Format
   f. Balance
      1. Identify types of balance.
         a. Symmetrical
         b. Asymmetrical
         c. Radial
   g. Emphasis (center of interest)
      1. Identify methods used to achieve emphasis.
   h. Rhythm
   i. Unity
   j. Movement
   k. Proportion
   l. Contrast
   m. Variety
   n. Repetition
   o. Space
      1. Background
      2. Middleground
      3. Foreground
      4. Placement
      5. Perspective
         a. One-point
         b. Two-point
         c. Three-point
      6. Overlap
      7. Negative
      8. Positive
      9. Size

3. Compare samples of work that use contrast, unity, and emphasis.
4. Identify standard geometric shapes used in construction and design layout.
5. Recognize elements of good composition.
   a. Identify the focal point.
   b. Explain juxtaposition.
   c. Identify the concept of eye flow in composition.
6. Understand 2-D design.
7. Understand 3-D design.
8. Demonstrate in one-point, two-point, and multi-point perspective.
9. Create work that demonstrates shape, volume, depth, and dimension.
10. Demonstrate techniques that create actual and implied texture.
11. Describe characteristics of design for different media.¹
   a. T-shirt
   b. Billboard
   c. Business cards
   d. Other media

12. Create graphics that integrate principles of communication and elements of visual design.¹

13. Demonstrate design principles in developing a project such as a brochure, logo, label, or textile design.²

14. Select proper typography appropriate for the design and purpose.¹
   a. Type fonts
   b. Styles
   c. Size

B. Understand and Apply Color Theory.
1. Define terminology associated with color theory.
   a. Define tint, shade, hue, and value in relation to color theory.²

2. Identify the types of colors included on the color wheel.
   a. Primary
   b. Secondary
   c. Tertiary
   d. Warm
   e. Cool

3. Identify use of primary, secondary, and complementary colors.²

4. Identify the printer’s color wheel.¹

5. Identify the physiological and psychological effects of color.¹

6. Identify messages or meanings that colors communicate in various cultures.²

7. Use an understanding of color to create impact or effect.
   a. Complimentary
   b. Analogous
   c. Monochromatic

7. Mix colors to obtain desired shades, tints, tones, values, and hues.

8. Identify the physiological and psychological effects of color.

9. Choose appropriate colors.¹

10. Develop variety of color using tints, screens and shading techniques.¹

C. Analyze the Communicative Effects of Art Elements.²
1. Describe exhibitions of original works of art seen in the school or community.³

2. Identify the effects communicated by various types of line, including straight, curved, horizontal, vertical, and diagonal.²

3. Identify messages or meanings that colors communicate in various cultures.²

4. Compare asymmetrical and symmetrical images communicating balance.²

5. Compare repetition and pattern in fabric and other applications that communicate rhythm.²

6. Examine use of contrasting or unusual proportion to communicate ideas in various artworks.²

7. Differentiate between art criticism and art reviews, recognizing that criticism is positive as well as negative in its evaluation of a work of art.³

D. Recognize the Development of Visual Art from an Historical and Cultural Perspective.³
1. Analyze a work of art within its cultural and historical context.³

2. Analyze common characteristics of works of art and artifacts across time and among cultural groups to analyze and identify influences.³
3. Analyze issues related to chronology and discuss or debate these issues in relation to historical perspective.³
4. Describe the basic ideas underlying several major art movements or historical periods including: Ancient (Egyptian, Greek and Roman), Renaissance, Impressionism/Post-Impressionism and 20th Century.³
5. Compare cultural and ethnic art forms throughout the world that have influenced visual art.³
6. Assign works time-periods or movements based upon style.³
7. Describe the relationship between visual art and other art disciplines such as drama, music, and dance.³
8. Synthesize the creative and analytical principles, themes, and techniques of visual art and other disciplines.³
9. Identify major regional, national, and international collections of art.³
10. Visit and critique art at local, regional, national, and international museums, and art exhibitions.³

E. Plan and Complete Design Projects.
1. Identify appropriate marketing and research information.¹
   a. Audience
   b. Purpose of graphics
2. Understand client’s specifications.¹
3. Follow project planning steps.¹
   a. Make a series of thumbnail sketches
   b. Make a rough draft
   c. Make a comprehensive layout
   d. Identify postal regulations (size, weight and fold limitations)
   e. Make a folded dummy
4. Employ mind mapping techniques.
5. Brainstorm ideas.¹
6. Create unconventional solutions to traditional design problems.
7. Demonstrate ability to solve problems.
8. Evaluate and refine ideas.

F. Review Photoshop Basics.
1. Demonstrate selection in Photoshop.
2. Use of type in Photoshop.
3. Use color in Photoshop.
4. Utilize filters in Photoshop.

G. Enhanced Selections.
1. Utilize the alpha channel.
2. Extract in Photoshop.
3. Demonstrate the clone tool.
4. Use the magic wand.

H. Adjust Colors.
1. Modify color saturation.
2. Use color channels to adjust colors.
3. Apply color separations.
4. Use Pantone color system.
5. Apply importing and merging colors.

I. Understand Clipping Masks, Paths, and Shapes.
1. Demonstrate the use of clipping groups.
DESIGN & COLOR PRINCIPLES

2. Use the pen tool.
3. Convert paths.

J. Understand Advanced Type Techniques.
   1. Use type and shapes.
   2. Demonstrate faded type effects.

K. Refine Images.

L. Complete Portfolio Projects.

1ODCTE objectives
2States’ Career Clusters - Career Cluster Resources for Arts, A/V Technology & Communications
3Priority Academic Student Skills (PASS) – High School Visual Art
All unmarked objectives are TTC instructor developed.

Teaching Methods: The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

Grading Procedures: 1. Students are graded on theory and shop practice and performance.
   2. Each course must be passed with seventy (70%) percent or better.
   3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

Description of Classroom, Laboratories, and Equipment: Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

Available Certifications/College Credit The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.

College Credit Eligibility: The student must maintain a grade point average of 2.0 or better.