

**McDaniel College, Budapest**

**ART 3317 - Color in Art and Design**

**Professors:** Csilla Kőszeghy & Tamás Szigeti

**Availability:** shortly before and after class, as well as by appointment

**COURSE DESCRIPTION**

The course is aimed for students with a keen interest in color theory as applied in painting and graphic design. During the sessions students are offered a close insight into colour usage both in painting and digital compositions. Theoretical background and practical exercises are offered in close sequels so that students have the opportunity to both recognize chromatic phenomena and create color mixes on their own. Color analysis in painting and in digital media offers the student a practical way to identify both color components and harmonies. In creating their color mixes students are invited to apply both perceptive and an intuitive approach. Special attention is dedicated to the effect of environmental lighting.

The semester is divided into two halves: the first part focuses on painting, the latter concentrates on graphic design.

In order to apply color in our environment we need to perceive and understand the way it works.

A rainy day, music as inspiration.

**COURSE OBJECTIVES:**

- Let students gain familiarity with color in our surroundings through analysis
- Improve students' analytic skills for a deeper understanding of how we see color
- Make students understand color mixing techniques.

**LEARNING OUTCOMES:**

- Students will learn to identify color phenomena and chromatic elements in their daily experience.
- Students will gain understanding of the main aspects of color mixing both in solid and digital media
- Students will gain knowledge of color mixing techniques in order to express their ideas

**REQUIRED MATERIALS:**

All materials necessary for completing this course will be provided in class.

**ASSIGNMENTS AND GRADING:**

100 points total (the letter grades will be assigned according to the grading system of McDaniel, Budapest)

- attendance, in-class participation 40 points
- home assignments 20 points
- mid-term exam 20 points
- final exam 20 points

#### COURSE POLICIES:

As this class is based on practice, student attendance and participation is a basic requirement. Each class builds on the material acquired in the previous class, so it is strongly advised not to miss two consecutive classes, as it would result in a serious drawback. Three certified absences are allowed, however, without any consequences in the final grade – after that, a full letter grade per missed class will be deducted from your final course grade. You are also encouraged to arrive on time as the classes generally start with a presentation on the given topic or a quick practice of the material covered in the previous class.

COLOR IN PAINTING presented by Prof. Tamás Szigeti

<b>September 7</b>	Concepts of colour mixing in painting. Subtractive and additive methods. The colour wheel and its application. Printers color vs. painters colors.
<b>September 14</b>	Primary and secondary colors. Complementaries and their use.
<b>September 21</b>	The color contrast of Johannes Itten.
<b>September 28</b>	How to extend color gamut by adding new hues. Primaries doubled and earth colors.
<b>October 5</b>	Traditional pigments in use.
<b>October 12</b>	Color harmonies: sampling and recreation.
<b>October 19</b>	Subjective color choice. Color triads.
<b>October 26</b>	Painting harmonies – mid-term

COLOR IN GRAPHIC DESIGN presented by Prof. Csilla Kőszeghy

<b>November 3</b>	What is Color? Color Systems: RGB, CMYK, Pantone Chroma, Saturation, Shade, Tint, Value, Color temperature, Intensity, Primary Colors, Secondary Colors Project: Create Poster with primary colors
<b>November 10</b>	Complementary, Split Complementary, Analogous, Triad, Monochromatic colors Project: Logo Illustration with one contrast
<b>December 1</b>	Dominant, Subordinate and Accent System, One, Two Color Palettes Project: Create a brochure layout with this system
<b>December 8</b>	Color and Image, Type in Color. Using photograph, painting and illustration in a color

environment. How to make a harmony in design. Arranging information by colors.

Project: Create one poster only with typography and one poster with image and typography

**Supplementary Session:** Choose one of your favourite Itten's contrast and create an illustration using that contrast

**December 15** Psychology and symbolism of colors.

Project: Create a digital illustration that colors should symbolize your subject.