ADES 2515.503
IMAGE MAKING
& COLOR THEORY

the syllabus // 16 weeks working with images & color //</p>

**Course Description**

Image Making & Color Theory: 3 Hours. In this introductory course students will develop conceptually-based analog, mixed media and digital illustration skills, as well as study and apply color theory.

**Prerequisites**

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**

*Illustration: A Theoretical & Contextual Perspective* by Alan Male

*The Art of Color: The Subjective Experience and Objective Rationale of Color* by Johannes Itten

*Interaction of Color: Revised and Expanded Edition* by Josef Albers

*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:

- Graphic Interpretation—Woodcut: 20%
- Icon Design: 20%
- Application of Style Mashup: 20%
- Social Cause Poster: 35%
- Final Test: 5%
ADES 2515.503
IMAGE MAKING
& COLOR THEORY

the syllabus // continued... //

ACCESS
Your access point for business and academic services at UNT occurs at 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 email: eagleconnect.unt.edu

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’ll be considered late if you arrive 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 by leaving a note with your name, date and time of arrival with the instructor. If not received, you will be marked as absent. You will receive two free tardies. After the first two tardies, every four tardies will equal one unexcused absence. Only two unexcused absences will be accepted. The third unexcused absence will lower your final semester grade by one letter grade. The forth 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 for the class. There are no excused absences for anything but a verifiable death in the immediate family or with a doctor’s note on his/her stationary with a telephone number. The doctor’s note must be presented at the next class. A receipt is unacceptable. If you are more than thirty minutes late, it will be counted as an unexcused absence. 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 or design office. The office will not accept any projects. Incomplete daily work may result in additional unexcused absences at the discretion of the professor.

DISABILITY ACCOMMODATION
UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one’s specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website at disability.unt.edu. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student.

EMAIL
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.

EMERGENCIES
UNT uses a system called Eagle Alert to quickly notify students 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). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials. 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. If the university is closed for more than one day, you should check the UNT website at www.unt.edu, the UNT Facebook page and @untEagleAlert for the latest information.
the syllabus //continued... //

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 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 done so.

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
Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

Students caught cheating or plagiarizing will receive a “0” for that particular assignment or exam. Additionally, the incident will be reported to the Dean of Students, who may impose further 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.

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.
UNT is committed to providing a safe learning environment free of all forms of sexual misconduct. Federal laws and UNT policies prohibit discrimination on the basis of sex as well as sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking and/or sexual assault, there are campus resources available to provide support and assistance. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565-2648.

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 deanofstudents.unt.edu/conduct

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. The survey will be made available during weeks 13, 14 and 15 of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from “UNT SPOT Course Evaluations via iASystem Notification” (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website at spot.unt.edu or email spot@unt.edu.

UNT endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grow. 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 to success.unt.edu.

You will need a laptop computer and Adobe Creative Suite software. Students will need to purchase individual licenses for Adobe Creative Suite software to work remotely on personal computers. If you need financial assistance for this purchase, you may apply for emergency funds via the CARE act funding link at UNT.

Instructor reserves the right to make adjustments/changes/updates to the course syllabus with or without notice.
ADES 2515.503

IMAGE MAKING & COLOR THEORY

the syllabus //continued... //

COVID PROTOCOLS

I strongly request a face covering be worn in class, regardless of vaccination status, to protect yourself and others from COVID infection, as recommended by current CDC guidelines. Face covering guidelines could change based on community health conditions.

Remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. Students will need access to a webcam and microphone (these are built in to your Mac laptop) to participate in fully remote portions of the class. Information on how to be successful in a remote learning environment can be found at https://online.unt.edu/learn.
ADES 2515.503

IMAGE MAKING & COLOR THEORY

the contract // sign it! //</

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

“I agree to the terms and conditions outlined in the Permission to Use Student Work contract.”

NAME (PRINT) SIGNATURE DATE

And

“I agree to the terms and conditions outlined in the UNT Legal Model Release Form contract.”

PRINT NAME SIGNATURE DATE
**schedule // 16 weeks making images & working with color //**

---

**WEEK 1 :: 8/23**

**T**

**INTRO:** Syllabus/attendance/required books/supplies/

**ASSIGN:** Assignment 1: *Graphic Interpretation*—Woodcut
Show examples of graphic translation assignment and assign image for interpretation

**LECTURE:** How to analyze light and form for graphic translation

**ASSIGN:** Analyze light and form using Photoshop for graphic translation

**ASSIGN:** 5 thumbnails/rough pencils interpreting the painting using woodcut style illustration

**TH**

**DUE:** Light and form analysis of assigned image

**CRITIQUE:** 5 thumbnails/rough pencils woodcut style illustration

**ASSIGN:** Select the best direction, complete final tight pencil

**DEMO:** Woodcut video demo

---

**WEEK 2 :: 8/30**

**T**

**CRITIQUE:** Woodcut final tight pencil

**ASSIGN:** Begin computer process/illustration

**TH**

**CRITIQUE:** Woodcut illustration (in progress)

**LECTURE:** Why illustration? Brief history and rationale/guidelines for choosing to use illustration vs photography, review genre/styles of illustration

**ASSIGN:** Revisions to woodcut illustration

---

**WEEK 3 :: 9/6**

**T**

**CRITIQUE:** Woodcut illustration (in progress)

**ASSIGN:** Revisions to woodcut illustration

**TH**

**CRITIQUE:** Woodcut illustration (in progress)

**ASSIGN:** Final revisions to woodcut illustration

**DEMO:** Mounting woodcut illustration to 10 x 15 inch black Letramax board

---

**WEEK 4 :: 9/13**

**T**

**DUE:** Assignment 1: *Graphic Interpretation*—Woodcut

**ASSIGN:** Assignment 2: *Icon Design* and icon topic research: (we’ll discuss in class)

**LECTURE:** Icons/Pictograms/Spot Illustrations

**DEMO:** Icon/Pictogram design video demo

**ASSIGN:** Icon pencil thumbnails (4-5 total: at least 4 per icon=20 thumbnails)

**TH**

**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
**ADES 2515.503**  
**Image Making & Color Theory**

**schedule** // 16 weeks making images & working with color //

<table>
<thead>
<tr>
<th>WEEK 5 :: 9/20</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>T</strong> CRITIQUE:</td>
<td>Icons in progress and color (on plotter paper) studies/choose the best color combination</td>
</tr>
<tr>
<td><strong>TH</strong> CRITIQUE:</td>
<td>Icons in progress, plotter color</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WEEK 6 :: 9/27</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>T</strong> CRITIQUE:</td>
<td>Icons in progress, plotter color</td>
</tr>
</tbody>
</table>

**WEEK 7 :: 10/4**

<table>
<thead>
<tr>
<th><strong>T</strong> DUE:</th>
<th>Assignment 2: Icon Design</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSIGN:</strong></td>
<td>Assignment 3: Application of Style Mashup</td>
</tr>
<tr>
<td><strong>ASSIGN:</strong></td>
<td>15 thumbnail studies combining your assigned inspiration and assigned illustrator</td>
</tr>
<tr>
<td><strong>DEMO:</strong></td>
<td>Analog/digital mark making video demo</td>
</tr>
</tbody>
</table>

**TH CRITIQUE:** 15 thumbnail studies, revise best 2-3 ideas in rough sketch form @50%  
From rough sketches, select one for final pencil  
**DUE:** Icon Design animation

<table>
<thead>
<tr>
<th>WEEK 8 :: 10/11</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>T</strong> CRITIQUE:</td>
<td>Best 2-3 concepts/rough sketches @50%, and final pencil</td>
</tr>
<tr>
<td><strong>ASSIGN:</strong></td>
<td>Begin computer implementation of final illustration</td>
</tr>
</tbody>
</table>

**TH CRITIQUE:** Illustration in progress, plotter color

<table>
<thead>
<tr>
<th>WEEK 9 :: 10/18</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>T</strong> CRITIQUE:</td>
<td>Illustration in progress, plotter color</td>
</tr>
<tr>
<td><strong>ASSIGN:</strong></td>
<td>Final revisions, demo mounting illustration to 10 x 15 Letramax black presentation board</td>
</tr>
</tbody>
</table>
schedule // 16 weeks making images & working with color //

WEEK 10 :: 10/25
T
DUE: Assignment 3: Application of Style Mashup
ASSIGN: Assignment 4: Social Cause Poster
LECTURE: Illustration/design for social causes = designing for good
LECTURE: Poster design and designers
ASSIGN: 30 thumbnail studies on social cause topic
TH
CRITIQUE: 30 thumbnail studies on social cause topic, make best 2-3 selections
ASSIGN: Rough sketches of best 2-3 ideas

WEEK 11 :: 11/1
T
CRITIQUE: Rough sketches of best 2-3 ideas, make best selection
ASSIGN: Final tight pencil
TH
CRITIQUE: Final tight pencil
ASSIGN: Final process and computer implementation, color studies

WEEK 12 :: 11/8
T
CRITIQUE: Poster in progress, 1/2 size plotter color
TH
CRITIQUE: Poster in progress, 1/2 size plotter color

WEEK 13 :: 11/15
T
CRITIQUE: Poster in progress, full size 24 x 36 inch plotter color
TH
CRITIQUE: Poster in progress, full size plotter color

WEEK 14 :: 11/22 THANKSGIVING
T
CRITIQUE: Final computer implementation, full size plotter color
TH THANKSGIVING

WEEK 15 :: 11/29
T
DUE: Assignment 4: Social Cause Poster
TH
REVIEW: Faculty will review work from Type 1/Image & Color digitally
ADES 2515.503
IMAGE MAKING
& COLOR THEORY

**schedule** // 16 weeks making images & working with color //

---

**WEEK 16 :: 12/6 (FINAL: AGREED UPON FINAL MEETING TIME)**

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