

# IMAGE MAKING & COLOR THEORIES

## Course Syllabus\*

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Office Hour: by email or in-person appointment

### Course Description

In this introductory course students will develop conceptually based analog, mixed media and digital illustration skills, as well as study and apply color theory.

### Credits & Prerequisites

ADES 2515 is a **3 credit** course. Students must have successfully completed **ADES 1540**.

### Course Content

*Image Making and Color Theory* is an introductory course in which students will develop fundamental analog, mixed media and digital illustration skills. We'll explore a range of illustration techniques as well as broaden critical/conceptual thinking and problem solving skills. Additionally, we will study the theory of color attributes and interactions, color terminology and development, color applications and pragmatic color control, evocative/emotional color content development and control and color as primary communication visual device.

### Books Required

*Color Design Workbook: A Real World Guide to Using Color in Graphic Design* by Adams Morioka

### Books Suggested

- a. *Illustration: A Theoretical & Contextual Perspective*—by Alan Male
- b. *The Art of Color: The Subjective Experience and Objective Rationale of Color*—by Johannes Itten
- c. *Interaction of Color: Revised and Expanded Edition*—by Josef Albers
- d. *Charley Harper: An Illustrated Life*—by Todd Oldham

### Course Objectives

- a. Develop and demonstrate proficiency in the foundational principles of image making: critical thinking, conceptual problem solving, composition, drawing skills, craft and execution.
- b. Develop and demonstrate proficiency in analog/alternative mark making.
- c. Develop an awareness of the field of image making/illustration, its history, vocabulary, professional illustrators and current trends or movements.

- d. Develop and demonstrate proficiency in basic color theory, color analysis and color control.
- e. Develop and demonstrate proficiency in controlling emotional/intellectual communication through the understanding and manipulation of color.
- f. Develop and demonstrate proficiency in presentational skills.
- g. Develop and demonstrate disciplined attendance and work habits.

### **Course Structure**

This class is primarily structured around assigned studio problems. Students and instructor will divide their time between lecture, demonstration and small amounts of in-class work. Students will primarily be required to complete work outside of class for the duration of the semester. Students should plan to spend two to three hours working outside of class for every hour spent working in class. Students must participate in the Sophomore Portfolio Review in December in order to pass this course.

### **Grading & Evaluation**

Students' final grade will be based on three criteria:

1. Successful completion of assigned work
2. Attendance (see attached policy)
3. Class attitude, performance and participation

Each project is worth:

1. Three graphic interpretation/color exercises: 30% (10% EACH)
2. Editorial magazine cover: 20%
3. Icon design & magazine layout: 20%
4. Poster: 25%
5. Final test: 5%

### **Access To Information**

Your access point for business and academic services at UNT occurs at [my.unt.edu](http://my.unt.edu). All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward your e-mail: [eagleconnect.unt.edu](http://eagleconnect.unt.edu).

### **Course Risk Factor**

#### **Risk Factor: 2**

In level 2 courses, students are exposed to some significant hazards but are not likely to suffer serious bodily injury. In this class those risks are related to x-acto knife usage, adhesives, fumes and repetitive stress injuries related to extended computer use. Students will be informed of any potential health hazards or potential bodily injury connected with the use of any materials and/or processes and will be instructed how to proceed without danger to themselves or others."

**Disability Accommodation**

The College of Visual Arts and Design is committed to full academic access for all qualified students, including those with disabilities. In keeping with this commitment and in order to facilitate equality of educational access, faculty members in the College will make reasonable accommodations for qualified students with a disability, such as appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies when doing so does not fundamentally alter the course.

If you have a disability, it is your responsibility to obtain verifying information from the Office of Disability Accommodation (ODA) and to inform me of your need for an accommodation. Requests for accommodation must be given to me no later than the first week of classes for students registered with the ODA at the beginning of the current semester. If you register with the ODA after the first week of classes, your accommodation requests will be considered after this deadline.

Grades assigned before an accommodation is provided will not be changed. Information about how to obtain academic accommodations can be found in UNT Policy 18.1.14, at [www.unt.edu/oda](http://www.unt.edu/oda), and by visiting the ODA in Suite 167 in Sage Hall. You also may call the ODA at **940.565.4323**.

**Emergencies**

UNT uses a system called Eagle Alert to quickly notify you with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at [my.unt.edu](http://my.unt.edu). Some helpful emergency preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

**Attendance Policy**

Good attendance and punctuality are expected for this class and will strongly affect your grades. Roll will be taken at the beginning of every class. You be considered late if you arrive at class after roll has been taken. If you are late, it is your responsibility during that class period to make sure the instructor knows that you are present. You will receive two (2) free tardies. After the first two tardies, every three (3) tardies will equal one (1) unexcused absence.

Only two (2) unexcused absences will be accepted. The third unexcused absence will lower your final semester grade by one letter grade. The fourth unexcused absence will lower your grade by two letter grades. The fifth unexcused absence will lower your grade by three letter grades and so on. A total of six absences, excused or unexcused, will result in you receiving a failing grade (F) for the class. For a 3 day a week course, tardiness of more than 30 minutes late will be counted as an unexcused absence. A student showing a pattern of not bringing any or incomplete daily work may earn additional unexcused absences at the discretion of the professor.

There are no excused absences for anything but a verifiable death in the immediate family or with a doctor's note on his/her stationery with a telephone number. The doctor's note must be presented at the next class. A receipt is unacceptable. If you are absent, you are responsible for contacting a class member in order to get any information or assignments that were given in class. The instructor will not use any class time to repeat missed lectures or assignments. Do not call the main office to leave the instructor a note that you are missing class for any reason. Under no circumstances should you leave a project with anyone in the main office. The office will not accept any projects.

### **Electronic Devices**

Cell phones should be turned off when class begins. Laptops will only be opened for in class work. No facebooking, checking email or text messaging will be allowed. Failure to comply with this rule may result in point deductions in the professionalism section of your grade or an unexcused absence at the discretion of the professor. Let your instructor know in advance if you have an extenuating circumstance with regard to the above rules.

### **Grading Policy**

All projects are due on the day and time given at the beginning of class. No late projects will be accepted for grading. You are responsible for turning in work on time regardless of attendance.

### **Plagiarism**

Plagiarism is a serious academic offense and may result in failure of an assignment, the class, or result in removal from the university. Students caught cheating or plagiarizing will receive a "0" for that particular assignment or exam. The student will first be notified in writing via email to schedule a face-to-face meeting with the instructor and another faculty member to determine the next level of action. If further action is warranted, the incident will be reported to the Dean of Students, who may impose an additional penalty. According to the UNT catalog, the term "cheating" includes, but is not limited to: *a.* use of any unauthorized assistance in taking quizzes, tests, or examinations; *b.* dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; *c.* the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; *d.* dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or *e.* any other act designed to give a student an unfair advantage. The term "*plagiarism*" includes, but is not limited to: *a.* the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and *b.* the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. Plagiarism is also literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person's mind and presenting it as one's own. Copying someone else's writing or art, intact or with inconsequential changes, and adding one's name to the result constitutes plagiarism.

### **Sexual Harassment:**

Sexual harassment means unwelcome sex-based verbal or physical conduct that unreasonably interferes with a student's ability to participate in or benefit from educational programs or activities. For purposes of this policy, conduct is sufficiently severe, persistent or pervasive if it is frequent, or threatening, or humiliating nature unreasonably interferes with or limits the student's ability

to participate in or benefit from the University's educational program or activity, including when the conduct reasonably can be considered to create an intimidating, hostile, abusive or offensive educational environment. Conduct constituting sexual harassment, as defined herein, toward another person of the same or opposite sex is prohibited by this policy. Examples of conduct which might be considered sexual harassment under this policy may be found *here: [https://policy.unt.edu/sites/default/files/16.005SexualHarassment\\_0.pdf](https://policy.unt.edu/sites/default/files/16.005SexualHarassment_0.pdf)* Page 2, Section 4, items a,b,c,d,e,f, and g.

### **Student Rights And Responsibilities**

As a student you have rights and responsibilities within the academic community. See: **[www.unt.edu/csrr](http://www.unt.edu/csrr)** for more information.

### **Financial Aid**

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per term. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose their financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. Please visit **[financialaid.unt.edu/satisfactory-academic-progress-requirements](http://financialaid.unt.edu/satisfactory-academic-progress-requirements)** for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with an academic advisor in your college or visit the Student Financial Aid and Scholarships office to discuss dropping a course being doing so.

You must use your UNT email address to communicate with professors. You may forward your UNT email to a private email address via your My UNT settings.

### **Retention Of Student Records**

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university's policy in accordance with those mandates at the following link: **[essc.unt.edu/registrar/ferpa.html](http://essc.unt.edu/registrar/ferpa.html)**

### **Student Evaluation Of Instruction**

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide you with an opportunity to evaluate how this course is taught.

**Acceptable Student Behavior**

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at **[deanof-students.unt.edu/conduct](http://deanof-students.unt.edu/conduct)**

**Succeed At UNT**

Aunt endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grown. And, as a faculty member, I am committed to helping you be successful as a student. Here's how to succeed at UNT: Show up. Find Support. Get advised. Be prepared. Get involved. Stay focused.

To learn more about campus resources and information on how you can achieve success, go **[success.unt.edu](http://success.unt.edu)**.

*\*The right to change this syllabus with or without notice remains at the discretion of the professor.*

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## THE CONTRACT

I acknowledge that I have read the course syllabus. I understand the course structure, grading, attendance policies, as well as the risk factor rating. I hereby agree to the syllabus and its provisions. Additionally “I agree to the terms and conditions outlined in the Permission to Use Student Work contract.”

Name (print) \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

<b>WEEK 1</b>		<b>8/28, 30</b>
<b>T</b>	Intro:	Syllabus/attendance/required books/supplies/plotter paper
	Assign:	Assignment 1: Iconic Photograph Graphic Interpretation Show samples of graphic translation assignment
	Lecture:	How to analyze light and form for graphic translation
	Assign:	Iconic photo & research
	Assign:	8 thumbnails/rough pencils interpreting the painting using woodcut style illustration (3.5x5 inches)
<b>TH</b>	Due:	Iconic photo research, work in class on graphic interpretations
	Critique:	8 thumbnails/rough pencils interpreting the painting using woodcut style illustration (3.5x5 inches).
	Assign:	Select the best direction, complete final tight pencil (7x10 inches)
	Demo:	Engraving/woodcut Begin computer process/illustration
<b>WEEK 2</b>		<b>9/4, 6</b>
<b>T</b>	Critique:	Woodcut final tight pencil & illustration (in progress)
	Lecture:	Why illustration? Brief history and rationale/guidelines for choosing to use illustration vs photography, review genre/styles of illustration.
<b>TH</b>	Critique:	Woodcut illustration (in progress)
	Demo:	Mounting work to black board
	Assign:	Final woodcut illustration (black & white only) 7x10 inches mounted to 10x15 black board
<b>WEEK 3</b>		<b>9/11, 13</b>
<b>T</b>	Due:	Woodcut illustration (black & white only) 7x10 inches mounted to 10x15 black board
	Assign:	5 geometric graphic interpretations, thumbnails/rough pencils (3.5x5 inches)
	Lecture:	Review basic color theory/making palettes in amounts/color inspiration
	Assign:	Color research palette studies: 15 based on various assigned themes and inspirations
<b>TH</b>	Critique:	5 geometric interpretations, pencil roughs, select the best iteration
	Critique:	Color research palette studies, select one to apply to geometric graphic interpretation
	Assign:	Final revisions to geometric graphic interpretation: final tight pencil 7x10 inches
	Assign:	Begin process of drawing the final illustration in the computer using Adobe Illustrator and applying chosen color palette
<b>WEEK 4</b>		<b>9/18, 20</b>
<b>T</b>	Critique:	Geometric interpretation in progress
<b>TH</b>	Critique:	Geometric interpretation in progress, plotter color

<b>WEEK 5</b>		<b>9/25, 27</b>
<b>T</b>	Assign:	Final geometric interpretation 7x10 inches mounted to 10x15 black board
<b>TH</b>	Due:	Final geometric interpretation 7x10 inches mounted to 10x15 black board
	Assign:	Assigned artist mimic research
	Assign:	10 artist mimic thumbnails/rough pencils (3.5x5 inches)
<b>WEEK 6</b>		<b>10/2, 4</b>
<b>T</b>	Critique:	Assigned artist mimic graphic interpretations, 10 pencil roughs
	Assign:	Select the best direction, complete final tight pencil (7x10 inches)
<b>TH</b>	Critique:	Artist mimic graphic interpretation final tight pencil (7x10 inches)
	Lecture:	Analog mark making processes
	Assign:	Final artist mimic graphic interpretation. Scan and begin final computer illustration.
<b>WEEK 7</b>		<b>10/9, 11</b>
<b>T</b>	Critique:	Mimic illustration (7x10 inches) in progress, plotter color
<b>TH</b>	Critique:	Mimic illustration (7x10 inches) in progress, plotter color
	Assign:	Final mimic illustration (7x10 inches) mounted to 10x15 black board
<b>WEEK 8</b>		<b>10/16, 18</b>
<b>T</b>	Due:	Mimic illustration (7x10 inches) mounted to 10x15 black board
	Assign:	Assignment 2: Editorial Magazine Cover Cover illustration topic and magazine (photo manipulation) research
	Lecture:	Photo manipulation/magazine illustration/the power of a strong cover/ purpose of a magazine cover/show examples
	Lecture:	Magazines and brand loyalty. Tribes/you get me!
	Assign:	25 concept thumbnails (2x3 inches)
<b>TH</b>	Critique:	Cover illustration topic research
	Critique:	25 concept thumbnails (2x3 inches), select best direction to execute
	Assign:	1 concept revisions (5x7 inches) pencil rough
	Assign:	Begin execution of photo manipulation
<b>WEEK 9</b>		<b>10/23, 25</b>
<b>T</b>	Critique:	1 concept revisions (5x7 inches) pencil rough
	Critique:	Final execution of photo manipulation
	Assign:	Drop in cover illustration in cover layout provided
<b>TH</b>	Critique:	Illustration in process dropped in layout
	Assign:	Cover illustration (photo manipulation), mounted on black foamcore, cut flush to the edge
	Assign:	Assignment 3: Icon Design Icon topic research: Find 5 fun "How To" list (we'll discuss in class)

<b>WEEK 10</b>		<b>10/30, 11/1</b>
<b>T</b>	Due:	Cover illustration (photo manipulation), mounted on black foamcore, cut flush to the edge
	Critique:	Icon topic research, select best direction
	Assign:	Icon pencil thumbnails (4-5 total: at least 4 per icon= 20 thumbnails)
<b>TH</b>	Critique:	Icon pencil thumbnails (4-5 total: at least 4 per icon= 20 thumbnails)
	Assign:	Select best direction. Revise icon pencil thumbnails, begin computer implementation
	Assign:	Color studies, limit yourself to two or three color combinations
<b>WEEK 11</b>		<b>11/6, 8</b>
<b>T</b>	Critique:	Icons in progress and color studies
	Assign:	Editorial layout mimic (provided by your professor)
	Assign:	Final editorial mimic layout with icons dropped in
<b>TH</b>	Critique:	Final editorial mimic layout with icons dropped in
	Assign:	Final editorial mimic layout with icons dropped in, mounted on black foamcore, cut flush to the edge
<b>WEEK 12</b>		<b>11/13, 15</b>
<b>T</b>	Due:	Final editorial mimic layout with icons dropped in, mounted on black foamcore, cut flush to the edge
	Assign:	Assignment 4: Poster Design
	Lecture:	Illustration/design for social/environmental causes=designing for good
	Lecture:	Poster design and designers
	Assign:	30 thumbnail studies on social/environmental topic
<b>TH</b>	Critique:	30 thumbnail studies on social/environmental topic, make best selection
	Assign:	Final tight pencil
	Assign:	Final process and computer implementation, color studies
<b>WEEK 13</b>		<b>11/20, Thanksgiving</b>
<b>T</b>	Critique:	Final tight pencil and computer implementation, color studies, ongoing
	Assign:	Final Computer Implementation
<b>TH</b>		Thanksgiving
<b>WEEK 14</b>		<b>11/27, 29</b>
<b>T</b>	Critique:	Final computer implementation Plotter color/full-size
<b>TH</b>	Critique:	Final computer implementation, color studies, ongoing Plotter color/full-size

**WEEK 15****12/4, 6**

**T** Due: Final posters, plotter color, full-size  
**TH** Review: Present work from Type 1 / Color & Image in assigned rooms  
Test Terminology

**WEEK 16****12/11 (final: agreed upon final meeting time)**

**T** Due: Final based on assigned readings from: Color Design Workbook: A Real World Guide to Using Color in Graphic Design