



# STARK STATE COLLEGE

## GENERAL SYLLABUS

### Course Information

**Course Name:** Color Theory and Design  
**Course Number:** IMT131

### Required Materials

**Textbook(s):** **2D-Visual Basic for Designers** (ISBN-13: 978-1-4180-1160-4)  
 Author: Robin Landa Rose Gonnella & Steven Brower  
 Publisher: Thomson | 1<sup>st</sup> Edition

**The Non-Designer's Design Book** (ISBN-13: 978-0-13-396615-2)  
 Author: Robin William  
 Publisher: Peachpit Press | Edition 4

**Required Readings:** None

**Additional Materials:** **USB Drive/Cloud:** Minimum of 32 gigabytes or cloud storage such as Google Drive and/or DropBox.

**Software Utilized:** Microsoft Office or any of the following image editing software: Gimp or Adobe (Photoshop, Illustrator, or InDesign).  
 If you would like to use the Creative Cloud for this course and have it on your own PC, you will need to become a member of the Adobe Creative Cloud for a monthly fee. See <http://www.adobe.com> for more details. You also have the option to use the Creative Cloud for free in our open lab on the main campus in room C106, using your starkstate.net email and password.

### Course Outline/Calendar

The date of coverage and order of coverage may be modified based on the faculty member and events beyond the control of faculty members that interfere with class times and teaching.

Week	Chapter/Topic/Lab
Week 1	Recognize C.A.R.P. Assignment <ul style="list-style-type: none"> <li>• C.A.R.P. Quiz</li> <li>• Introduce Yourself Discussion</li> <li>• Read Chapter 1-6 of Non- Designer's</li> <li>• Read Ch. 15 – Message and Communication (2D Visual Basics textbook)</li> </ul>

<b>Week</b>	<b>Chapter/Topic/Lab</b>
Week 2	Recognize the Message Assignment <ul style="list-style-type: none"> <li>• Message Behind a Design Solution Discussion</li> <li>• Read Chapter 1: Format</li> </ul>
Week 3	Format Assignment <ul style="list-style-type: none"> <li>• Format Quiz</li> <li>• The Impact Format has on a Design Solution Discussion</li> <li>• Read Chapter 2: Line</li> </ul>
Week 4	Expressive Line Assignment <ul style="list-style-type: none"> <li>• Line Quiz</li> <li>• Famous Linear Drawing Artists Discussion</li> <li>• Read Chapter 3: Shape</li> </ul>
Week 5	Shape Compositions Assignment <ul style="list-style-type: none"> <li>• Shape Quiz</li> <li>• Ground Reversals in Logos Discussion</li> <li>• Read Chapter 4: Color</li> </ul>
Week 6	Expressive Color Assignment <ul style="list-style-type: none"> <li>• Color Quiz</li> <li>• Cultural Differences in the Meaning of Colors Discussion</li> <li>• Read Chapter 5: Texture</li> </ul>
Week 7	Texture Assignment <ul style="list-style-type: none"> <li>• Texture Quiz</li> <li>• Local and Imaginary Textures Discussion</li> <li>• Read Chapter 6: Type</li> <li>• Read Chapter 9-11 from Non-Designer's Design Book</li> </ul>
Week 8	Type Assignment <ul style="list-style-type: none"> <li>• Type Quiz</li> <li>• Visual Language Versus Verbal Language Discussion</li> <li>• Read Chapter 7: Balance</li> </ul>
Week 9	Balance Assignment <ul style="list-style-type: none"> <li>• Balance Quiz</li> <li>• The Need for Balance Discussion</li> <li>• Read Chapter 8: Visual Hierarchy</li> </ul>
Week 10	Visual Hierarchy Assignment <ul style="list-style-type: none"> <li>• Importance of Visual Hierarchy in a Design Discussion</li> <li>• Read Chapter 9&amp;10</li> </ul>
Week 11	Rhythm & Unity Project <ul style="list-style-type: none"> <li>• Rhythm and Unity Quiz</li> <li>• Identify and Describe the Application of Rhythm and Unity, with Variety, of a Design Series Discussion</li> <li>• Read Chapter 11: Proportion/Scale</li> </ul>
Week 12	Proportion/Scale Quiz <ul style="list-style-type: none"> <li>• The Golden Ratio Discussion</li> <li>• Read Chapter 12: Illusion of Depth</li> </ul>
Week 13	Introduce Final Project Visual Depth Assignment <ul style="list-style-type: none"> <li>• Visual Depth Quiz</li> <li>• Identify Visual Depth Cues Discussion</li> <li>• Read Chapter 13: Illusion of Motion</li> </ul>
Week 14	Ethical and Professional Responsibilities in the field of Graphic Communications Discussion <ul style="list-style-type: none"> <li>• Motion Quiz</li> </ul>
Week 15	Final Project Lab
Week 16	Final Project