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| Course Outline |  |
| DSGN6098 Color Theory (4) | |
| Effective Date 01 September 2016 | Study Program Visual Communication Design Revision 1 |

1. Course Description

This course comprises basic theory of color, color terms, the occurrence of color and development of color in the matter of visual communication design. This course is a basic knowledge for student in order to understand and develop skill to practice discipline of visual communication design with global, cultural and historical perspective.

2. Graduate Competency

Each course in the study program contributes to the graduate competencies that are divided into employability and entrepreneurial skills and study program specific outcomes, in which students need to have demonstrated by the time they complete their course.

BINUS University employability and entrepreneurial skills consist of planning and organizing, problem solving and decision making, self management, team work, communication, and initiative and enterprise.

2.1. Employability and Entrepreneurial Skills

| Aspect | Key Behaviour |
|--------|---------------|
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2.2. Study Program Specific Outcomes

| Study Program Specific Outcomes |
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| (SO-1 NM) Able to bring aesthetic and added values into visual communication design works in order to solve identity, public communication and competition problems of stakeholders. |
| (SO-2 NM) Able to conduct research and brainstorming which respond to communication objective and prototyping needs in order to bring solution to identity, public communication and competition problems regarding ethical, historical and cultural issues. |
| (SO- 5 NM) Able to design communicative works that set forth cultural values and local indigeneity as his / her national identity. |
| (SO- 8 NM) Able to analyze visual communication problems & generate new media design solutions. |

3. Topics

- What is Color?
- Color Trough the Ages
- Properties of Color
- Color Schemes
- Color Perception
- Working with Color – Color Composition
- Working with Color – Color and Culture
- Working with Color – Indentity

4. Learning Outcomes

On successful completion of this course, student will be able to:

- LO 1: Explain the science of color and color theories in visual arts
- LO 2: Identify colors and standarized color systems and combinations
- LO 3: Practice color composition based on color properties & function, psychological & emotional aspect and

context of color

- LO 4: Experiment the use of colors in a visual project

5. Teaching And Learning Strategies

In this course, the lecturers might deploy several teaching learning strategies, including Project Work, Brainstroming, Lecture, Individual Exercises, Observation, and Experiment.

6. Textbooks and Other Resources

6.1 Textbooks

1. Eddie Opara & John Cantwell. (2013). **Color Works**. 00. Rockport. Massachusetts. ISBN: 1592538355.

The book in the first list is a must to have for each student.

6.2 Other Resources

1. http://www.colorsystem.com/?page_id=551&lang=en
2. <http://www.colormarketing.org/the-forecasting-process>
3. http://www.colorsystem.com/?page_id=572&lang=en
4. <http://www.tigercolor.com/color-lab/color-theory/color-theory-intro.htm>
5. <http://www.pantone.com/pages/pantone/index.aspx>
6. http://www.youtube.com/watch?v=uucYGK_Ymp0
7. <http://www.colorcube.com/illusions/illusion.htm>
8. <http://www.colormatters.com/color-and-design/basic-color-theory>
9. <http://www.colormatters.com/color-and-marketing/color-and-branding>
10. <http://color.adobe.com/create/color-wheel/?base=2&rule=Shades&selected=4&name=My%20Color%20Theme&mode=rgb&rgbvalues=0.75,0,0,0.5,0,0,1,0,0,0.25,0,0,0.9,0,0&swatchOrder=0,1,2,3,4>
11. <http://www.colormatters.com/color-and-vision/look-inside-the-eye>
12. http://cs.nyu.edu/courses/fall02/V22.0380-001/color_theory.htm
13. Digital Content

7. Schedule

Theory

| Session/ Mode | Related LO | Topics | References |
|------------------|---------------|--|--|
| 1 F2F | LO 1 LO 2 | What is Color? - How We See Color - Color is Property of Light - Light Theory - Pigment Theory | - What is Color? - Color Works, Page 168-173 - Color Prism, http://www.youtube.com/watch?v=uucYGK_Ymp0 - Look Inside the Eye, http://www.colormatters.com/color-and-vision/look-inside-the-eye - Color Design Workbook: A Real-World Guide To Using Color In Graphic Design - Sensation and perception - Foundations of art and design |
| 2 F2F | LO 1 LO 2 | What is Color? - How We See Color - Color is Property of Light - Light Theory - Pigment Theory | - What is Color? - Color Works, Page 168-173 - Color Prism, http://www.youtube.com/watch?v=uucYGK_Ymp0 - Look Inside the Eye, http://www.colormatters.com/color-and-vision/look-inside-the-eye - Color Design Workbook: A Real-World Guide To Using |

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| | | | Color In Graphic Design - Sensation and perception - Foundations of art and design |
| 3 F2F | LO 1 LO 2 | Color Trough the Ages - Color System in Art & Science – Isaac Newton & Goethe - Theory of Simultaneous Contrast – Michel Eugene Cheverul - Color Vision – Thomas Young & Hermann VonHelmholtz - Color Atlas – Wilhelm Ostwald - Color System – Albert Henry Munsell - Color Theory – Johannes Itten - Pantone Color System | - Color Trough the Ages - Page 196-197 - Color Works, Page 170-178 - Color System, http://www.colorsystm.com/?page_id=551&lang=en - Color Design Workbook: A Real-World Guide To Using Color In Graphic Design - Foundations of art and design |
| 4 F2F | LO 1 LO 2 | Color Trough the Ages - Color System in Art & Science – Isaac Newton & Goethe - Theory of Simultaneous Contrast – Michel Eugene Cheverul - Color Vision – Thomas Young & Hermann VonHelmholtz - Color Atlas – Wilhelm Ostwald - Color System – Albert Henry Munsell - Color Theory – Johannes Itten - Pantone Color System | - Color Trough the Ages - Page 196-197 - Color Works, Page 170-178 - Color System, http://www.colorsystm.com/?page_id=551&lang=en - Color Design Workbook: A Real-World Guide To Using Color In Graphic Design - Foundations of art and design |
| 5 F2F | LO 2 LO 3 | Properties of Color - Primary Color - Secondary Color - Tertiary Color - Color Vocabulary | - Properties of Color - Color Works, Page 178-183 - Basic Color theory, http://www.tigercolor.com/color-lab/color-theory/color-theory-intro.htm - Basic Color theory, http://www.colormatters.com/color-and-design/basic-color-theory - Basic Color theory, http://cs.nyu.edu/courses/fall02/V22.0380-001/color_theory.htm - Color Design Workbook: A Real-World Guide To Using Color In Graphic Design |
| 6 F2F | LO 2 LO 3 | Properties of Color - Primary Color - Secondary Color - Tertiary Color - Color Vocabulary | - Properties of Color - Color Works, Page 178-183 - Basic Color theory, http://www.tigercolor.com/color-lab/color-theory/color-theory-intro.htm - Basic Color theory, http://www.colormatters.com/color-and-design/basic-color-theory - Basic Color theory, http://cs.nyu.edu/courses/fall02/V22.0380-001/color_theory.htm - Color Design Workbook: A Real-World Guide To Using Color In Graphic Design |

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| 7 F2F | LO 2 LO 3 | Color Schemes <ul style="list-style-type: none"> - Color Vocabulary - Warm and Cool Colors - Emphasis - Visual Balance - Space and Depth - Attract and Hold Attention - Color Trends & Forecasting | <ul style="list-style-type: none"> - Color Schemes - Color Works, Page 180-183 - Color Forecasting, http://www.colormarketing.org/the-forecasting-process - Color Forecasting, http://www.pantone.com/pages/pantone/index.aspx - Color Design Workbook: A Real-World Guide To Using Color In Graphic Design - Foundations of art and design |
| 8 F2F | LO 2 LO 3 | Color Schemes <ul style="list-style-type: none"> - Color Vocabulary - Warm and Cool Colors - Emphasis - Visual Balance - Space and Depth - Attract and Hold Attention - Color Trends & Forecasting | <ul style="list-style-type: none"> - Color Schemes - Color Works, Page 180-183 - Color Forecasting, http://www.colormarketing.org/the-forecasting-process - Color Forecasting, http://www.pantone.com/pages/pantone/index.aspx - Color Design Workbook: A Real-World Guide To Using Color In Graphic Design - Foundations of art and design |
| 9 F2F | LO 2 LO 3 | Color Schemes <ul style="list-style-type: none"> - Color Vocabulary - Warm and Cool Colors - Emphasis - Visual Balance - Space and Depth - Attract and Hold Attention - Color Trends & Forecasting | <ul style="list-style-type: none"> - Color Schemes - Color Works, Page 180-183 - Color Forecasting, http://www.colormarketing.org/the-forecasting-process - Color Forecasting, http://www.pantone.com/pages/pantone/index.aspx - Color Design Workbook: A Real-World Guide To Using Color In Graphic Design - Foundations of art and design |
| 10 F2F | LO 2 LO 3 | Color Schemes <ul style="list-style-type: none"> - Color Vocabulary - Warm and Cool Colors - Emphasis - Visual Balance - Space and Depth - Attract and Hold Attention - Color Trends & Forecasting | <ul style="list-style-type: none"> - Color Schemes - Color Works, Page 180-183 - Color Forecasting, http://www.colormarketing.org/the-forecasting-process - Color Forecasting, http://www.pantone.com/pages/pantone/index.aspx - Color Design Workbook: A Real-World Guide To Using Color In Graphic Design - Foundations of art and design |
| 11 F2F | LO 1 LO 3 | Color Perception <ul style="list-style-type: none"> - Color Constancy - Lightness Constancy - Visual Mixing - Contrast Effect - After Image | <ul style="list-style-type: none"> - Color Perception - Color illusion, http://www.colorcube.com/illusions/illusion.htm - Digital Content - Color Design Workbook: A Real-World Guide To Using Color In Graphic Design |

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| | | | <ul style="list-style-type: none"> - Sensation and perception - Foundations of art and design |
| 12 F2F | LO 1 LO 3 | Color Perception <ul style="list-style-type: none"> - Color Constancy - Lightness Constancy - Visual Mixing - Contrast Effect - After Image | <ul style="list-style-type: none"> - Color Perception - Color illusion, http://www.colorcube.com/illusions/illusion.htm - Digital Content - Color Design Workbook: A Real-World Guide To Using Color In Graphic Design - Sensation and perception - Foundations of art and design |
| 13 F2F | LO 1 LO 3 | Color Perception <ul style="list-style-type: none"> - Color Constancy - Lightness Constancy - Visual Mixing - Contrast Effect - After Image | <ul style="list-style-type: none"> - Color Perception - Color illusion, http://www.colorcube.com/illusions/illusion.htm - Digital Content - Color Design Workbook: A Real-World Guide To Using Color In Graphic Design - Sensation and perception - Foundations of art and design |
| 14 F2F | LO 1 LO 3 | Color Perception <ul style="list-style-type: none"> - Color Constancy - Lightness Constancy - Visual Mixing - Contrast Effect - After Image | <ul style="list-style-type: none"> - Color Perception - Color illusion, http://www.colorcube.com/illusions/illusion.htm - Digital Content - Color Design Workbook: A Real-World Guide To Using Color In Graphic Design - Sensation and perception - Foundations of art and design |
| 15 GSLC | LO 2 LO 3 LO 4 | Working with Color – Color Composition <ul style="list-style-type: none"> - Composition - Proportion - Experiment | <ul style="list-style-type: none"> - Working with Color – Color Composition - Color Works, Page 128-129 - Color Scheme Generator, color.adobe.com/create/color-wheel/?base=2&rule=Shades&selected=4&name=My%20Color%20Theme&mode=rgb&rgbvalues=0.75,0,0,0.5,0,0,1,0,0,0.25,0,0,0.9,0,0&swatchOrder=0,1,2,3,4 - Color Design Workbook: A Real-World Guide To Using Color In Graphic Design |
| 16 GSLC | LO 2 LO 3 LO 4 | Working with Color – Color Composition <ul style="list-style-type: none"> - Composition - Proportion - Experiment | <ul style="list-style-type: none"> - Working with Color – Color Composition - Color Works, Page 128-129 - Color Scheme Generator, color.adobe.com/create/color-wheel/?base=2&rule=Shades&selected=4&name=My%20Color%20Theme&mode=rgb&rgbvalues=0.75,0,0,0.5,0,0,1,0,0,0.25,0,0,0.9,0,0&swatchOrder=0,1,2,3,4 |

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| | | | 0.5,0,0,1,0,0,0.25,0,0,0.9,0,0 &swatchOrder=0,1,2,3,4 - Color Design Workbook: A Real-World Guide To Using Color In Graphic Design |
| 17 F2F | LO 2 LO 3 LO 4 | Working with Color – Color Composition - Composition - Proportion - Experiment | - Working with Color – Color Composition - Color Works, Page 128-129 - Color Scheme Generator, color.adobe.com/create/color-wheel/?base=2&rule=Shades&selected=4&name=My%20Color%20Theme&mode=rgb&rgbvalues=0.75,0,0,0.5,0,0,1,0,0,0.25,0,0,0.9,0,0&swatchOrder=0,1,2,3,4 - Color Design Workbook: A Real-World Guide To Using Color In Graphic Design |
| 18 F2F | LO 2 LO 3 LO 4 | Working with Color – Color Composition - Composition - Proportion - Experiment | - Working with Color – Color Composition - Color Works, Page 128-129 - Color Scheme Generator, color.adobe.com/create/color-wheel/?base=2&rule=Shades&selected=4&name=My%20Color%20Theme&mode=rgb&rgbvalues=0.75,0,0,0.5,0,0,1,0,0,0.25,0,0,0.9,0,0&swatchOrder=0,1,2,3,4 - Color Design Workbook: A Real-World Guide To Using Color In Graphic Design |
| 19 F2F | LO 3 LO 4 | Working with Color – Color and Culture - Psychological - Cultural by Countries - Cultural by Religion | - Working with Color – Color and Culture - Page 21-33 - Color Works, Page 9-10, 162-167 - Color and Culture, http://www.colors-system.com/?page_id=572&lang=en - Color Design Workbook: A Real-World Guide To Using Color In Graphic Design |
| 20 F2F | LO 3 LO 4 | Working with Color – Color and Culture - Psychological - Cultural by Countries - Cultural by Religion | - Working with Color – Color and Culture - Page 21-33 - Color Works, Page 9-10, 162-167 - Color and Culture, http://www.colors-system.com/?page_id=572&lang=en - Color Design Workbook: A Real-World Guide To Using Color In Graphic Design |
| 21 F2F | LO 3 LO 4 | Working with Color – Color and Culture - Psychological - Cultural by Countries - Cultural by Religion | - Working with Color – Color and Culture - Page 21-33 - Color Works, Page 9-10, 162-167 |

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| | | | <ul style="list-style-type: none"> - Color and Culture, http://www.colorsystm.com/?page_id=572&lang=en - Color Design Workbook: A Real-World Guide To Using Color In Graphic Design |
| 22 F2F | LO 3 LO 4 | Working with Color – Color and Culture <ul style="list-style-type: none"> - Psychological - Cultural by Countries - Cultural by Religion | <ul style="list-style-type: none"> - Working with Color – Color and Culture - Page 21-33 - Color Works, Page 9-10, 162-167 - Color and Culture, http://www.colorsystm.com/?page_id=572&lang=en - Color Design Workbook: A Real-World Guide To Using Color In Graphic Design |
| 23 F2F | LO 3 LO 4 | Working with Color – Identity <ul style="list-style-type: none"> - Brand Identity - Wayfinding - Information Graphic | <ul style="list-style-type: none"> - Working with Color – Identity - Color Works, Page 40-72 - Color and Brand, http://www.colormatters.com/color-and-marketing/color-and-branding - Foundations of art and design |
| 24 F2F | LO 3 LO 4 | Working with Color – Identity <ul style="list-style-type: none"> - Brand Identity - Wayfinding - Information Graphic | <ul style="list-style-type: none"> - Working with Color – Identity - Color Works, Page 40-72 - Color and Brand, http://www.colormatters.com/color-and-marketing/color-and-branding - Foundations of art and design |
| 25 F2F | LO 3 LO 4 | Working with Color – Identity <ul style="list-style-type: none"> - Brand Identity - Wayfinding - Information Graphic | <ul style="list-style-type: none"> - Working with Color – Identity - Color Works, Page 40-72 - Color and Brand, http://www.colormatters.com/color-and-marketing/color-and-branding - Foundations of art and design |
| 26 F2F | LO 3 LO 4 | Working with Color – Identity <ul style="list-style-type: none"> - Brand Identity - Wayfinding - Information Graphic | <ul style="list-style-type: none"> - Working with Color – Identity - Color Works, Page 40-72 - Color and Brand, http://www.colormatters.com/color-and-marketing/color-and-branding - Foundations of art and design |

8. Evaluation

Theory

| Assessment Activity | Weight | Learning Outcomes | | | |
|---------------------|--------|-------------------|---|---|---|
| | | 1 | 2 | 3 | 4 |
| Assignment | 50% | √ | √ | √ | √ |
| Mid Exam | 25% | √ | √ | √ | √ |
| Final Exam | 25% | √ | √ | √ | √ |

Practicum





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Final Evaluation Score

| Aspects | Weight |
|-----------|--------|
| Theory | 100% |
| Practicum | 0% |

9. A. Assessment Rubric (Study Program Specific Outcomes)

| LO | Indicators | Proficiency Level | | | |
|------|--|--|---|--|---|
| | | Excellent (85 – 100) | Good (75 – 84) | Average (65 – 74) | Poor (≤ 64) |
| LO 1 | 1.1. Ability to define the process of seeing color | Able to define the complete process of seeing color clearly | Able to define the process of seeing color completely | Able to define the process of seeing color moderately | Inadequate explanation of the process of seeing color |
| | 1.2. Ability to explain established color theories | Able to explain established color theories clearly | Able to explain established color theories completely | Able to explain established color theories moderately | Inadequate explanation of established color theories |
| LO 2 | 2.1. Ability to recognize and differentiate colors | Able to recognize and differentiate colors with high accuracy | Able to recognize and differentiate colors with good accuracy | Able to recognize and differentiate colors with moderate accuracy | Inadequate ability of recognizing and differentiating color |
| | 2.2. Ability to apply color combination to create color harmony | Able to apply color combination with exceptional result | Able to apply color combination with well executed result | Able to apply color combination with moderate result | Inadequate result of applying color combination |
| LO 3 | 3.1. Ability to create color composition with a specific function (practical or emotional) | Able to create color composition with exceptional result | Able to create color composition with well executed result | Able to create color composition with moderate result | Inadequate result of creating color composition |
| LO 4 | 4.1. Ability to experiment the use of color and color combination within a specific theme | Able to experiment the use of color and color combination with exceptional result and promote innovation | Able to experiment the use of color and color combination with well executed result | Able to experiment the use of color and color combination with moderate result | Inadequate result of experimenting the use of color and color combination |

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| <p>Prepared by</p>  <p>D3377 - Jonata Witabora, S.Sn., M.Sn.</p> | <p>Checked by</p>  <p>D3377 - Jonata Witabora, S.Sn., M.Sn. Acting as Subject Content Specialist</p> |
| <p>Approved by</p>  <p>D3377 - Jonata Witabora, S.Sn., M.Sn. Subject Content Coordinator</p> | <p>Acknowledged by</p>  <p>D2465 - Sari Wulandari, S.Sn., M.Sn. Head of Program – New Media</p> |

