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Course Title	DES 132 Graphic Design II	
Course Number	3361.02 (W) 9-2pm 3360.01 (Th) 9-2pm	
Location	BE 5140 / BE 5142	
Curriculum	Seattle Central Creative Academy, Graphic Design	
Prerequisites	Successful completion of the program through the preceding quarter	
Credits	3.5	
Lab Hours	22	
Lecture hours	33	
Length of course	11 weeks	
Instructor	Robynne Raye Email: <a href="mailto:bubbles@moderndog.com">bubbles@moderndog.com</a>	Website: <a href="http://robynneraye.com/scca">robynneraye.com/scca</a>

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### Course Description

The purpose of this course is to introduce the principles of color theory and how it relates to design. Students will develop a confident and practical color vocabulary through a series of studio exercises and projects designed to enhance the understanding of color.

### Course Outcomes

Upon completion of this course, students will be able to:

- Understand the fundamentals of color theory and it's relevance to design in print and digital medias
- Display command of color vocabulary and notation systems
- Differentiate among color used symbolically, expressively, and descriptively, and understand the cultural and psychological aspects of color
- Refine hand skills working with paint mixing and cut paper
- Build critical discussion skills
- Notebook of terms, samples and exercises will be created for future reference.

Recommended Text: The Interaction of Color Joseph Albers

### Methods of Instruction

Lectures, dialogue, critiques, exercises, assigned reading materials, self-evaluation, and demos by the instructor.

### Grades

Students will be graded on the successful completion of assignments at all stages. Deadlines, being of such importance in the working world, will be strictly observed. The beginning of the class period will be the deadline unless otherwise explicitly stated. Students who miss deadlines will lose one full grade point for that assignment, up to one week after the original due date. Students may redo one assignment during the course in order to achieve a higher grade. The value of comprehensive layouts will be greatest among the course assignments, and receive most weight in grading.

## Methods of Presentation

Concepts will be presented and explained during lecture times.  
Students will search out and explain examples of new concepts.  
Small groups of students will be asked to discuss course concepts.  
Students will give a personal presentation and explanation of their project assignment solution.  
Outside reading will provide additional explanation and definitions of new vocabulary.  
Students for reference during class and for future persona; reference will keep a notebook with all of their work.

## Methods of Evaluation

Self-evaluation allows students to take responsibility for progress throughout the quarter. Self-monitoring requires students to consult the instructor regarding any difficulty in understanding material or keeping up with the pace of instruction. Class participation demonstrates professional work habits and will be evaluated as if class is an on-the-job situation. This includes working cooperatively to effectively maximize use of laboratory time and sharing equipment, as well as collaboration, seeking clarification, and meeting deadlines. Instructor evaluation measures progress based on exercises, assignments, project assignments, class participation and required notebook.

The quality of each project will be determined using the following criteria:

- Concept: Creativity and effectiveness of the solution
- Aesthetics: Visual impact and beauty
- Presentation: Craftsmanship, effective use of materials

Final grades will be assigned according to the following criteria:

Participation + Professionalism	10%
Book Covers	25%
Mid Term: Hunt, Gather, Analyze + Create	10%
Warhol Meets Thompson	15%
Polygon Animal Portrait	20%
Notebook	20%

Late work is accepted only by permission and prior arrangement with the instructor. As a general rule, late work within a week of the original due date will result in a penalty of one letter grade. Work more than one week late is not accepted.

Attendance: Three late arrivals equal ½ grade drop.

Seattle Central utilizes a 4.0-based grading system.  
See below for translation of letter grades:

A	4.0-3.9	C	2.1-1.9
A-	3.8-3.5	C-	1.8-1.5
B+	3.4-3.2	D+	1.4-1.2
B	3.1-2.9	D	1.1-1.0
B-	2.8-2.5	F	1.0-0.0
C+	2.4-2.2		

## ADA conformation

Students with documented disabilities requesting class accommodations, requiring special arrangements in case of building evacuation, or have emergency medical information the instructor should know about are asked to contact the disability support services office (DSS) in Rm. 1112. Once the disability is verified with DSS you will be given a letter of accommodation that should be handed to the instructor.

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## Topical outline

### Week 1

Review of syllabus, attendance policy, grading policies  
Lecture: PBS Video and Color Theory Basics  
Sprint Exercise: Scavenger Hunt  
Assign: Hunt, Gather, Analyze + Create (Mid Term) | Random Color Assigned  
Exercise: 10 Step Gray Scale + Painted Color Wheel  
Lab: Begin painting

## Week 2

Lecture: Monochromatic: Hue, Tint, Shade and Tone

Sprint: Monochromatic Paint Experiment

Group Exercise: Found Color Wheel

Lab: continue working on gray scale, painted color wheel and found images for Group Color Wheel exercise

## Week 3

Lecture: Expressive Color

Sprint: Origami Mood

Exercise: Personal Color Palette

Assign: Book Covers

Lab: Begin work on Personal Color Palette

## Week 4

Lecture: Joseph Albers: Color Interactions

Sprint: Joseph Albers Color Study (with Origami)

Lab: Adobe Illustrator layout cover in black/white, with instructor approval

## Week 5

Lab: Work in Class: Book Covers | Hunt Gather Mid Term

## Week 6

Mid Term Presentations: Hunt, Gather, Analyze and Create Mid Term Project

Lab: Mid Term Notebook Evaluations + Book Covers

## Week 7

Due: Book Covers - Wall Critique

Lecture: SPOT- CMYK - RGB

Sprint : Paint Chip Conversion

Assign: Warhol Meets Thompson / Random Word Assigned

Lab: work in progress

## Week 8

Lecture: Polygon Art

Assign: Polygon Animal Portraits

Lab: Work in Class

## Week 9

Due: Warhol Meets Thompson - Wall Critique

Exercise: Website Color Palettes

Lab: Polygon Art / Website Color Palette

## Week 10

Lab: Polygon Art + Notebook Prep

## Week 11

Due: Polygon Art + Notebook

Last week of the term

Meet with instructor (optional)