



## Digital Colour Theory

### Digital färglära

4.5 credits

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**Ladok Code:** DCA021

**Version:** 3.0

**Established by:** Research Board 2009-06-10

**Valid from:** Autumn 2009

**Education Cycle:** First cycle

**Main Field of Study (Progressive Specialisation):**

**Disciplinary Domain:** Technology 50%, Design 50%

**Prerequisites:** General requirements for university studies (or the equivalent).

**Subject Area:**

**Grading Scale:** Fail (U) or Pass (G)

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### Content

The course provides analysis of a color and composition. This course will enable students to produce successful visuals through an in-depth study of the elements, principles, and concepts of color and design. Design principles will include contrast, balance, unity, rhythm, symmetry/asymmetry, and visual emphasis. Students will gain the ability to harmonize color through a variety of color schemes, and an understanding the influence of light on form. It comprises discussing both theory of color themes and applying the theory to practice through different tasks.

### Learning Outcomes

Encourage creative as well as systematic investigation of formal and conceptual issues. Help students develop technical skills and familiarize them with the functions of the visual elements.

### Forms of Teaching

The course is webbased. The student acquire theory of the topic and makes his/her own designs which the teacher checks. Then it is the student's responsibility to follow it. The dates for discussions and discussion forum are set in the calendar. The teacher is available through the e-mail and telephone (office hours). Normally the student has contact with the teacher twice a week, usually by e-mail. The teacher corrects and comments on each assignment. These are sent back by e-mail.

MOODLE learning environment is used to make it easier to access learning material (Theoretical course and description of practical works) and informational sources on the internet. Also, to check the obtained knowledge through self-control and final evaluation tests. Besides, MOODLE affords the possibility to organize discussions and discussion forums between students and teacher which will be used for communication.

The language of instruction is English.

### Forms of Examination

The course will be examined through the following examination elements:

#### *Assignments*

Learning outcomes:

Credits: 3

Grading scale: Fail (U) or Pass (G)

#### *Written assignment and home examination*

Learning outcomes:

Credits: 1.5

Grading scale: Fail (U) or Pass (G)

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

## **Literature and Other Teaching Materials**

### **Reference work**

- Color(second edition),Fehrman, K. & Fehrman, C.(2003),
- Color Theory,Parramon, J.(1989),
- Color Theory Made Easy,Ames, J.(1996),
- TYPE and COLOUR,Beaumont, M.(1991),Phaidon Press
- Designer's Color Manual,Banks, A. & Frasier, T.(2004),Chronicle Books
- The Element of Color,Itten, J.(1970),Wiley
- Theory of Colours,Goethe, J.(1970),MIT Press
- Color Codes,Riley II, C.(1995),University Press of New England
- Abstract Design and How to Create it(reprint edition),Fenn, A.(1993),Dover Publications
- Pattern Design,Day, L.(1999),Dover Publications

## **Student Influence and Evaluation**

### **Miscellaneous**

Good knowledge in computer programs is required. The course is based on Coreldraw Graphics Suite X3, but it's not demanded. Recommended are Adobe Photoshop or Illustrator.

The course is a part of the Nordplus-project. It is a collaboration between Textilhögskolan i Borås, Technical University of Tampere in Finland, Kaunas University in Lithuania and Riga University of Technology in Lettland.

The teaching language is English and the course is distance education.