

Color in Design - Web course

COURSE OUTLINE

Color is one of the most fascinating things that human beings have experienced from the dawn of human existence. The course intends to introduce various aspects of color perception and human feeling related to design. Human perception and feeling encompasses color's objective and subjective application in design. It may involve specification of all relevant properties of color either subjectively or objectively. Color of a product does not always depend on simply visual perception. Sometime it goes beyond its phenomenological visual perception alone. Aesthetic appreciation of a product depends on various complex choices of human mind. Color plays a major role in creating attraction. Color has a strong power of communication. Human beings have observed and gained immense knowledge from color in natural environment. The application of color in natural environment has helped human beings to develop color scheme for their various usage. Color has helped human beings to express their emotion and feelings through social values, cultural heritage, ethos, etc. Color and Emotional has become a major subject of study to learn more about their relationship and its application through design. The course would explore various subjective and objective application of color in design.

COURSE DETAIL

Module No.	Title	Issues	No.of lectures
01.	Introduction to Color	Color has distinct the aspects- light, pigment & sensation	02
02.	Color Theory	Color Harmony, Color Context, Significance of Color, Physical Responses,	03
03.	Color has Three Properties	Hue, Value & Intensity	04
04.	Color Principles	Primary & Complementary Colors, Tertiary Colors, Analogous Colors	03
05.	Color in Art & Design	What is Design, Color Value and Intensity in Product Art & Design, Aesthetics in Design, Modern Art & Design- Readymade, Architecture & Design, The Bauhaus, Influence of Bauhaus on Modern Design, Minimalist Approach	03
06.	Piet Mondrian's 'Pure Plastic Art'	Theory of Mondrian's Pure Plastic Art and its effect on Modern Product Design (Minimalism in Design)	03
07.	Color Perception	Color Illusion, Application in Art & Design	02

NPTEL

<http://nptel.iitm.ac.in>

Humanities and Social Sciences

Hyperlinks:

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<http://www.colormatters.com/color-and-design/basic-color-theory>

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08.	Psychological Perception of Color	Color can show- dimension, weight, movement, temperature, identity, old or new, intrinsic value, appealing or repulsive, acceptance or rejection, fashion and emotional effect	03
09.	Color stimuli	Color reaction in food and visual reaction (taste)	02
10.	Color reacts (psychological)	Red, Orange, Yellow, Green, Blue, Purple, etc.	02
11.	Color Visibility	Color Visibility- color is perceived in respect to another color, Color Visibility has direct impact on product 2-D & 3-D product design	03
12.	Color Communication	Color communication and interaction	02
13.	Color and Society	Color plays important role in societal context through tradition, culture, beliefs, ethos	04
14.	Color in Nature	Nature is the greatest source of color experience. Utility and usage of color in nature.	02
15.	Color and Emotion	Color and Emotion is heavily engaging the design professionals and products. Color may be perceived objectively while subjective experience of color creates enormous interest since it is difficult to quantify. Emotion in color depends on various socio-cultural and economic conditions.	04
Total number of lectures			42

References:

- Colour – Art & Science, Trevor Lamb and Janine Bourriau, Cambridge University Press, 1995
- Cognition and the Visual Arts, Robert L. Solso, MIT Press, 1996
- The Art of Color, Johannes Itten, Wiley, 1997
- Color and meaning: Art, Science and Symbolism, John Gage, University of California Press, 2000
- Color and Culture: Practice and Meaning from Antiquity to Abstraction, John Gage, University of California Press, 1999
- Design basics, David A. Lauer and Stephen Pentak, Wadsworth Publishing, 1999
- Colors: the story of dyes and pigments, Guineau Delamare and Ber Francois, Harry N. Abrams, 2000