color theory & application

university of oregon department of architecture, m+w 6-7:20p, la 115, spring 2012
iarc 447/547  CRN 33477 | CRN 33488, 3 credit hours
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o1 description
for the course schedule, with projects, initial reading assignments, exams and due dates, see syllabus with projects on blackboard. we will focus on color—including principal color systems, methods of color harmony, effects of visual phenomena, and psychological, cultural, and historical implications—and how its application gives form to design intent. the course includes lectures and discussions and focuses on readings and project reviews.

o2 objectives
we will study the attributes and application of color to develop an understanding of how to employ color in a built environment to help realize the functional and aesthetic intentions of the design.

o3 content
how does color influence us? do we actually stop and think about the effect of color in our daily and professional lives? does color change the way we act, think, proceed through the day—the choices we make? how much do we know about color? how does color matter? seeing and perceiving color is a sensory experience that depends on different conditions and one’s own awareness. it is a complex process involving physics, psychology, and culture. in this course students will learn about theories of color and examine how these theories have changed over time as a result of scientific discoveries and cultural shifts.

o4 methodology
lecture format with illustrative assignments, discussions and presentations of student projects. (4 projects). assigned readings prior to their scheduled lecture. attendance and participation at all classes is expected, along with completion of assignments. university policy on academic integrity will be enforced as it applies to requirements.

o6 assignments
assignments will be available for the student’s review but will remain the property of the university. if you wish to retain copies of your projects, please make duplicates prior to submitting. materials: each student must have set of color aide papers, and supplies necessary to the completion of the projects.

o7 evaluation, exam
all projects and exams are graded on a percentage basis (pass=70%, C-) iarc 547 students will also complete a paper on an assigned topic (pass=80%, B). a final exam will cover readings, lectures and projects.

o8 grading
the gtf will work under the direct supervision of the instructor, who will have ultimate responsibility for determining and entering grades. all grading will be done according to clear criteria used by the course instructor and the gtf assisting in the course. the course instructor will regularly monitor the grading activities of the gtf with respect to accuracy and fairness. all graduate students will have their work evaluated solely by the faculty member teaching the course.

o9 readings
a bibliography will be provided, and required readings will be included with each project. josef albers, david batchelor, faber birren, michel pastoureau.